

the
Elks
magazine

SEPTEMBER 1977

Homer Huhn, Jr./Grand Exalted Ruler, B.P.O. Elks of U.S.A., 1977-1978



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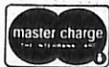
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E-9

A message from the
Grand Exalted Ruler

Wanted and Welcome: New Ideas



**“Individual Responsibility
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My lodge—your lodge—every lodge—needs new ideas and I don't think there are many that won't welcome them with enthusiasm. Here is an opportunity—wide open and unlimited—for those members who have not been as active in their lodge as they might have liked to be.

Let me make a special appeal to these less active members. Why not change that right now? To start with, I urge them to attend meetings regularly, become acquainted with the lodge's business and its fraternal and social activities. Make yourself heard on questions before the lodge. Tell the Exalted Ruler that you'd like to help with the Little League program, or work with hospitalized veterans. Maybe it's the cerebral palsy program that captures your interest, and if so, why not volunteer for that? It will make you friends and make you feel a lot better. If you are proud of our Elks National Foundation, and you should be, offer to give your local committee a helping hand.

Give your lodge the benefit of your active support and your ideas. They are of no value if you keep them to yourself. One of the best sources of ideas is new members with their fresh approach. You can make a major contribution to your lodge by enriching it with new members from your circle of friends and associates.

Now is the time to begin, when your lodge's Fall activities are just getting underway. It will benefit others. It will benefit you. It will benefit your lodge.

A handwritten signature in blue ink that reads "Homer Huhn, Jr."

Homer Huhn, Jr.





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the **Elks** magazine

VOL. 56, NO. 4 / SEPTEMBER, 1977

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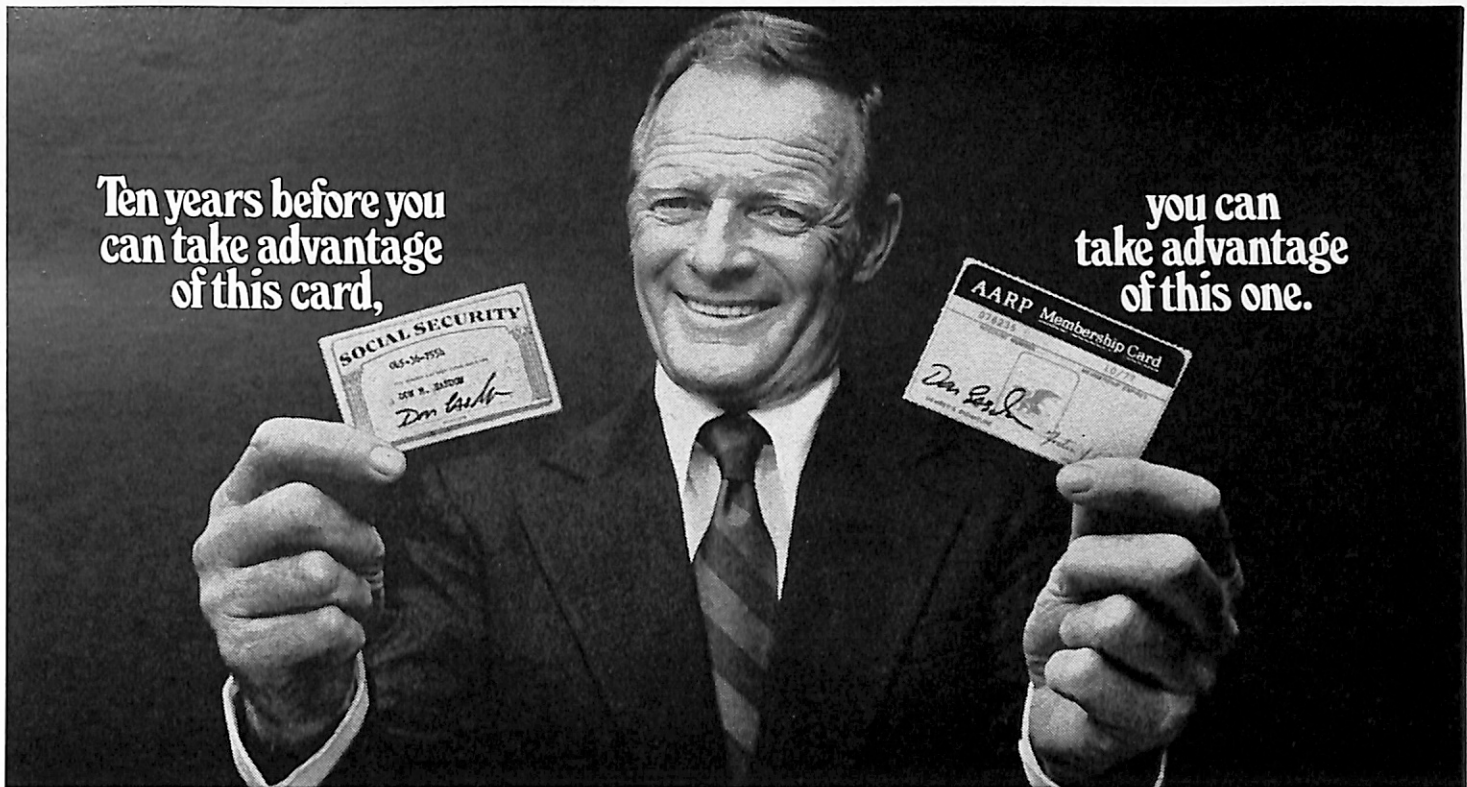
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454

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AARP is the American Association of Retired Persons. Non-profit, non-partisan and non-governmental, it's an association of over 10 million vital Americans. And one AARP membership of \$3* a year enables both you and your spouse to join them in taking full advantage of all AARP offers.

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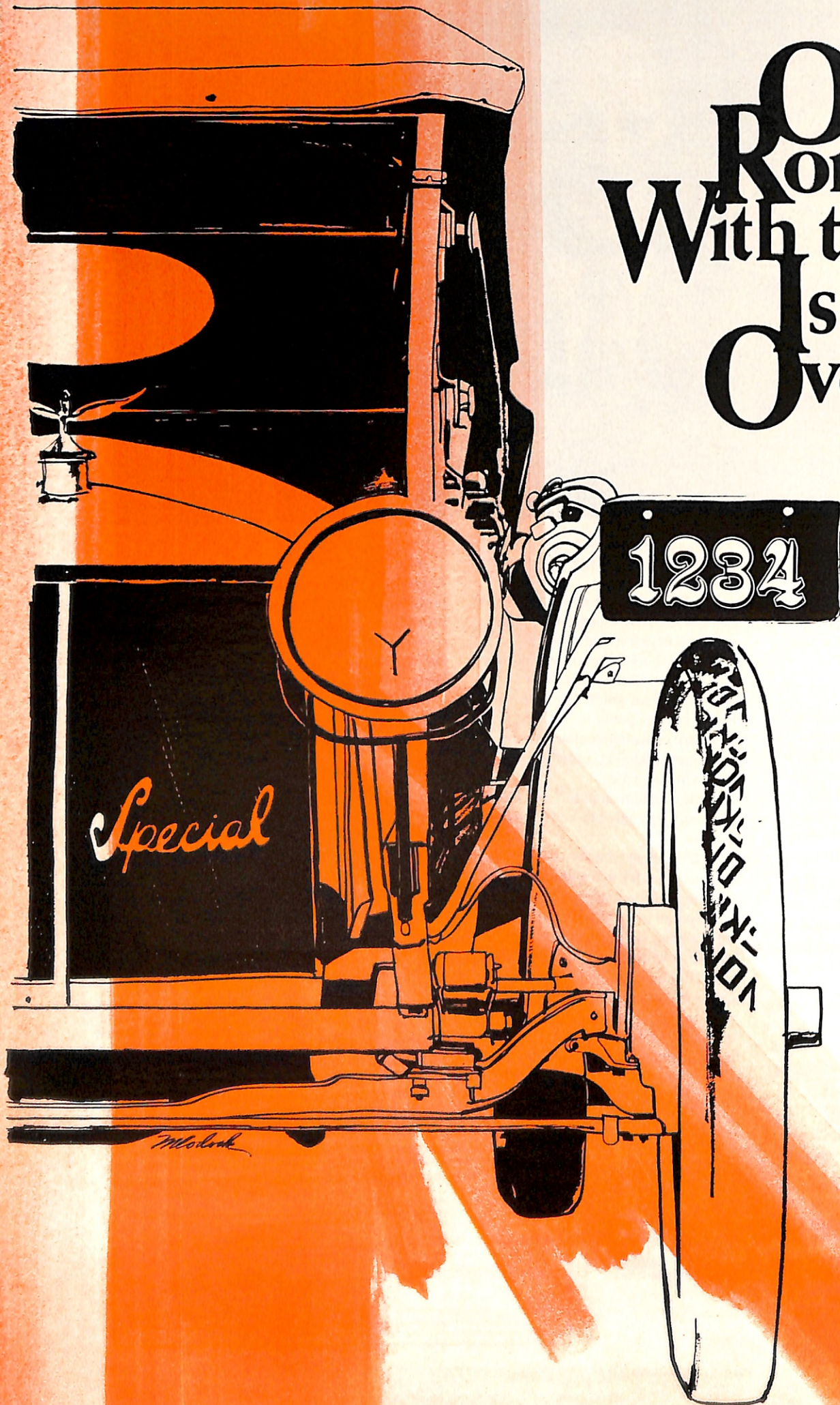
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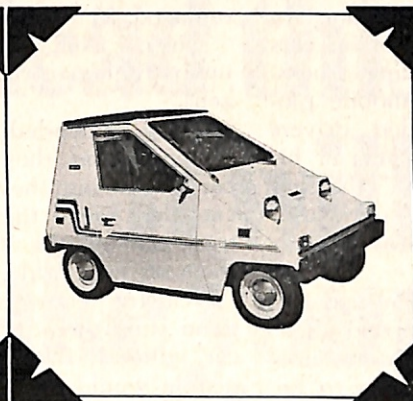
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Our Romance With the Car- Is it about Over?

by Wayne T. Walker





It was a dark April night in 1893 when the Duryea brothers opened the workshop doors and rolled out a buggy-like vehicle powered by a gasoline engine. The town of Springfield, MA, was totally unaware that history was being made. Cranking up the 1-cylinder, 4-hp water-cooled motor, Charles and Frank Duryea were tense with excitement and anticipation.

Would it run?

The strange vehicle coughed, sputtered, then caught, and off it thrashed—for a full 25 feet! On the second attempt, America's first successful automobile ran 200 feet without stopping. It had no steering wheel, but was guided with a tiller. To shift gears—2 speeds forward and one in reverse—the steering tiller was moved up and down.

By the turn of the century, the automotive industry had come chugging into existence with an avalanche of patents being issued for numerous models of motor driven vehicles.

The American romance with the 20th century mechanical marvel—the automobile—had commenced. It would be a love affair that would increase in ardor, never weakening to the present day. Every fall people would flock to the auto showrooms across the nation, where the car makers would proudly display their next year's models with a gala, circus-like fanfare, and gaze with zealous adoration at the new lines and features. Some would buy in the following months, while others would only dream and try to be satisfied with the one they were driving.

Since that night in Springfield, there are about 3000 different models listed on the official industry roster, compiled by the Motor Vehicle Manufacturers Association, that failed to make it with the car buyers.

Believe it or not, there was once a car named the Dodo. Ever hear of the Badger, Eagle, Rigs-That-Run, or Average Man's Runabout? Like numerous others, these made their debut in an era when new cars by the hundreds were surfacing, few surviving. During

1909 alone, there were 290 different models manufactured in 145 cities.

Many of the early car models introduced on the market featured various breakthroughs that would shape automotive history—sensationally fast, incredibly cheap, or fantastically luxurious. All had one factor in common: they changed America's way of living by making transportation easy, cheap, and fast for everyone.

With mass production and lower prices, Henry Ford came upon the scene in the manner of a voracious giant in 1908 with his immortal "Tin Lizzie"—the Model T. This car went a long way toward putting the "world on wheels." In 1913, Ford was producing 1000 cars a day. By 1923, more than half of all the new cars sold in the United States were Model T Fords. From October 1908 to 1927, about 15 million were sold.

At first other types of power to drive the engines were experimented with in order to shave the cost and raise the efficiency.

In 1899 the Baker Vehicle Company, of Cleveland, OH, began producing electric "runabouts" consisting of a "piano box" body, carriage suspension, and bicycle wheels. A ten-cell battery drove the special motor. One of the more successful battery-driven cars was the Detroit Electric, the first model coming out in 1906. The advertisement read, "The Electric for which the world has been waiting."

It had a 16-cell battery that, under excellent conditions, ran the car 140 miles at a speed of 12½ mph. Two sets of batteries were recommended so that one could be "on charge" while the other was powering the automobile.

Working together on inventions, F. O. and F. E. Stanley changed the photography industry in 1893 by developing a process for dry-plate photography. These identical twins of Newton, MA, were often seen in public with look-

alike beards, bowler hats and same style suits. During 1896, they designed a compact steam engine-

powered buggy, which was also a success.

The early Stanley Steamers were simply buggy carriages using engines instead of horses. A water tank held 25 gallons—enough for 25 to 30 miles "depending on the grade of the road." The steeper the incline, the greater the consumption of water because of the extra work required of the engine.

Steam was nearly vibrationless, very quiet—except for the tea kettle-like hissing or whistling of escaping steam—and tremendously powerful and fast. Nevertheless, it required time to get up steam, unless a pilot light was left on, and many people were frightened of being scalded to death by an exploding steam boiler. As far as is recorded, this never happened.

The Stanley brothers built a special steamer racer in 1906, naming it the "Armadillo." During a race at Ormond Beach, FL, it was clocked at 127 mph. This was quite a contrast to that day in May, 1899, when the first auto driver was arrested for speeding. Jacob German was driving at the "breakneck speed" of 12 mph on Lexington Avenue in New York City when the police stopped him.

A year later, in 1907, the Armadillo tried to break its previous record and accelerated to the point where aerodynamic pull raised the racer off the track and turned it over, demolishing it. It was estimated that the Armadillo was traveling at 190 mph at the time it flipped over.

Although the three White brothers of Cleveland, OH, were pioneers in manufacturing sewing machines, they also built steam cars around the turn of the century. Their improved 1903 model sported a hood and had the engine in front, as well as a steering wheel and drive shaft. It recycled the steam and went 100 miles on one filling of water. By 1906, the White Company was rolling 1500 steam cars off their

lines, more than double the rate of any other steam car company.

However, when the company saw the advancement the gasoline engine was making in the automotive industry, it shifted from steam to gasoline. In 1913 White discontinued making cars and concentrated on building trucks.

During the earliest automobile pioneering days when goggled drivers chugged up to the livery stable or bicycle shops for a "fill 'er up," the fuel was usually located in a barrel high among the rafters. A hose was used to drain it into cans.

Since gasoline was sold by specific gravity, many customers carried their own hydrometers to test the gasoline before they allowed their tanks to be filled. The fuel was then strained through a chamois or a heavy cloth to remove trouble-making sediment.

Gasoline of today is a far cry from the crude product of yesteryear. As the cars and aircraft evolved into high-performance machines, more-up-to-date refining methods brought out anti-knock and high-octane gasoline.

Between 1920 and 1950, the use of petroleum energy more than quadrupled, with the gasoline engine being the principal user. It is difficult to evaluate the effect that the gasoline engine and an abundance of cheap fuel had on

the economy of the nation. It was the source of energy which propelled our cars, trucks, buses, aircraft, most of our trains and ships, as well as farm tractors. On farms alone, 3 million tractors replaced 18 million horses and mules.

The car itself became a complete and unseparable part of most American citizens.

They depended on their car for transportation, they depended on their car for a living, they vacationed in their car, they raced their car—both on the track and on the streets—they showed them off with pride, some of them used the car for getaways in bank robberies, some stole them...but never was the car ignored. Rather than walk, many people would drive a block on an errand. Numerous families have more than one car. Some buy old models, rebuild and refurbish them.

Through World War I and II, the Korean War and the Vietnam conflict—from biplane to the jet age—the United States military machine depended on petroleum-based fuels to move its gigantic ground and air forces.

As long as the supply of a commodity as essential as petroleum is ample, little serious thought is given by consumers to the continuity of supply. It is either taken for granted or completely ignored. The U.S. Department of Trans-

portation reported that the nation's use of petroleum as fuel for vehicles has doubled in the past 20 years. It stated that passenger cars use 4,940,000 barrels a day and that trucks consume an additional 1,470,000 barrels a day.

From 1936 to 1975 the cost of gasoline rose 215 percent (from 19.1 cents to 60.1 cents per gallon) in 10 major U.S. cities. Over half of the increase occurred since 1973. In the four decades preceding 1973, the gasoline market produced steady, but unspectacular price increases.

Then, beginning with May, 1973, the lid blew off! The energy crisis erupted. Gasoline became a diminishing commodity for which there was an ever-increasing demand.

Even with fuel shortages, sky-rocketing car prices, and the often-irritating "double-nickel" speed limit, we still haven't broken off our affair with the car. With 8 million people out of work in 1976, there was a record increase in car sales. As far as the speed limit, John Public bought himself a CB radio to better locate "Smokey taking pictures."

There is no doubt that petroleum-based fuels are running on borrowed time. George Thur, assistant director of the Energy Research and Development Administration (ERDA), warned recently that "current estimates are that the point of depletion for gasoline is the year 2000, or maybe 2020."

He further stated, "ERDA is currently spending a lot of money looking at alternative fuels. For example, the fossil-fuels program is spending close to half a billion dollars a year just trying to develop new fuels from coal."

To forestall the point of depletion, Federal laws are demanding across-the-board improvement in fuel economy in cars by 1979 and 1980. They are also requiring stricter pollution control by these dates. Thus cars in the 1980s will have to make progress in these three areas: more control of exhaust gas as it leaves the engine, more precise ignition control, and better control of the fuel and air mixture being burned.

From the present engineering standpoint, the diesel engine appears to be the most promising alternative power plant. It won't be the ultimate answer because it utilizes petroleum-based fuels, but it will retain more power, while economizing precious fuel. Light duty diesels are gaining popularity in Europe, and virtually all taxi cabs in London are now diesel powered.

This year Volkswagen has brought out a diesel-powered Rabbit that has an average of 44 miles a gallon. In test driving, the EPA claimed the 900-cubic-inch diesel engine averaged 39 miles a gallon in the city and 52 miles

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on the highway. A diesel engine much larger than the VW is in the works at the Oldsmobile division of General Motors. They are planning to make it available in some 1978 models.

Nevertheless, the diesel will initially be more expensive. The high-compression creates more stress; therefore, the engines and starter systems must be built to handle it. The fuel injection systems used in diesel engines are also more expensive than carburetors.

Although turbine engine designs at the present are not feasible, they are not to be counted out. Chrysler is developing a turbine engine called the Brayton, which would run at higher speeds and higher temperatures than other present-day designs. At the same time, it operates more economically.

Ford Motor Company is highly optimistic about their Stirling-cycle engine, into which they have been pouring research money. This engine uses continuous combustion to heat a sealed working fluid such as helium or hydrogen. Expansion of gas in four cylinders forces piston rods to wedge an angled wobble plate into rotation, turning the output shaft. Engineers claim it runs quieter, more smoothly, and has lower emissions than the gasoline engine.

General Motors has been experimenting with hydrogen, learning much about it during the process. Up to now, GM has been running its test cars on bottled hydrogen. They state that it completely solves the problem of emissions and is up to 15 to 20 percent more efficient than gasoline. But there is one serious crux to the project—the problem is obtaining hydrogen in a reasonable way and being able to handle it, deliver it and sell it.

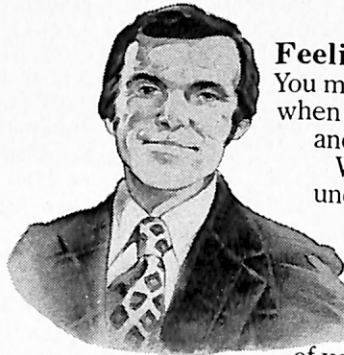
In fact, it took almost as much energy to get the hydrogen out of water as it saved. The idea of alternative fuels is to reduce dependence on gasoline by finding substitutes to run engines. But, as of now, the cost of producing synthetic fuels is two or three times as great as refining gasoline.

Aside from studying fuel alternatives, ERDA is pressing for the development of automobile engines that can switch automatically to several different fuels.

Until the problem is solved, no amount of persuasion and exploiting the energy crunch will persuade most Americans to join a car pool or ride on public transit transportation. They prefer to own and operate their own cars, as long as they have a prerogative. For awhile the trend was toward the smaller, fuel-saving cars, but this year, Americans are returning to the larger, luxury models.

Pleasure, man, pleasure . . . that's the name of the game when it comes to a car!

Read this ad. It will make your legs feel better.



Feeling good all over starts with your legs.

You may feel just great. Ready and rarin' to go. But when your legs feel like they're toting around a ball and chain, it's hard to think about anything else.

We call it "leg fatigue." You call it just plain uncomfortable.

And if each day you're becoming more and more aware of aching calves and throbbing leg muscles, chances are you haven't yet discovered Supp-hose Socks.

Supp-hose Socks are the result of years of careful scientific research.

But to really appreciate how different they are, let's begin from the ground up.

Why your legs give out before you do.

Simply stated—poor circulation. You see, when it comes to your circulatory system, what goes down must come up. That's the whole problem.

Blood traveling down to your legs may have a hard time getting back up again. This reduces the flow of fresh oxygenated blood to your legs. The result: leg fatigue.

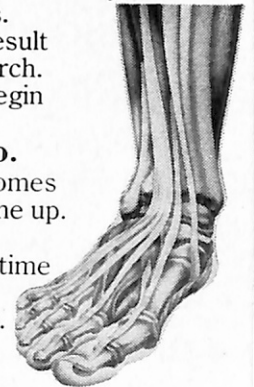
How Supp-hose works.

Even before you slip into Supp-hose you'll know they're no ordinary socks. You'll see the exclusive vertical and horizontal ribbing which actually helps to reduce leg fatigue. Put them on, and you'll feel a perfectly proportioned fit. Snug around the lower leg. Not too tight around the calf.

Supp-hose acts like a gentle massage to ease leg tension and help promote a more even flow of blood through the legs.

Not only will your legs feel good, they'll look good, too. Supp-hose unique support system helps hold your leg muscles in place. And gives your legs a better shape.

If tired legs are slowing you down, slip into Supp-hose Socks. They'll help you remember how good your legs can feel.



Supp-hose® Socks

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Bathed in your choice of silver patina or 18 Karat gold, our original design appears in bas relief on **dollar-size coin**. Features heavy duty, quick disconnect key ring for ignition key. Any American who carries keys can show pride and practicality by carrying this exclusive, sturdily crafted memento. Ideal for fund-raising. A priceless gift idea!

Guaranteed silverplated **\$5.50**
Guaranteed 18
karat goldplated **\$12.95**

YES! I want to order Carter Medallions, available exclusively from American Consumer Products, Inc., Dept. AE-1, 1541 Adrian Rd., Burlingame, Ca. 94010. I have enclosed my check or money order subject to your satisfaction guaranteed 15 day return privilege. Please send me:

| | | | |
|----------------|------------|---------------|--|
| Qty Silver | | Qty Gold | |
| | | | |
| Total \$ | Ca. 6% tax | Total \$ Encl | |
| | | | |
| Name | | | |
| Address | | | |
| City State Zip | | | |

IT'S YOUR BUSINESS

by John C. Behrens



USING ADVERTISING EFFECTIVELY

Mention advertising to many small businessmen and you'll get some type of negative response. Some complain that the rates are too high, some don't like the way their advertisements are handled and a few see it contemptuously as a drain on their financial resources; the I-wouldn't-use-it-but-other-stores-do-so-I-must-rationalization.

A few, on the other hand, use it excessively and make it the number one business expense, amazing media salespeople with the amount of money they willingly throw at exposure and image.

The problem, advertising experts tell me, is that small businessmen don't spend the necessary time to study advertising as it applies to their enterprises and their communities. "Successful advertising takes as much strategy and planning as physical expansion, purchasing, legal affairs and accounting. It should be budgeted on the basis of research and evidence and it should be monitored. It should be changed, too, when various indicators show the need for change," says one ad professional.

The decision to change media seems to be as difficult for the average proprietor as purchasing advertising. "Some businessmen are absolutely addicted to the view that print ads are the best and they will not change regardless of the evidence. Others change so much they actually get no solid feedback on any media," the professional continues. Even if they hire professional ad advisers, he contends, they often don't use their help if it doesn't support the proprietor's concept of advertising.

How can the small businessman make the necessary adjustments and better utilize advertising?

Some simple guidelines can help.

◎ Don't become overconfident about how well you know your clientele. While you're preoccupied with building your business or the day-to-day headaches of running it, customers move away, die, have marital problems, etc. And that affects your business. A good way to stay informed about what's on your customers' minds is to read, listen and watch the media they use.

◎ Budget for advertising, don't let impulses or emotions make costly decisions for you. A percentage of sales is a commonly used plan although some heavy users of advertising use the "task" method, which means they decide what

they need and then determine the cost. Although frequently expensive, remember that media generally work on a volume basis. Prices are lower as the customer uses more time or buys more space.

◎ If you must participate in a media mix—television, radio, newspaper, direct mail and other—consider a professional consultant's help. You can get so involved in nonessentials of a campaign and trying to unravel the complexities of media schedules that the business can suffer. It's one of the reasons advertising agencies seek experienced people as media buyers. Securing good time buys and knowing when a newspaper is running grocery ads or offers color is a specialty that can take the amateur hours or days.

◎ Pack your ads with real selling punch. Make your ads easy to recognize. Use a simple layout with dominant illustrations that feature one idea, if possible. Show the benefit to the reader and feature the "right" item, the one that's stocked and typical of your store or firm. State a price or range of prices and always include store name, address and telephone and hours.

◎ Monitor your ads and spots. Check proofs and keep a copy and compare with printed versions in the newspaper; be sure that commercials are telecast or broadcast at times agreed. Make sure that broadcast copy is handled the way you requested it.

◎ Plan ahead and don't rely upon what the competition does to determine your advertising strategy or program. Recently, a struggling small gift shop owner who has large and small competitors demonstrated the kind of ingenuity that can generate customer interest through advertising. He knew that the same newspaper salesperson who called on him also called on his competitors and he noticed a uniformity to all the gift shop ads. To provide a distinctive look in his advertising, he went to a nearby library and checked ads for similar stores in other communities around the state. Ideas, he knew, cannot be copyrighted and so he selected interesting designs or themes and prepared different layouts for his advertising. Without hiring an agency or an artist, he has spurred new customer awareness about his shop.

Remember, too, every advertising medium will tell you it pays to advertise. What you need to know, too, is that only *effective* advertising pays. ■

Get hold of a real drink of whiskey.



YELLOWSTONE

**For 140 years the
greatest American whiskey.®**

Kentucky Straight Bourbon Whiskey, 86, 90 and 100 Proof Bottled in Bond, Yellowstone Distillery Company, Louisville, Kentucky, © 1977.



The acceptance speech of Homer Huhn, Jr.

Presented at the Grand Lodge Convention
following his election to office on July 11, 1977



Homer Huhn, Jr., new Grand Exalted Ruler

Grand Exalted Ruler Klein, distinguished Past Grand Exalted Rulers, Reverend Father Moeder, Officers and Members of the Grand Lodge and my Brothers all:

With sincere pride, with a heart filled with gratitude and deep appreciation to all of you, aware of this high honor and grave responsibility, I humbly accept the office of Grand Exalted Ruler of the Benevolent and Protective Order of Elks of the United States of America.

It is my prayer to Almighty God that He will grant me the health, strength, intelligence and tolerance to serve you and all of the members of this Order.

I believe in serving you, not in being served. I, therefore, pledge that I will devote all of my time, energy and ability to justify the faith and confidence you have placed in me. I can do no more, I shall do no less!

I pledge this fully aware of the responsibilities and obligations entailed which might overwhelm me, were it not for the fact that I know my Brother Elks. I know that in every lodge and State Association of our Order there are thousands of Elks ready and eager to assist me in making this the finest year our Order has ever enjoyed.

I am most grateful for the advice, the support and the friendship of those men who have given Elkdom their leadership and unselfish service—the Past Grand Exalted Rulers. I have been privileged to work with them for many years and have gained much from this experience. I shall always seek and welcome their continued advice and assistance. They have been and are an inspiration to all Elks.

At this moment, the memory of Past Grand Exalted Ruler Lee A. Donaldson comes foremost to my mind. He was a kind, generous man, a dedicated Elk, loved and respected by all. He was my close friend and sponsor. I can never forget his many kindnesses. We will always remember his record of service to our Order.

Upon Lee's passing I had the great fortune to look to Past Grand Exalted Ruler Fournace for his leadership and inspiration. To him I express my thanks for his continued encouragement, his wise counsel and sound guidance. I am most grateful.

My very special thanks go to my friend the Honorable Judge Earl S. Keim, one of the outstanding Judges from the great Keystone State of Pennsylvania. The Judge took valuable time

from his duties in the Courts to journey here to nominate me. I am grateful, Judge Keim.

To my friend C. Bennett Dry, President of the Pennsylvania Elks State Association, I give my heartfelt appreciation for seconding my nomination.

Let me take a few minutes more to express my gratitude to the Officers and Members of the Pennsylvania Elks State Association and the Officers and Members of my Lodge, Mount Pleasant, PA, Lodge No. 868. Their support and loyalty have been a source of inspiration and encouragement to me. I am well aware that the honor of this office is a recognition of their record of service as a part of our great Order.

My only regret in assuming the position to which I have just been elected, is that it, of necessity, means my leaving the Grand Secretary's Office, for in this position I have spent more than six pleasant, interesting and challenging years. I shall ever be grateful for the cooperation, support and assistance given me by so many of our Exalted Rulers, Lodge Secretaries, State Association and Grand Lodge Officers and Committeemen, as well as a dedicated office staff who helped make my chores a little easier. I am also grateful to John



Common Pleas Court Judge Earl S. Keim (left) nominated Homer Huhn, Jr. as Grand Exalted Ruler. The seconding speech was made by C. Bennett Dry (right), President of the Pennsylvania Elks State Association.

Homer Huhn, Jr. was escorted to the podium on his election as Grand Exalted Ruler by C. Bennett Dry (left), President of the Pennsylvania Elks State Association, PGER E. Gene Fournace (right) and a group of distinguished Pennsylvania Elks.

R. Ryan of *The Elks Magazine*, Nelson E. W. Stuart of The Elks National Foundation, Doral E. Irvin of The Elks National Home and Bryan McKeogh and George I. Hall of The Elks National Service Commission and the Elks National Convention Committee for their assistance and cooperation. To my successor Stanley Kocur, I pledge my all-out support and ask that he call upon me at any time.

To my wife Jo, who has shared my love for her with my love for Elkdom, I shall be always grateful for her inspiration, her tolerant understanding, her gentle disposition and her devotion. Jo and I were never blessed with children and the Elks have been our family. For thirty-five years this lovely lady has shared with me the trials and tribulations as we have journeyed the paths of Elkdom together. I am well aware that I would not be here without her presence and her encouragement. Together, we will serve you this year.

I am succeeding to this office one of my longtime friends, a man whose training in Elkdom has assisted him in attaining a successful year as Grand Exalted Ruler. He has traveled extensively and given his all. George Klein's administration has been most popular and thorough and has resulted in advancement for our Order. All Elkdom is, indeed, indebted to him for his leadership and contribution to this advancement. I extend my thanks to George for the many kindnesses he has shown me during our many years of friendship and for his assistance during the past few months, in making my succession smoother.

I believe that the Benevolent and Protective Order of Elks offers to all of us a definite way of life and I feel that if each of us accepted fully, our obligation of Elkdom's membership—if each of us were moved by and understood the beautiful ritual of our Order—then we would take a more positive stand in supporting our many programs aimed at helping our fellowman. Only then could we say "We are truly exemplars of Charity, Justice, Brotherly Love and Fidelity," and proudly become missionaries for our great fraternity. Brotherly Love is, in my thinking, the prime prin-



Homer Huhn, Jr. (right) gets a handshake of congratulations on his election to Elkdom's top office from GER George B. Klein.

ciple in our Order and encompasses our love for our fellowmen whether or not they be members of our Order. With the true practice of Brotherly Love by all our members we could reach goals never before reached by our great fraternity. Brotherly Love is synonymous with all the other principles of our Order, because certainly, we could not be charitable—we could not be just—nor could we serve with fidelity if we did not practice that one great principle.

Our Order came into being directly after the great Civil War—a conflict that pitted ideals, friendships and beliefs against each other. During this struggle, Brothers were pitted against Brothers and families and friends became separated geographically and ideologically. Means of transportation were not as they are today and in those years following the war men found themselves separated from home and families, friendless in strange communities. It was at this particular time that the foundation of the Benevolent and Protective Order of Elks was started. These men, hungry for friendship and a common cause, became members of our Order, and I firmly believe had to be true champions of that principle—Brotherly Love—in order to tailor our Order at that time, to the needs of the day.

This is our heritage, and from those

early days of our history it has been enlarged upon and improved upon until today, when we as Elks can proudly offer to our friends and neighbors who are interested in their fellowman, one of the finest—no not one of the finest but THE finest organization of American Gentlemen dedicated to the good of their fellowman. This we can do, if each of us would review our obligation in Elkdom—if each of us would not take lightly the obligation which we swore before God and Country to practice and uphold. If we practice Brotherly Love—if we rededicate ourselves to this great principle of Elkdom and if each of us would assume "Individual Responsibility" in practicing that great principle, we cannot fail.

Each year at this time the incoming Grand Exalted Ruler briefly reviews his program for the ensuing year and truthfully these programs do not differ too much from year to year. The program will be presented in depth to all Exalted Rulers at the Conference to be held tomorrow afternoon, to the State Presidents and State Secretaries on Wednesday afternoon and to the District Deputies on Friday when they are indoctrinated as to their duties.

The theme of this year's program is to encourage everyone to accept *Individual Responsibility* in the promotion of the program in order that we may *Assure Progress*. With the acceptance of *Individual Responsibility* will come recognition in the form of Grand Exalted Ruler Awards to those who work in the promotion of the program—the Members, the Officers, the Lodges and State Associations for their service to Elkdom and thereby to our fellowman. These awards are a way of my saying "thank you for a job well done" to those who serve. The acceptance of *Individual Responsibility*, the act of becoming part of Elkdom will do much to reduce the problem of Lapsation and will contribute greatly to our membership gain as of March 31, 1978. Membership is so very important and we must show a gain as we have since 1938. A good membership gain can be wiped out by lapsation and we must ever be vigilant in this regard. An effective lapsation and membership program will be promoted by the GL Lodge Activities Committee.

We will develop further this year those outstanding programs of Youth Activities, Youth Leadership/Scholarship which have always been such inspirational factors—the sponsorship of youth activities such as Scouting, Little League and other athletic programs will be encouraged and emphasized as *Individual Responsibility*. The Elks Free Throw or "Hoop Shoot" Contest which has been so successful will be expanded.

The Youth of America represent the



“ I believe that the Elks offers all of us a definite way of life . . . ”

”

future of America and it is our responsibility to do everything within our power to assist them in their training to become our leaders. I am reminded that while many countries of the world celebrate May Day by displaying machinery of war as their protection for the future, we in America celebrate May Day by displaying and recognizing our youth as our protection for the future.

The Auditing and Accounting Committee and the State Associations Business Practices Committee's work is extremely important in these days of rising costs. It is vitally important that all Lodges review their financial status and their related club facilities in order that these operations are on a sound financial basis. I urge all Lodges to avail themselves of the services of these Committees.

At this time in our history we find ourselves at peace without the horrors of armed conflict. As we count our blessings we may have a tendency to forget those in our Veterans Hospitals who have paid the price for the peace we now enjoy. At the end of World War II the Elks pledged that "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him." It is the duty of all Elks to see that this pledge is honored and to let our hospitalized veterans know that Elks care. Expanded programs for the benefit of our hospitalized veterans will be promoted through the Grand Lodge State Associations Committee under the guidance of The Elks National Service Commission.

The State Associations Committee will also promote greater participation

in the Great Heart of Elkdom, The Elks National Foundation. This year I am asking for a per capita giving of \$1.50 per member. When I say \$1.50 per member, I mean that each Lodge's total giving for the year from old memberships, new memberships, Lodge participation and other sources will average \$1.50 per member. This is not hard to do and with the acceptance of all our members of *Individual Responsibility* we will meet our goal.

Today, throughout this great land of ours—influences detrimental to our American way of life—are constantly undermining our American principles and heritage. The point that makes these forces so potent is the fact that we in America are willing to accept changes without question and in most cases forces of evil and subversiveness have gotten a foothold in our society before we realize what has taken place.

With an active Americanism Committee we can be on the alert and fight these forces by stressing patriotism to our country and our way of life. This can be done by continuing the Display of Our Flag Program, by stressing and using our right of franchise and the importance of using this privilege which cannot be found in many countries of the world. Ours is a great country, a country in which its poorest would be considered wealthy in many other countries. The theme of our Americanism Committee will be "America is Freedom" and decals will be made available for your use in making this fact known to all.

Ours is one of the only growing fraternities in existence today. This fact has been made known by writers of

newspaper and magazine articles. I have attributed this fact to our Family Participation program and the improvement of our Image within each of our Communities. I urge you to do all in your power to encourage family participation and enlist the services of your local news media in letting the citizens of your community know of the good work your Lodge is doing. Robert Sconce of the Grand Secretary's Office is very learned in the Public Relations field and stands ready to assist you in establishing a public relations program in your Lodge.

New Lodges are essential and we must constantly be on the lookout for areas in which new Lodges can be instituted. In instituting these Lodges we are not only helping our Order but we are also helping the community in which we are instituting by bringing into it an organization whose programs and aims contribute so much to its community. It will take a lot of hard work and a lot of *Individual Responsibility* and I would like to have an average of one new Lodge in each of our State Associations for the ensuing year.

I ask that more emphasis be placed on Ritualistic Work. Herein lies the secret of good members because we must impress them on the night of their initiation by properly presenting our Ritual. Ritual work is improving in our Lodges and I would like to see every Lodge participating in Ritual Contests. Too many times newly made members leave the Lodge after their initiation, talking about the meal and refreshments served them rather than about the seriousness of their initiation, the fine ritual and the fine manner in which it had been presented.

Proper presentation of the ritual is important and there is not one Officer in all of our Lodges who is not capable of learning it and presenting it in the prescribed manner.

The Elks National Home located at Bedford, Virginia, is a home away from home for those of our members who can meet the entrance requirements and wish to avail themselves of the privilege of living there. At the present time the Home can accommodate three hundred residents and it has a population of only 220. I believe the Home is not filled to capacity due to the fact that many Brothers who might retire there, are not knowledgeable of its availability and/or of the entrance requirements. I am sure that of our more than 1½ million members, there are 300 or more Brothers who could avail themselves of this beautiful facility. It is our duty to encourage retirement to the Home and with effort on all our parts, I hope to complete this year with the

(Continued on page 21)

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50 MG TABLETS
100 TABLETS **95c**
500 for 4.25

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RAISIN NUT & SEED Trail Mix Natural Snack
12 oz. **1 49**

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With Rose Hips
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ACEROLA-C
100 TABLETS **98c**
500 for 4.49

HI-POTENCY STRESS FORMULA
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100 TABLETS **1 95**
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1,000 for 1.95

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Dissolves Easily
8 oz. BOTTLE **1 25**

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50 TABLETS **99c**
250 for 3.95

SUPER GINSENG 250 MG.
100 TABLETS **2 98**
500 for 12.95

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100 TABLETS **49c**
500 for 1.95

Desiccated LIVER
100 TABLETS **79c**
500 for 3.49

VITAMINS A & D
(5,000 A; 400D)
100 TABLETS **49c**
1,000 for 3.50

50 MG. VITAMIN B2 (RIBOFLAVIN)
100 TABLETS **1 25**
500 for 5.50

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100 TABLETS **1 75**
500 for 6.50

GIANT 20 MINIM WHEAT GERM OIL CAPSULES
40 CAPSULES **1 10**
120 for 2.89

83 MG. POTASSIUM TABLETS
100 TABLETS **1 25**
500 for 5.00

BY MAIL POSTPAID
VITAMINE
400 UNIT CAPSULES
 50 DAY SUPPLY **88c**
 100 FOR **\$1 49** 500 FOR **\$7 25** 1000 FOR **\$13 98**
Limit: One of Any Size to A Family ONLY WITH THIS AD
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104 West Jackson, Dept. N 157 O
Carbondale, Ill. 62901
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500 MG. BEE POLLEN TABLETS
100 TABLETS **2 49**
500 for 9.85

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(Our Price)
100 CAPSULES **1 98**
250 for 4.25

GARLIC OIL CAPSULES
100 CAPSULES **59c**
1,000 for 4.95

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3 oz. **60c**

MULTI-MINERALS 9 VITAL MINERALS
100 TABLETS **98c**
500 for 4.50

TIME RELEASE VITAMIN C
500 MG. CAPSULES
100 CAPSULES **2 98**

500 MG. ASCORBIC ACID VITAMIN C
100 TABLETS **95c**
500 for 4.49

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Famous Formula at a Sensational Low Price!
Every Capsule Contains 50 mg. B1, B2, B6, Niacinamide, Panto. Acid, Choline, Inositol; 50 mcg. B12, Biotin; 30 mg. Paba; 100 mcg. Folic Acid.
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"SPECIAL C-500"
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DNA... 112 MG.
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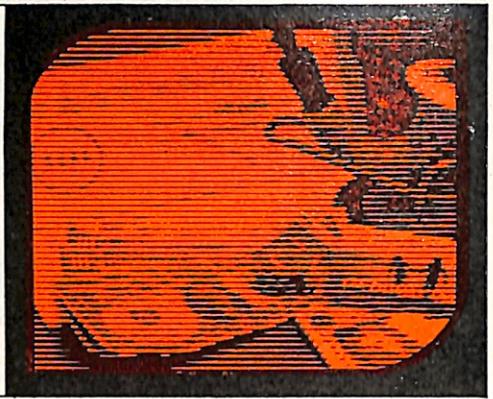
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YOU AND RETIREMENT

by Grace W. Weinstein



THE OLDER DRIVER

Older drivers are generally safe drivers. Older drivers make up nearly 30 percent of all drivers in the United States, the Colonial Penn Insurance Company points out, yet are involved in less than 20 percent of reported accidents. Safe older drivers are those who use good sense to compensate for reactions slowed by age. Colonial Penn suggests:

- Avoid congested times and places. Select scenic secondary routes instead of high-speed turnpikes; stay out of metropolitan areas during rush hours.
- Prevent overtiredness that can cause accidents. Don't try to cover more than 250 or 300 miles a day, broken up with stretch-and-move-around stops every couple of hours. Don't drive when taking medication that may cause drowsiness; check with your doctor. If you do become tired, stop driving.

• Use special caution at intersections. They are a problem area for all drivers, but especially for those with slower reaction times.

• Be particularly careful at dusk when the light is tricky and your eyes may be slow to adjust. If you must drive at night, frequent rest stops will help your night vision. Be especially alert for obstacles ahead, and adjust driving speed so that you can stop within headlight distance.

Automobile insurance rates have risen steadily in recent years, as the costs of medical care and car repair have risen. Rates vary by location: central city residents pay more, much more, than suburbanites and exurbanites. Rates also vary within the same region, according to the Insurance Information Institute, based on driver classification (age, sex, marital status, how you use your car, and your driving record); driver education; the limits of protection you choose; the deductible clause; and the year, make, and model of your car.

It is possible, however, to save some money on your auto insurance. The single biggest money-saver is *large deductibles*, as large as you can comfortably afford. Insure yourself for part of any loss, in other words, and your premiums will go down. If you raise the deductible on your collision insurance from \$200 to \$250, the Insurance Information Institute points out, many companies will give you a 15 percent premium discount.

Collision insurance, and comprehensive insurance too, can be dropped altogether on older cars, according to Her-

bert Denenberg, former Pennsylvania Insurance Commissioner and author of *The Shopper's Guidebook*, if you can afford to cover the loss yourself. If your car's present value is \$300 or less, you may not be able to collect enough in any event to justify the premiums. Meanwhile, increasing the deductible wherever possible makes sense, especially if you remember that insurance is designed to provide protection for catastrophes; small losses should be handled out of income.

Take advantage of available *discounts*. Drivers over 65, in many states, are entitled to a 5 percent premium reduction. Women drivers between 30 and 64, if they are the only drivers resident in their households, may also receive a discount. Safe drivers also get a discount. So do nonsmokers and nondrinkers.

With your eye on the dollar, don't overlook essential coverage. You should carry (and must, just about everywhere) bodily injury liability insurance, which protects you financially when someone is killed or injured by you (driving your own or someone else's car) or by your car (driven by you or by someone else with your permission). No-fault insurance has been enacted, in varying forms, in many states, but minimum amounts of bodily injury liability insurance are usually state-mandated.

With escalating medical costs, the wisest thing you may do, if you can afford it, is to take the savings on collision and comprehensive insurance and apply them to increased amounts of bodily injury liability insurance.

You should also carry property damage liability insurance, which applies when your car damages the property of others—cars, lamp posts, fences, buildings. It is usually written as a unit with bodily injury liability, and is well worth having. In an area where \$5000 of property damage liability insurance costs \$32 a year, \$25,000 costs \$35 a year. Save money elsewhere, but protect yourself against major claims and drive carefully.

For more information: "Every Ten Minutes," a pamphlet on auto insurance, is available free from the Educational Division, Insurance Information Institute, 110 William St., New York, NY 10038. "On the Road," a set of tips on safe driving and automobile insurance, is available free from Corporate Affairs, Colonial Penn Group, 5 Penn Center Plaza, Philadelphia, PA 19103.

Financial donations made by various lodges have enabled community groups to purchase equipment for teaching purposes. The "Bucks Club" of Red Lodge "Beartooth," MT, Lodge raised money through membership dues for 12 tape recorders which were presented to local schools. The West Park County Nursing Home acquired a video cassette player with the \$675 contribution given to the Home by PERs of Cody, WY, Lodge. A check for \$250 presented to the city high school's football coach by Grove City, CA, Lodge was applied towards the purchase of a new projector for the football team.

Past President of the Elks' ladies Ann Secor crocheted an American flag for Manahawkin, NJ, Lodge. PER George Secor and Ann presented the Stars and Stripes to the lodge during the dedication of its new building.

Softball was the subject when Western Academy boys and Maryvale (Phoenix), AZ, Lodge members got together at the Elks' annual picnic. Before the game began, Brother Gene Johnson and PER James Childers gave each of the youths a new baseball glove.

Pembroke-Hanover, MA, Brothers Dick Coobe, a Quincy firefighter assigned to Rescue One, and Paul Kenerson, a Hanover police officer, clasped hands after successfully demonstrating the cardiopulmonary (CPR) technique on "Rescus-Annie," the training mannequin, during a CPR course offered at the local lodge. Under the guidance of these certified instructors, Carl Fahlstrom, Edward Geswell, Douglas Girard, John Glynn, Roger Grant, Bruce McCullum, Helen Maquire, Mary Maquire, Michael Pineau, and Robert Wingstead mastered the technique. A citation for public service was awarded by the lodge to Brother George Kinney, an M.D.C. policeman, for his rescue of a young girl off Carson Beach, Boston.

Hagerstown, MD, Lodge has initiated a project to supply matching funds of \$10,000 which will enable county rescue squads to purchase badly needed emergency equipment. ER Lawrence Tosten (center) and squad members discussed the use of the monitoring system of the EKG defibrillator unit in an emergency situation.

Disco dancing is spon-

sored by Herrin, IL, Lodge for the town teenagers. One night a week, instructors from a local nightclub teach the youths new dance steps for a few hours. Dick Henley, Herrin High School assistant principal, and Brother Charles Helleny organized the program, which is attended by an average of 100 students.

W. L. "Sleepy" Bagnal of Reno, NV, Lodge recently accepted an honorary founder's certificate from State Chm. G. Heinie Lehman and then-ER Alan Squailia. Brother Bagnal then made a second pledge of \$1,000 to the National Foundation.

The "Hey Rube Get A Tube Race" was a project sponsored by Point Pleasant, NJ, Lodge for the benefit of the Crippled Children's Committee. Community participation helped to make the race one of the most significant fundraising projects undertaken by the Brothers this past year.



CPR at Pembroke-Hanover Lodge

A class of 66 candidates was initiated in honor of then-GER George Klein by Aberdeen, WA, Lodge. ER Jack Thompson welcomed guest PDD Ted Norin to the ceremony.

The weather was rough and the fishing not too good, but Cascade-East Point, GA, Elks found hospitality in Florida. Fort Walton Lodge members gave their guests a good start on their return trip with a home-cooked breakfast.

Plaques were presented to Brothers R. O. Sandusky, Silas May, Henry Eager, Emmitt Jennings, Bob Burnam, and Joe Bonem of Tucumcari, NM, Lodge in recognition of their 50 or more years as Elks. Twenty-four members of Oshkosh, WI, Lodge were honored with life membership cards and pins.

A Scout Troop for crippled children was begun by Hamilton, NJ, Elks recently. The Americanism Committee presented the lodge's new troop with an American flag.

A day at the races was organized by Brother Joe Seman for members of Arlington, TX, Lodge at Louisiana Downs. The seventh race was named the "Howard Homologate" in a gesture of thanks to Bill Howard for his services to the order. After the race, Brother Howard presented a plaque to the owner of the winning horse.

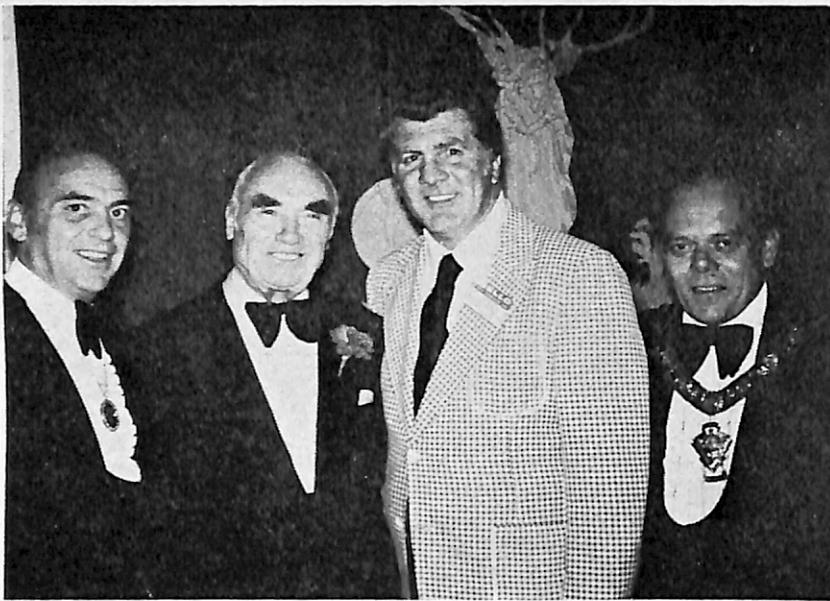
VP Joseph Silvia and State Trustee E. Alfred Scotti recently presented \$1,000 for Rose Hawthorne Lathrop Hospital to Sister Margaret, assistant to the hospital director. The donation was given on behalf of the Massachusetts Elks Association Charity Fund.

NEWS OF THE LODGES

High Ridge, MO, Lodge initiated a third-generation member of the Dacus family recently. Charles Dacus III joined the order in a ceremony conducted by ER Joseph Bennett. The new Brother Dacus was welcomed by his grandfather PER Charles Dacus Sr., who served as chaplain for the occasion, and his father Charles Jr., who served as Inner Guard. The event was a "first" for members of High Ridge Lodge.



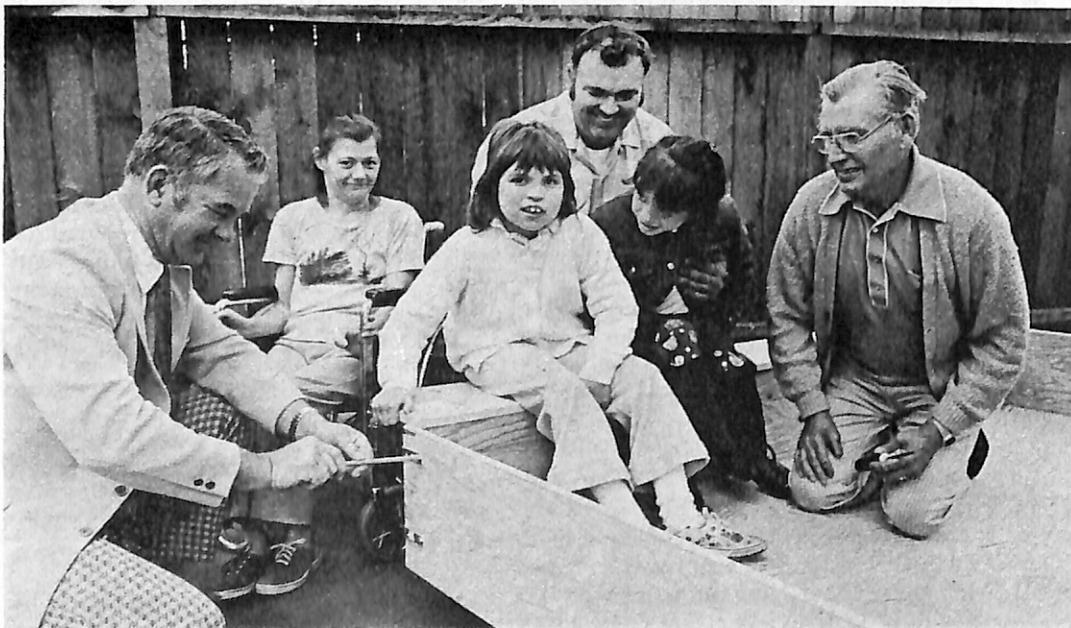
Hagerstown Lodge to the rescue



FORMER New York Giants head football coach Alex Webster (second from right) was one of 91 candidates initiated in honor of PGER William Jernick (second from left) at Manasquan, NJ, Lodge's dedication of its new building. Joining Brother Jernick in welcoming Webster to the order were PDD Don Crosta (left) and then-DDGER LeRoy Teeple.



AN OFFICIAL PROCLAMATION signed by Mayor Robert Johnson opened the 50th anniversary year of West Haven, CT, Lodge. Witnessing their fellow lodge member's signature were PER Hugh C. Graham (left) and ER J. Edward Farrell.



THANKS to the Woodland, CA, Elks, 40 developmentally disabled children at the Woodland Skilled Nursing Facility now have a sandbox for therapy and recreational activities. (From right) Brother Earl Woodworth, who constructed the sandbox, Lynette Langston, Youth Chm. Charles Langston, Laura Perella, and Darlene Wheeler supervised ER Bob Alspaugh's tightening of the last screw. The box was sealed and left unadorned so that the children could decorate it with their own designs.



A BANQUET and dance honoring then-GER George and Ruth Klein (third and fourth from right) and PGER Glenn Miller (right), the state sponsor, and his wife Barbara (second from right) ended a day of activities celebrating the 75th anniversary of Dixon, IL, Lodge. (From left) ER George Maves Jr. and his wife Jan, Mrs. Lucile Warner, widow of PGER Henry Warner of Dixon Lodge, and George Nichols Jr., grandson of the late PGER, thanked the honored guests for participating in the festivities.



LONG BRANCH, New Jersey, Lodge is proud to count among its members 94-year-old Stacey Hammell (center), who joined the order in 1911. In a short ceremony at the lodge, Brother Hammell received a plaque for his many years of service from PDD Paul Paone (left) and immediate PER Joseph Catalano.



FOR OVER A YEAR, the senior citizens of Tenafly, NJ, have been meeting at the local lodge three days a week. In gratitude for the use of the Elks' facilities, Mayor John Manos (right) presented a certificate of appreciation to ER John Najarian Jr. as (from left) Organist Ray Abbott, Councilwoman Evelyn Comer, Est. Lead. Kt. Frank Moticker, Est. Loyal Kt. Richard Sweet, Jack Freese, and PER Frank In-gannamorte observed.



THE KEY CLUB of Clifton High School, whose members are Junior Kiwanians, donated \$600 to three local service organizations in ceremonies held recently at Clifton, NJ, Lodge. Accepting the young people's contributions from Ed Schumacher, president of the Key Club, were (from left) ER Howard Daniels, who represented the Passaic County Elks Cerebral Palsy Center, Mrs. Dolores Colucci, executive director of the Clifton Girls Club, and Steven Dranoff, acting director of Clifton Mental Health Services.



A CHECK for \$800 was presented by Greeley, CO, Golf Chm. Jim Richardson to Elks Laradon Hall Chm. Dick Webster and ER John Northrop. The money represented the proceeds of the lodge's annual golf tournament to benefit the Elks-sponsored training school for mentally and physically handicapped children.



ON A VISIT to McCook, NE, Lodge, the lodge's charter Exalted Ruler, W. C. Bullard (second from right), who now resides in Denver, CO, was awarded a plaque of appreciation. Offering congratulations were (from left) ER Roger Taylor, PER Don Frick, who held office during the lodge's 50th year, and PER W. K. Swanson, who served during the lodge's 25th year.



RETIRING after 27 years of service, Probate Judge Robert Dowling (seated, left) was honored with a testimonial sponsored by Meriden, CT, Lodge. Among the 350 people who shared the special occasion with Brother Dowling, a life member of the lodge, were Mrs. Edna Dowling (seated, right) and (from left) Brother Joseph Zalenski, an attorney who served as master of ceremonies, ER Thomas Mauri, and Ms. Anne Ryan, long-time probate clerk who served under Judge Dowling.



A RECORD 144 bowlers forming 36 teams vied for trophies on behalf of 36 handicapped children during Cedar Grove, NJ, Lodge's 11th annual crippled children's bowling tournament, proceeds from which will supply aid to the children and equipment for Elks Camp Moore. Following the competition, Sal Monaco (left), tournament chairman, and Crippled Children's Chm. Carl Cordasco presented a trophy, a U.S. savings bond, and a fruit basket to guest of honor David Kalmus, the North Central District poster child.



A CHARITABLE DONATION made by the Ogden, UT, Elks benefited St. Benedict's Hospital. Robert Eisleben (right), hospital administrator, thanked Est. Lead. Kt. James Imhoff (left) and ER Lewis West, who recently delivered the first payment on the lodge's \$10,000 pledge.



DONATIONS to four worthy causes were made by Mrs. William Lawson (left) on behalf of the Elks' ladies during a recent banquet at Galesburg, IL, Lodge. Al Urena accepted \$100 for the National Foundation, Harry Matthews received \$100 for the Senior Citizens Food Lift Program of the Galesburg Cottage Hospital, and Marc Chapman, president of the Building Association, was presented with \$200 for the Elks Building Fund and \$100 for youth activities and the Easter Bunny Fund.



CREDITED with rescuing his neighbor Kristine Perry and her two children, seven-year-old Christopher and 22-month-old Nathan, from their burning home, John Crowling received a plaque from Norfolk, VA, Lodge. Praising Brother Crowling's heroism, PER Joseph Clark presented the lodge's tribute.



BROTHER NICHOLAS VERRASTRO (second from right), a member of Westwood, NJ, Lodge and the executive director of the Pascack Valley Hospital in Westwood, recently accepted the last installment on Park Ridge, NJ, Lodge's pledge of \$3,000 for special furnishings at the hospital. Park Ridge Brothers at the presentation included (from left) then-DDGER Donald Wilson, PDD John Nordham, who coordinated the fund drive, and Harold Effron, hospital trustee.

Acceptance Speech

(Continued from page 14)

Home at full complement with a waiting list.

This then, is a brief analysis of my program. Time will not permit me to go into further detail but I am sure part of the program will be worked upon and more completely established in the very near future. These are the seeds of a successful year and I sincerely hope that you will plant these seeds in your respective Lodges and properly cultivate them into one of the richest harvests that we have ever had. This will take a lot of time and effort from all of us but I am sure that the satisfaction that each of us will get from succeeding will be very gratifying.

I am reminded of a story that was told at a meeting of District Deputies by Past Grand Exalted Ruler McClelland. It seems that many years ago a minister had been assigned a territory that was comprised of the mountainous area of one of our States and he had to travel from church to church by horseback to make his sermons. Most of the parishioners were very poor and his only pay was one-half of everything that was donated by these people. On this particular Sunday the minister took his grandson with him, and upon entering the church, the minister deposited fifty cents in the collection plate. After delivering his sermon, he was handed an envelope that contained twenty-five cents, his pay for the service. The minister and his grandson left the church and started to the next assignment, and as they were riding along the minister remarked to his grandson that twenty-five cents did not seem to be enough for the service that he had conducted. The little boy thought about this for a moment and remarked, "Well, Granddad, if you had put a little more into it—you would have gotten a little more out of it." This my Brothers is Elkdom. If you will just put a little more into it, you are sure to get a little more out of it.

In conclusion may I ask you one question? Will you the Officers and Members of the Grand Lodge, State Associations and Subordinate Lodges work together with me this year, in promoting the many worthwhile programs that are a part of our heritage? If you will, we can leave to those who follow us a greater heritage for them to improve upon. In this way our Order will continue to grow and continue to be an influence in our American way of life. If you will assume *Individual Responsibility* we can *Assure Progress* and in this way we will be carrying out the wishes of all those who preceded us.

I thank you and God bless you. ■

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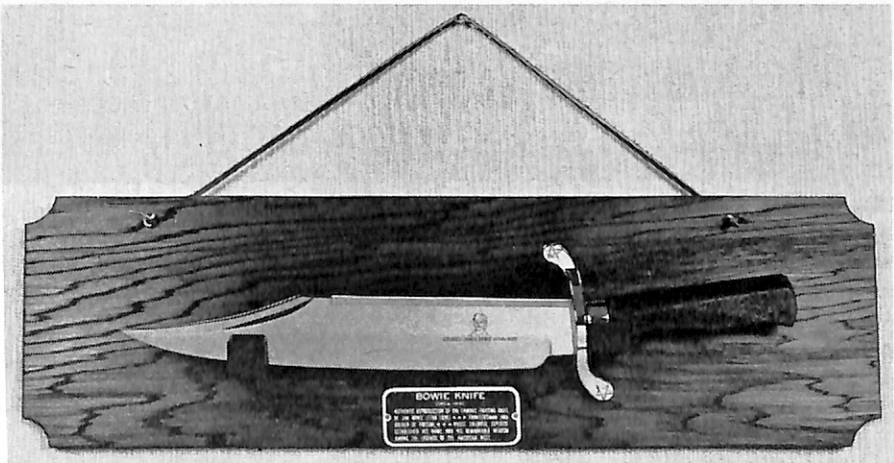
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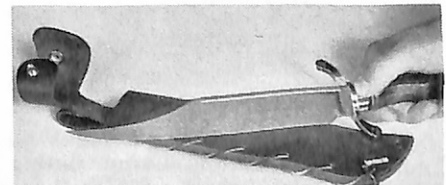
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convention highlights '77

Highlights of the 113th Grand Lodge Session Held in New Orleans, LA, July 1977



Sunday Opening

For the third time in history and the second time in this decade, Elks gathered in New Orleans for their annual Grand Lodge Session. The 113th Session was held in Rivergate Auditorium July 10-14. A public ceremony Sunday evening officially began the events.

PGER Willis C. McDonald, Honorary Convention Chairman, introduced the Past Grand Exalted Rulers and their wives and welcomed the delegates and their families.

In the major address, GER George B. Klein reported on the outstanding accomplishments of the Order during the past year.

The goal of the Elks National Foundation of \$1.50 per member was met and exceeded for the second year in a row. Total contributions were in excess of \$2.486 million, the highest total ever received in one year.

The individual lodges spent a total of over \$14.2 million to help others.

"The hand of fellowship that we extend to the disabled veterans is small

Past Grand Exalted Rulers and their wives were introduced by PGER Willis C. McDonald, Honorary Convention Chairman, at the opening of the 113th Session held in the Rivergate Auditorium in New Orleans. Two PGERs, William J. Jernick and H. L. Blackledge, were unable to attend due to illness.



Mrs. Gail Russo was one of the many Southern belles greeting delegates at the huge Rivergate Auditorium. She is shown holding reprints on New Orleans from *The Elks Magazine*. The Frankie Mann Band was one of several entertaining in the concourse.

repayment of the debt we owe them for the price they paid to preserve our freedoms," GER Klein said.

He emphasized the Eagle Scout Recognition Program, stressed the Elks National Home, the Elks' activities for youth and families, and the continued growth of the "Hoop Shoot" Free Throw Contest.

There was a membership gain of 13,563 for the year, GER Klein reported, making a total of 1,624,702. It was the 37th consecutive year that the Order has shown a gain in membership.

GER Klein sounded a warning note: "I must express my concern with the continuing pressure by do-gooders and social reformers that seem bent on infringing on our rights and freedoms.

"The right of freedom of association seems to be the favorite target of this group who profess to know what is best for everyone and seemingly will go to any length to implement their views.

"It is our duty, and yes, our responsibility," GER Klein asserted, "to monitor legislation at all levels so that we may effectively counter the moves of these misinformed and misguided persons who seek to destroy us by imposing their will without any regard to our basic rights . . ."

His remarks brought a standing ovation from the audience.

The Muscatine, IA, Elks' Chanters and the Aberdeen, WA, Elks' Band delighted the huge audience with vocal and instrumental selections.

Leading the Pledge of Allegiance was Grand Esq. R. W. Glaholt of Shreveport, LA, Lodge No. 122. The Grand Chaplain, the Rev. John Moeder, gave the invocation and benediction.

Organ music was by Ramon "Red" Ringo of Brazil, IN, Lodge No. 762, a resident of the Elks National Home.

Monday Highlights

Delegates cheered as a colorful parade of state flags and Old Glory opened the first business session.

Ray Majure, state president of the Louisiana Elks Association, welcomed the delegates. Lodge representatives from around the world were introduced. Included were: Puerto Rico, Guam, Canal Zone, Hawaii and Alaska.

GER Klein also welcomed delegates from new lodges chartered during the year.

A total of 11 new lodges were instituted, according to a report by Robert T. Flynn of Sterling, IL, Lodge No. 1218.

Homer Huhn, Jr., of Mount Pleasant, PA, Lodge No. 868 was unanimously elected Grand Exalted Ruler. He previously served six terms as Grand Secretary.

Judge Earl S. Keim of the Court of Common Pleas of Westmoreland Coun-



Convention officials were on hand to greet GER Klein and his party when they arrived at the Fairmont, headquarters hotel in New Orleans, for the 113th annual Grand Lodge Session. From the left, are: PDD Thomas Thompson, member of the local Convention Committee; PGER Willis C. McDonald, Honorary Chairman; PGER George I. Hall, GL Convention Committee Chairman; GER and Mrs. Klein, and Mr. and Mrs. Vincent Collura, Secretary to the GER.



Over 18,000 Elks and their families attended the New Orleans convention. The lineup at registration is shown here.



The opening business meeting was highlighted by a parade of state flags which were placed on the stage by the state presidents or their representatives.

ty, PA, and a member of Mount Pleasant Lodge, made the nomination. It was seconded by C. Bennett Dry of Berwick, PA, Lodge No. 1138, president of the Pennsylvania Elks State Association.

The acceptance speech of Brother Huhn appears elsewhere in this issue of *The Elks Magazine*.

Other new officers named were: Hal M. Randall of Salem, OR, Grand Est. Lead. Kt.; Donald D. Balvin of Aberdeen, SD, Grand Est. Loyal Kt.; Garland F. Guilfoyle of Newport, KY, Grand Est. Lect. Kt.; and Stanley F. Kocur of East Chicago, IN, Grand Secy.

Also, George J. Balbach of Queens Borough (Elmhurst), NY, Grand Treas.; Carl H. Fernstrum of Menominee, MI, Grand Inner Guard; Martin N. Gronvold of Mandan, ND, Grand Tiler, and the Rev. John Moeder of Manhattan, KS, Grand Chap.

Elected to four-year terms on the Board of Grand Trustees were Marvin Lewis of Brawley, CA, and L. L. McBee of New Lexington, OH.

James P. Ebersberger of Latrobe, PA, was appointed to serve as Secretary to the Grand Exalted Ruler-Elect.

Delegates confirmed the following appointments:

-PGER Edward W. McCabe to a five-year term as a member of the Elks Memorial and Publication Commission.

-PGER William A. Wall to a seven-year term as a trustee of the Elks National Foundation.

-PGER Robert G. Pruitt to a seven-year term on the Elks National Service Commission.

-PGER Robert E. Boney to a five-year term as a member of the GL Convention Committee.

-Robert B. Webb of Santa Ana, CA, to a five-year term as a Justice of the Grand Forum.

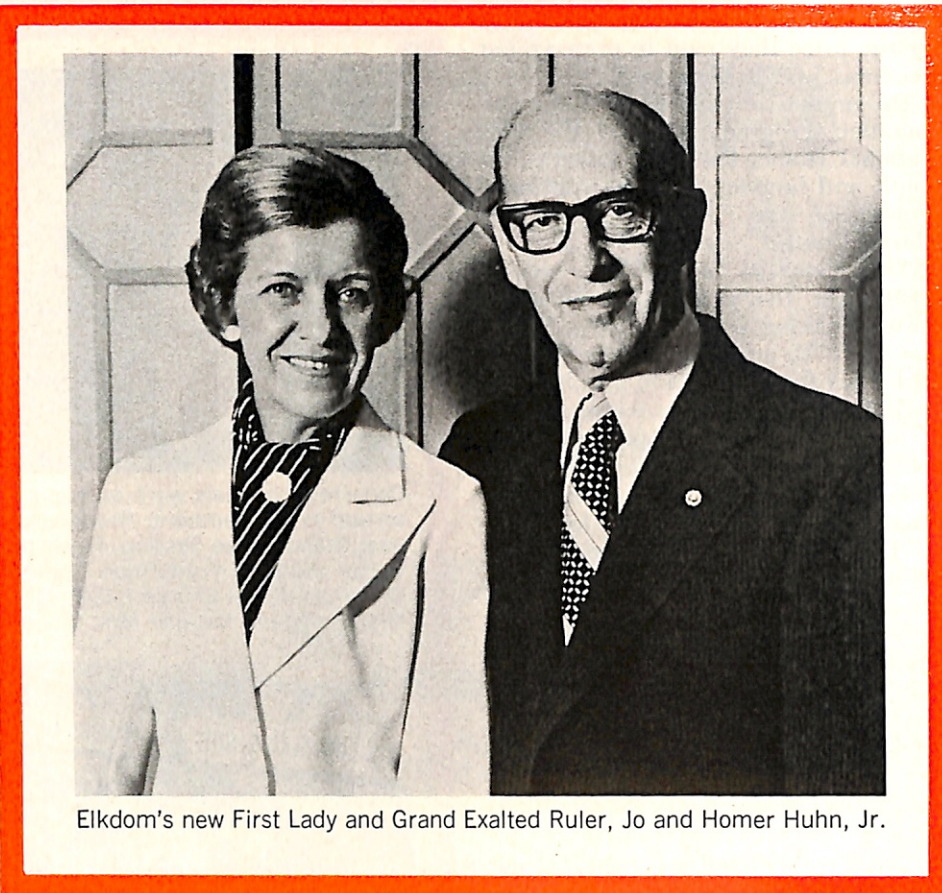
Tuesday Highlights

Donald F. Nemitz of Clayton, MO, made recommendations and referrals of the committee on Distribution at the beginning of the day's meeting.

PGER Wade H. Kepner, chairman of the Elks National Memorial and Publication Commission, reported that \$145,000 had been spent to maintain the beautiful Memorial Building in Chicago during the past year.

He urged support of the advertisers in *The Elks Magazine* and voiced the commission's hopes to be able to continue to publish the magazine at a subscription price of \$1.25 per year. Rising costs, particularly in postage and paper, were emphasized.

H. E. Stalcup of Storm Lake, IA, chairman of the Auditing and Accounting Committee, urged that lodges update their insurance policies, and



Elkdom's new First Lady and Grand Exalted Ruler, Jo and Homer Huhn, Jr.

stressed the use of a budget and the GL Auditing and Accounting Manual. Exalted Rulers are now permitted to appoint an Auditing and Accounting Committee upon election rather than waiting until installation.

The first portion of the report of the Elks National Foundation Board of Trustees was given by PGER John L. Walker, chairman, who announced the largest contributions ever. Book value of the principal and income funds is now over \$33 million.

As a result of the record contributions, the budget for distribution of charitable funds will be over \$1.5 million for this year.

Winners of the Eastern and Western Division ritual contests were announced by Duncan McPherson of Ballard (Seattle), WA, chairman.

South Bend, IN, won first in the Eastern Division and Kingsport, TN, placed second.

Capturing first in the Western Division was Greeley, CO, with Beloit, KS, second.

Members of the All-American Eastern Division Team were: ER Robert E. Dearen Jr. and Esq. William P. Frazier, both of South Bend; Lead. Kt. Michael Schroeder of Lima, OH; Loyal Kt. Robert G. Thornton Jr., Greensboro, NC; Lect. Kt. Ron Cowan, Hartford, VT; Chaplain James Bassett and Inner Guard Lee Berry, both of Kingsport.

The Western Division All-American

Team consisted of ER John Malletta, Missoula "Hell Gate," MT; Esq. Larry Blanding, Beloit; Lead. Kt. John Northrop, Greeley; Loyal Kt. William Howard, Quincy, CA; Lect. Kt. Philip Brewer, Chaplain Chet March and Inner Guard Warner Cunningham, all of Greeley.

The accomplishments and awards of the Lodge Activities Committee were announced by Alvin A. Ehrlich of Orlando, FL, chairman.

Special awards went to William Spaulding, historian of the Florida State Elks Association; Verl F. Kiner, chairman of the Illinois Elks Association Easter Bunny program, and Albert H. Dodder, of Fort Lauderdale, FL, for his activities brochure.

Many other awards were previously announced in *The Elks Magazine*.

Richard W. Squires, of Dover, NJ, chairman of the State Associations Committee, reported that the Officers Training Program will be expanded next year.

A total of 79 lodges took advantage of the services offered by the Business Practices Committee.

Awards for the Elks National Foundation largest percentage increase per capita for state associations were announced. They were: Arkansas (118 percent), Connecticut (17 percent), Florida (30 percent), and Washington (30 percent).

Winners of the state bulletin contest were named. They were:



Delegates were reminded never to forget disabled veterans by the Elks National Service Commission. Seated (left to right) are PGERs Robert G. Pruitt, Secretary; Ronald J. Dunn, and George I. Hall, Vice-Chairman. Standing (left to right) are George Malekian; Bryan J. McKeogh, Director; PGERs E. Gene Fournace, Frank Hise, and Francis M. Smith. Absent due to illness was PGER William J. Jernick, Chairman-Treasurer.



The Grand Forum is shown at one of its many meetings. From the left are Thomas A. Goodwin of Wheeling, WV, Chief Justice; Alex M. Harman Jr. of Pulaski, VA; William J. Steinbrecher of New Hyde Park, NY; and Sidney J. Nicholson of Florence, OR. Edward C. Alexander of Great Falls, MT, was unable to be present.



Members of the Elks National Memorial and Publication Commission display recent issues of *The Elks Magazine*, now entering its 55th year. Seated (from left) are Wade H. Kepner, Chairman, and R. Leonard Bush, Vice-Chairman. Standing (left to right) are Raymond C. Dobson, Secretary; Robert E. Boney, Assistant Secretary-Assistant Treasurer; and Edward W. McCabe, Treasurer. All are PGERs.



Meeting in daily session during the convention, the Board of Grand Trustees presented a budget for the coming year which was adopted by the delegates. Seated (from left) are Leonard J. Bristol, Vice-Chairman, and Robert Grafton, Chairman. Standing (left to right) are Marvin M. Lewis, Approving Member; William H. Collisson, Secretary; H. Foster Sears, Home Member; Edward M. Schlieter, Pension Member; and Frank Garland. Not pictured is A. Lewis Heisey.



Members of the Committee on Judiciary were available during the convention for consultation. Seated (from left) are Raymond V. Arnold of Jackson, MI; George J. Balbach of Queens Borough (Elmhurst), NY, Chairman; and Edward W. Connolly of Livingston, NJ. Standing (left to right) Eugene F. Costello of Denver, CO; Robert J. Sabin of Arlington Heights, IL; Leroy J. Koos of Culver City, CA; and Daniel B. Tammany of St. Louis, MO. Bertil E. Johnson of Tacoma, WA, was not present for the photo.



The GL Convention Committee set July 16-20, in San Diego, CA, for the 1978 Session. Future sites were also considered. Seated (from left) are PGERs Robert G. Pruitt, George I. Hall, Chairman, and Robert E. Boney. Standing (left to right) are George Malekian, Activities Coordinator; Bryan J. McKeogh, Convention Director; PGERs Robert A. Yothers and Glenn L. Miller.



PGER E. Gene Fournace (left) installed the new officers. He is shown investing PGER Huhn with his jewel of office.



Ruth Klein had the honor of pinning her husband's new PGER's jewel on him.



South Bend, IN, Ritual ER Robert Dearen Jr. (left) received the PGER R. Leonard Bush Award for the top score in the national contest. The plaque is given annually by Inglewood, CA, Lodge.

Division I (Publications which are sold): Class A (issued more than quarterly): California-Hawaii, first; Illinois, second, and Ohio, third. Class B (quarterly): Pennsylvania, first.

Division II (Publications which are not sold): Class A (issued more than quarterly): Wisconsin, first; Indiana, second. Class B (quarterly): Michigan, first; Missouri, second; New Jersey, third. Class C (less than quarterly): New Mexico, first.

Division III (advertising used): Class A (issued more than quarterly): Massachusetts, first.

Veterans Remembrance Achievement Awards went to Franklin, MA (under 600 membership); Clovis, NM (601 to 1000 members); Charleston, SC (over 1000 members).

ELKS NATIONAL FOUNDATION CONTRIBUTIONS Average Per-Member Donations

Top Lodge:

Williamsburg, VA, \$18.064

Lodges with 250 or fewer members:

1. Oakland, NJ, \$14.994
2. Kerrville, TX, \$12.122
3. Burlington, NC, \$11.388

Lodges with 251 to 500 members:

1. De Soto, MO, \$14.314
2. Clearlake, CA, \$14.305
3. Mahwah, NJ, \$10.674

Lodges with 501 to 1000 members:

1. Livonia, MI, \$10.638
2. Tucson, AZ, \$9.491
3. Hoxie, KS, \$9.128

Lodges with 1001 to 1500 members:

1. Jonesboro, AR, \$7.310
2. Fort Collins, CO, \$6.742
3. Waterville, ME, \$6.213

Lodges over 1500 members:

1. Omaha, NE, \$6.275
2. Midland, MI, \$5.202
3. Plymouth, MI, \$5.024

Top States, average per-member donations:

1. Hawaii, \$4.457
2. Maine, \$4.174
3. Arkansas, \$3.686
4. North Carolina, \$3.189
5. Arizona, \$2.979

FLAG DAY BROCHURE CONTEST

Lodges with 300 or fewer members:

1. Newton, NC

Lodges with 301 to 600 members:

1. Saratoga, NY
2. Slidell, LA
3. Cadillac, MI

Lodges with 601 to 1000 members:

1. Carlinville, IL
2. Roy, UT
3. Lyndhurst, NJ

Lodges with 1001 to 2000 members:

1. Torrington, CT
2. Orlando, FL
3. Rome, NY

Lodges with over 2000 members:

1. Phoenix, AZ
2. Vancouver, WA
3. Fresno, CA

Fifteen state associations had 100 percent lodge participation.

Elks were commended by clergymen and others for circulating petitions against Madalyn Murray O'Hair's attempt to have religious programming eliminated from radio and television.

The announcement came in the Americanism Committee report by James W. Damon of John Day, OR, chairman.

He expressed concern about political activists who would deprive Elks of their right of assembly by free choice. His stirring address drew applause from the delegates as he urged them to speak up and be heard.

Participation in the Elks "Hoop Shoot" Free Throw program has reached an all-time high, Gerald L. Powell of Peru, IN, director of the program, reported.

A total of 2,831,947 boys and girls took part. (Over 70 percent of the lodges.) Plaques were given to the states with 100 percent lodge participation. They were: Alaska, Idaho, Minnesota, Nebraska, New Hampshire, New Mexico, North Carolina, North Dakota, Rhode Island and Vermont.

Wednesday Highlights

A report of Elk-sponsored youth programs by Norman S. Lien of Watsonville, CA, chairman of the GL Youth Activities Committee, opened the Wednesday morning meeting which was attended by both delegates and their families.

With emphasis on Scouting, 957 lodges sponsored units. Fran Reinholz of East Hartford, CT, Neal Kershner of Provo, UT, and Vincent R. Collura of Lincoln, NE, were awarded plaques for their dedication to Elkdom and Scouting.

A total of 1,082 lodges sponsored Little or Pony League baseball teams and 412 lodges took part in the Teenager of the Month program. Seven states, Arizona, New Mexico, Utah, Hawaii, Alabama, Nebraska and West Virginia, received citations for having 50 percent or more participation.

For the 27th year, delegates gave approval to permit assessment of \$1 per year per member in the event it is needed for defense or a major disaster.

The resolution was presented as part of a report of the Elks National Service Commission by PGER George I. Hall, vice-chairman, in the absence of PGER William J. Jernick, chairman-treasurer.

PGER Hall emphasized the Elks' pledge that: "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

This year saw a tie in the first and second place Boys' Division in the Elks National Foundation Most Valuable



The election of Homer Huhn, Jr. as Grand Exalted Ruler triggered a demonstration by Pennsylvania Elks. Some wore lighted miners' hats. The Aberdeen, WA, Elks' Band provided music.



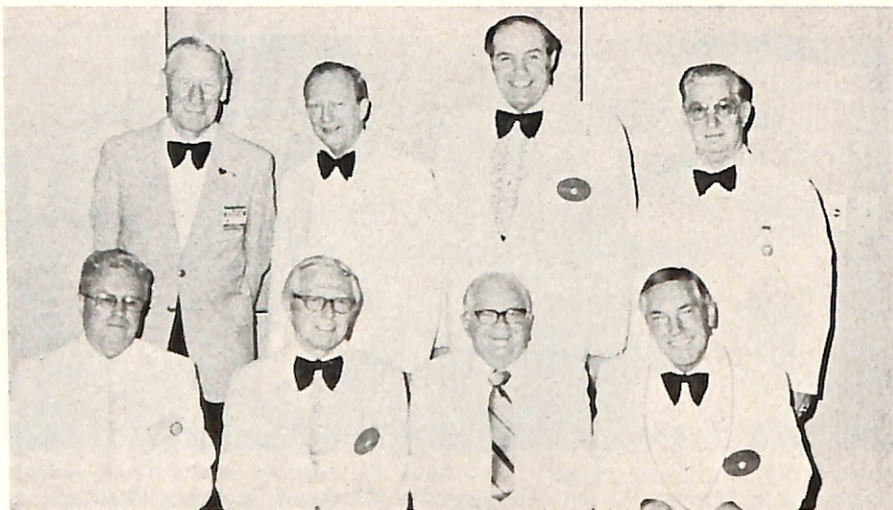
Eagle Scout John Hess (center) of Metairie, LA, assisted at the Youth Activities booth. Left is Norman S. Lien of Watsonville, CA, Youth Activities Chairman, and (right) Vincent R. Collura of Lincoln, NE, Secretary to the Grand Exalted Ruler, who was one of three who received a plaque for dedication to Elkdom and Scouting.



Shown above are the new Grand Lodge officers. Seated (from left) are Donald D. Balvin of Aberdeen, SD, Grand Est. Loyal Kt.; Hal M. Randall of Salem, OR, Grand Est. Lead. Kt.; Homer Huhn, Jr. of Mount Pleasant, PA, GER; Garland F. Guilfoyle of Newport, KY, Grand Est. Lect. Kt.; and Stanley F. Kocur of East Chicago, IN, Grand Secy. Standing (left to right) are George J. Balbach of Queens Borough (Elmhurst), NY, Grand Treas.; Rev. John Moeder of Manhattan, KS, Grand Chaplain; Carl H. Fernstrum of Menominee, MI, Grand Inner Guard; Martin N. Gronvold of Mandan, ND, Grand Tiler; Marvin M. Lewis of Brawley, CA, and L. L. McBee of New Lexington, OH, Grand Trustees; and James P. Ebersberger of Latrobe, PA, Secy. to the GER.



"A Touch of Mardi Gras in July," was the theme of the 1977 Grand Ball. This memorable event will be fully covered in the October issue of *The Elks Magazine*. Meanwhile, can you guess the identities of the above participants? (No prize, but we'll give the answer in October.)



A gathering of Past Secretaries to the Grand Exalted Ruler was hosted by Vincent R. Collura, Secretary to GER Klein. Seated (left to right) front row, Chester O. Marshall, secretary to H. L. Blackledge in '57-'58, William Whaley, secretary to Robert G. Pruitt in '64-'65; Wayne H. Shenkle, secretary to Francis Smith in '72-'73; G. Clifford Whittle, secretary to Robert A. Yothers in '73-'74. Back row (left to right) Norman "Sig" Lien, secretary to Gerald Strohm in '74-'75; George Ketteringham, secretary to Willis C. McDonald in '75-'76; Vincent Collura; and James Ebersberger, secretary to newly elected GER Homer Huhn, Jr.



The Pottstown, PA, Drill Team highlighted convention activities as they escorted Grand Lodge officers during the ceremonies.

Student Scholarship-Leadership Contest. Sharing the awards were Todd J. Peterson of Richfield, UT, and Milan Njegomir II of Las Vegas, NV. They were introduced by PGERs Robert E. Boney and Horace R. Wisely, respectively.

First place winner in the Girls' Division was Elizabeth Ellen Ryan of Hackensack, NJ. She was introduced by PGER John L. Walker, chairman of the Foundation Trustees, who also acted in behalf of PGER Jernick.

When the talented young people expressed their grateful appreciation, the enthusiastic audience gave them a standing ovation.

A report of other Elks National Foundation winners appears elsewhere in this issue.

Thursday Highlights

In a final report, Carl R. Quesnel of Montpelier, VT, chairman of the Committee on Credentials, said that the New Orleans Session had the highest attendance in history. A total of 18,463 registered.

Grand Lodge dues, \$2.75 per member, remain the same for the coming year as a result of a resolution which was adopted. It was presented by Robert Grafton of North Palm Beach, FL, chairman of the Board of Grand Trustees. He also announced redistricting three states, new charters granted and other actions of the board.

A resolution honoring William H. Collisson, who retired from the board, was given unanimous approval.

In final results of the national ritual contest, announced by Duncan McPherson, Ritualistic Committee chairman, first place was captured by Kingsport, TN, with a score of 94,2466. Second place went to Greeley, CO (94-1396); third, South Bend, IN (93-4741), and fourth, Beloit, KS (93.3811).

Delegates considered a number of amendments to the Grand Lodge Statutes presented by George J. Balbach of Queens Borough (Elmhurst), NY, chairman of the Committee on Judiciary. A digest will appear in a future issue of *The Elks Magazine*.

A resolution lauding the convention committees for an outstanding 1977 New Orleans Session was given unanimous approval. It was presented by J. Paul Meyer of Puyallup, WA, chairman of the Resolutions Committee.

A rousing vote of approval went to another resolution honoring GER Klein for a most successful year. It was presented by PGER Gerald Strohm on behalf of PGER H. L. Blackledge.

New GL officers were installed by PGER E. Gene Fournace.

The Elks of Pennsylvania presented their native son, newly installed GER Homer Huhn, Jr., with the keys to a new Lincoln automobile.



Pennsylvania Elks presented GER Huhn with the keys to a new Lincoln. SP C. Bennett Dry (right) did the honors.



Ritual ER Bill R. Moore, left, of Kingsport, TN, national champions, is shown receiving the PGER Raymond Benjamin plaque from Napa, CA, ER Foster Pritchett, right. In the center is Kingsport Coach Phil E. Bailey, who was awarded the John Frakes Ritual Coach of the Year Award.



National ritualistic champs were from Kingsport, TN, Lodge No. 1833. Kneeling are Philip Bailey (left), coach, and A. J. Clonce, candidate and lodge coach. Standing are (left to right) Esq. Charlie Jarvis; Lead. Kt. Bob Patterson; Loyal Kt. Roy Foulk; ER Bill R. Moore; Lect. Kt. Marshall Herron; Chaplain Jim Bassett; Inner Guard Lee Berry.



GL Convention Director Bryan McKeogh (center) was presented with a proclamation declaring him an Admiral in the Nebraska Navy by Chester O. Marshall (left), Secretary of the Nebraska Elks Association, as GER George Klein looked on. Brother McKeogh was also presented a Nebraska "Big Red" blazer and hat.



Attending functions during the New Orleans convention was 100-year old "Heinie" Fuller, a member of Lorain, OH, Lodge. He is shown being welcomed by PGER E. Gene Fournace (second from left), PDD C. E. Sylvester (left) of Lorain, and Ohio SP Robert J. Kennedy.



At a special Ohio Elks Association luncheon, PGER E. Gene Fournace (right) was awarded a plaque as the "Outstanding Elk in Ohio." The presentation was made by SP Robert J. Kennedy (left).

The Aberdeen, WA, Elks Band (above) captivated the attentive audience at both the Sunday opening and Monday sessions.

HIGHEST NUMERICAL NET GAIN IN MEMBERSHIP

- Lodges with 300 or less members:
1. Kansas City, MO
 2. Paw Paw, MI
 3. Glens Falls, NY
- Lodges with 301 to 600 members:
1. Inverness, FL
 2. Rogers-Bentonville, AR
 3. Niagara Falls, NY
- Lodges with 601 to 1000 members:
1. Indianapolis, IN
 2. Detroit Lakes, MN
 3. Watseka, IL
- Lodges with 1001 to 2000 members:
1. Muskogee, OK
 2. Decatur, IL
 3. Charlotte County, FL
- Lodges with over 2000 members:
1. Sarasota, FL
 2. Lake City (Seattle), WA
 3. Tacoma, WA

ELKS NATIONAL YOUTH WEEK WINNERS

- Lodges with 300 or less members:
1. Kearny, AZ
 2. New Orleans West Bank, LA
 3. Holbrook, AZ
- Lodges with 301 to 600 members:
1. Fulton, NY
 2. Bayonne, NJ
 3. Miami, FL
- Lodges with 601 to 1000 members:
1. Van Wert, OH
 2. Sierra Vista, AZ
 3. Weirton, WV
- Lodges with 1001 to 2000 members:
1. Falls City, NE
 2. Woodland, CA
 3. Huntsville, AL
- Lodges with over 2000 members:
1. Lake Havasu City, AZ
 2. Charleston, SC
 3. Tucson, AZ
- State Associations:
1. Ohio Elks Association
 2. Arizona Elks Association

ATTENDANCE As reported by the Committee on Credentials

| | |
|---------------------------------|--------|
| Grand Exalted Ruler | 1 |
| Past Grand Exalted Rulers | 18 |
| Grand Lodge Officers | 20 |
| Grand Lodge Committeemen | 71 |
| Special Deputies | 30 |
| District Deputies Designate | 237 |
| Representatives | 1,989 |
| Alternate Representatives | 36 |
| Members of the Grand Lodge | 1,435 |
| Sub-total | 3,837 |
| Elks Members, ladies and guests | 14,626 |
| Grand Total | 18,463 |

YOUTH ACTIVITIES WINNERS For Year-Around Programs

- Lodges with 300 or less members:
1. Holbrook, AZ
 2. Mesquite, TX
 3. Brandon, FL
- Lodges with 301 to 600 members:
1. Newnan, GA
 2. Whitehall, NY
 3. Bayonne, NJ
- Lodges with 601 to 1000 members:
1. Derry-Salem, NH
 2. Mainland, TX
 3. Casa Grande Valley, AZ
- Lodges with 1001 to 2000 members:
1. Midland, MI
 2. Pasco, WA
 3. Binghamton, NY
- Lodges with over 2000 members:
1. Phoenix, AZ
 2. Lincoln, NE
 3. Auburn, WA
- State Associations:
1. Arizona
 2. New York
 3. Utah
- Honorable Mention: Nebraska, Ohio, California-Hawaii
- Special Awards: Nashville, TN, Arizona

HIGHEST PERCENTAGE MEMBERSHIP GAIN

- Lodges with 300 or less members:
1. Kansas City, MO
 2. Pawhuska, OK
 3. Paw Paw, MI
- Lodges with 301 to 600 members:
1. Inverness, FL
 2. Rogers-Bentonville, AR
 3. Fort Walton, FL
- Lodges with 601 to 1000 members:
1. Indianapolis, IN
 2. Detroit Lakes, MN
 3. Oak Ridge, TN
- Lodges with 1001 to 2000 members:
1. Muskogee, OK
 2. Valley City, ND
 3. Charlotte County, FL
- Lodges with over 2000 members:
1. Sarasota, FL
 2. Santa Maria, CA
 3. Nashville, TN

AMERICANISM BROCHURE WINNERS

- Lodges with 300 or less members:
1. Plano, TX
 2. Eatontown, NJ
 3. Princeton, NJ
- Lodges with 301 to 600 members:
1. Monongahela, PA
 2. Atlanta, GA
 3. Glendale, AZ
- Lodges with 601 to 1000 members:
1. Passaic Valley, NJ
 2. Hudson, NY
 3. Sierra Vista, AZ
- Lodges with 1001 to 2000 members:
1. Paramount, CA
 2. San Rafael, CA
 3. Anderson, IN
- Lodges with over 2000 members:
1. Phoenix, AZ
 2. Sioux Falls, SD
 3. Long Beach, CA
- State Association Winners:
1. Oregon
 2. Colorado
 3. Michigan

SPEAKERS



Alvin A. Ehrlich,
Chairman, Lodge
Activities Committee



Ray Majure,
President, Louisiana
Elks Association



Richard W. Squires,
Chairman, State
Associations
Committee



Carl R. Quesnel,
Chairman, Committee
on Credentials



George H. Balbach,
Chairman, Committee
on Judiciary



Robert T. Flynn,
Chairman, New
Lodge Committee



PGER Wade H. Kepner,
Chairman, National
Memorial and Publi-
cation Commission



Duncan McPherson,
Chairman, Ritualistic
Committee



H. E. Stalcup,
Chairman, Auditing
and Accounting
Committee



Norman S. Lien,
Chairman, Youth
Activities Committee



Rev. John Moeder,
Grand Chaplain



PGER John L. Walker,
Chairman, Elks
National Foundation
Board of Trustees



R. W. Glaholt,
Grand Esquire



Robert Grafton,
Chairman, Board
of Grand Trustees



PGER George I. Hall,
Vice-Chairman, Elks
National Service
Commission



Gerald L. Powell,
Director, Elks Nation-
al "Hoop Shoot" Free
Throw Contest



James W. Damon,
Chairman, Ameri-
canism Committee



Donald Nemitz,
Chairman, Commit-
tee on Distribution



J. Paul Meyer,
Chairman, Resolu-
tions Committee



From the top of the heap to the bottom of the totem pole. That's the situation junior PGER George B. Klein found himself in as the newest member of the "Usterwuzers Club."

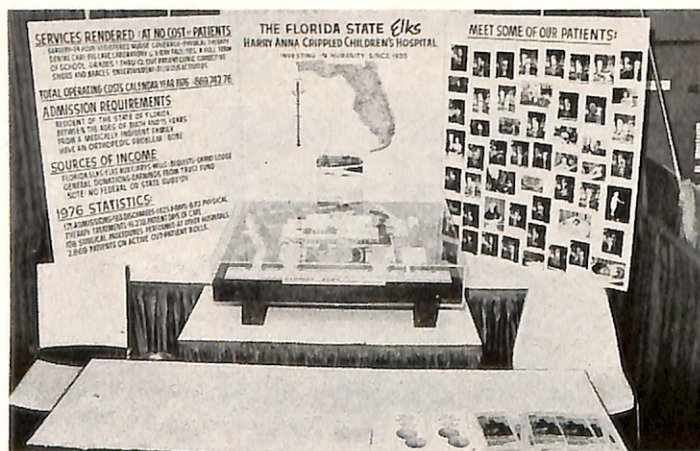


PGER Francis Smith (right) collects dues in the "Usterwuzers Club" from the newest Past Grand Exalted Ruler, George Klein.



In the Bourbon Street tradition, the Elks Stage Band from Grand Forks, ND, directed by Wallace D. Selmanson, played an afternoon street concert.

Ramon "Red" Ringo was organist for the convention. He is a member of Brazil, IN, Lodge and a resident of the Elks National Home.



In major projects displays, first place went to the Florida State Elks Association for their model of their Harry-Anna Crippled Children's Hospital. Michigan was second, Illinois third, and Massachusetts received honorable mention.



PGER Glenn L. Miller (right) was presented a plaque for 50 years of service to Elksdom by the Iowa Elks Association. Making the presentation was PSP Al Humphrey.

AMERICA

AND

MOVING

ELKDOM

FORWARD



Participants were (left to right) PGER Willis C. McDonald, Chairman; Grand Chap. Rev. John Moeder; Louisiana PSP George R. Ketteringham, who gave the 11 O'Clock Toast; and Grand Forum Justice Alex M. Harman, Jr., who gave the general eulogy.



Beautifully lighted cathedral-type windows surmounted with the Star of Fidelity formed the background for the impressive Memorial Service at the 113th Grand Lodge Session. The entire setting was accented with flowers.

Grand Lodge Memorial Service

The lights slowly darkened. The audience in the gigantic Rivergate Auditorium in New Orleans became silent.

Elks paused in their deliberations during the 113th Session to pay homage to their deceased brothers.

The stage was transformed into a lighted cathedral-like setting, accented with floral arrangements.

"As the Bible admonishes, 'Be still and know that I am God,' we come reverently to this hour . . ." said PGER Willis McDonald, Chairman.

Alex Harman, Grand Forum Justice, delivered the general eulogy.

"In thinking of those whose memory we honor here, we recall their warmth, their friendship, their kindness, their support, their affection and their fraternal love," he said in part.

"By their work in and contributions to our great Order, they have created in the hearts and minds of man a lasting memorial in the form of the cardinal principles of our Order: Charity, Justice, Brotherly Love and Fidelity."

He asked that these proud principles be passed on to future generations, "unblemished and untarnished."

Vocal selections were by the Loyola University Summer Choral under the direction of Dr. Larry Wyatt. Ruth Myrick, soprano, was soloist.

The inspiring 11 O'Clock Toast was given by Louisiana PSP George R. Ketteringham.

The invocation and benediction was by the Grand Chaplain, Rev. John Moeder.

GL Organist Ramon Ringo provided the organ prelude and postlude.

TOKYO

by Jerry Hulse

DEFEATING THE DRAGON OF INFLATION



Inflation, it seems, follows us wherever we go. Japan is a case in point, Tokyo in particular. The scare stories are numerous: file for bankruptcy when applying for a Japanese visa; fire-breathing dragons burn up dollars like high octane gasoline; Scotch is dearer than gold. Well, to allay everyone's fears I've surveyed the scene and come away with a somewhat optimistic report, especially concerning Tokyo. There is, however, a minus side. The traveler still pays dearly at the larger hotels. A perfectly good example is the Imperial where the check for a bowl of soup and a plate of stew at lunchtime came to \$16. (I'm still wondering what the auditor will think about the \$7 I paid for breakfast: Cornflakes, orange juice and coffee. Period. Nothing more. Not even a refill on the coffee.)

Such frightening figures sent me off in search of a reasonable lunch. I found it less than two blocks from the Imperial at a restaurant with a choice of beef stew or mixed grill for only \$3. (You can hardly do that well at home.) Around the corner another small cafe ladled out Chinese and Japanese noodles 'n' such for something under \$2. As the lady from the Japanese National Tourist Organization pointed out, the fail-safe method for inexpensive dining is to study the priced meal displays in the windows.

In Tokyo the bargain hunter follows

the same simple formula that applies in major cities the world over—avoid the grand hotels and the charming restaurants with the soft lights, the linen and the crystal. Tip: Rather than checking in at one of Tokyo's showy hotels, try the Kayu-Kaikan, a sleeper that's managed by the very same group that operates the deluxe Okura. At the Kayu-Kaikan rates for a single start at \$17 a night and doubles are available for \$24. Compare that with the \$45 you'd probably be spending at the Okura. Besides being nearly new, the Kayu-Kaikan has spirit. Upon registering, guests are given a yukata, which is one of those slick robes worn in the little Japanese inns. The idea is to slip out of the Western gear and into a yukata and put in a call for the masseuse, getting all the kinks worked out after tramping through temples, museums and the alleys of the Ginza. Located in a quiet residential district near the Imperial Palace, the Kayu-Kaikan operates both Western and Japanese-style restaurants as well as a coffee bar smack in the lobby itself.

Around the corner another little-known Tokyo hotel, the San Bancho, runs up the welcome flag for as little as \$12 a night single and about \$22 double. At the San Bancho, tipplers sip sake in a charming five-stool bar and take their meals in a pleasant restaurant just off the lobby. Later they soothe

the nerves by eyeballing the hotel's small but exquisite garden. Meanwhile, others amuse themselves counting legions of joggers sprinting by on a footpath circling the palace grounds. The San Bancho compares favorably with Tokyu Inn, which is a convenient five minutes by cab from downtown Tokyo and within walking distance of the Tokyo Tower. Granted, the rooms at the Tokyu Inn are small, but the rates come to a reasonable \$19 a night single and \$26 double. And besides, where else can you snooze with a Shinto shrine just outside the door?

For the traveler seeking a bit of Japanese pizzazz together with Western touches, the Hotel Tokyo offers the guest the choice of crashing on the floor or slipping into an ordinary bed. Either way, singles start at about \$16 a day and doubles at \$30. In addition, there are Japanese-Western style rooms combining the best of both at \$37 to \$41 a day, including slippers and robe.

At the Gajoen Kanko (the very same hotel in which Sorge, the Russian spy, came in from the cold), it's a mixture of atmosphere and age. Ceilings spanning its hallways are covered with murals, and the elevator—a museum relic—glitters with inlaid mother-of-pearl. While the rooms are a bit tacky, they're offered at only \$12 to \$21 a night single and \$29 to \$37 double. (Those with a western exposure provide glimpses of

Fuji on Tokyo's rare, smogless days.) Views of Fuji are framed as well from the sparkling new Hotel Ibis in Tokyo's chic and swinging Roppongi area. Here the price for a single starts at under \$20 a night and doubles are bid at around \$30. One word of caution: Anyone who suffers from claustrophobia will find the space similar to a roomette aboard the old Orient Express. They're small.

Other travelers searching out little-known bargains are zeroing in on Tokyo's business hotels. While lacking in frills, they're clean, quiet and compact—compact meaning you squeeze rather than walk into the room. If Japan is the big dream, then the business hotel fits the formula for touring Tokyo without burning up the budget. Rates figure out to about \$12 a night. (Ask the Japan National Tourist Organization, 45 Rockefeller Plaza, New York, NY 10020, for its booklet, "Budget Travel in Japan.") Although the business hotels are spread helter-skelter across the city, location—except for inconvenience—isn't cause for concern. Unlike New York or Los Angeles, Tokyo isn't a haven for the mugger. Generally speaking, the only time you'll risk getting bruised will be while entering or exiting subways and trains during the rush hour.

On this snooper's tour of Tokyo, our superdiscovery was the Azabu Prince, a gem and a delight in a quiet residential neighborhood 20 minutes from downtown Tokyo and 30 minutes by cab from the airport. Formerly the private residence of a Japanese baron, the Azabu Prince combines Western-style living with the charm of old Japan. It awaits the traveler like a breath of fresh air blowing off Fuji. Floor-to-ceiling windows in the lobby frame one of Tokyo's loveliest private gardens. Carp swim gracefully through its ponds, and footpaths follow rows of ancient stone lanterns that rise beside neatly manicured shrubs and lawns. More like an inn than a hotel, the Azabu Prince contains only 30 freshly scrubbed rooms, each equipped with steaming tubs for soaking away the aches. Accommodations at the Azabu Prince are offered at a reasonable \$22 a day single, \$29 double or \$62 for a suite. Each room has a refrigerator that is jammed to the icemaker with soft drinks, beer and pints of Suntory, the lethal whisky the Japanese are so fond of pouring. Its

real appeal, though, involves setting and atmosphere. The Azabu Prince appears to have been created for lovers both young and old, and particularly for honeymooners. Tables in a small restaurant face the garden where, on warm evenings, meals are served beneath the stars while the sweet scent of jasmine circulates through the night air. While obviously this is not a budget hotel, neither is it shockingly extravagant. Dinner in the Prince's Western-style restaurant starts at \$12 and a \$10 bill will relieve the hunger in the tempura bar. Afterward, coffee is poured in a shadowy corner while guests in high-back rattan chairs bring the room alive with good conversation.

Then there is the Fukudaya, a small, intimate inn (a favorite of ours) that rises in the shadow of Tokyo's towering Hotel New Otani. Although surrounded by the city, the Fukudaya gives promise of country living in a park-like setting, with rooms facing private gardens. Hot tea is delivered to the door in the morning and quiet reigns throughout the grounds. The price for living like an emperor runs \$35 a night single and \$55 double, which doesn't include the meals. Although expensive, it's the perfect choice for those in a mood to splurge a bit. Western meals are served in the morning, but at night it's strictly a Japanese affair—sukiyaki, tempura, sushi, unagi (roasted eels). Whatever the purse can afford. After this if the body begs for a hamburger the guest has only to cross the street to the New Otani. They are prepared with onions, pickles, mustard. The works.

As for nightclubbing, well, that's something else again. Throughout Tokyo at last count there were more than 20,000 watering holes, many of them frighteningly expensive. An example is the Mikado, the world's noisiest, biggest cabaret, where a \$100 bill can disappear in a wink. Cash, though, is no particular problem in Japan which is the land of the big BankAmericard. Just put it on the cuff and enjoy, say the Japanese.

To steer the traveler through the streets and alleys of Roppongi and Akasaka (two of Tokyo's popular nightclub districts), we have prepared a little guide that is offered with two words of advice: bring yen.

© China Town: Although employing fewer hostesses than the Mikado, the China Town is one of Tokyo's livelier

clubs. Be prepared, though, to hock your watch and wire home for more money. It's expensive! *Expensive.*

© Mugen: Popular with the young crowd. Also noisy. The admission price for men is \$7, while the ladies slip in for only \$5. (The cheapest drink comes to nearly \$3.)

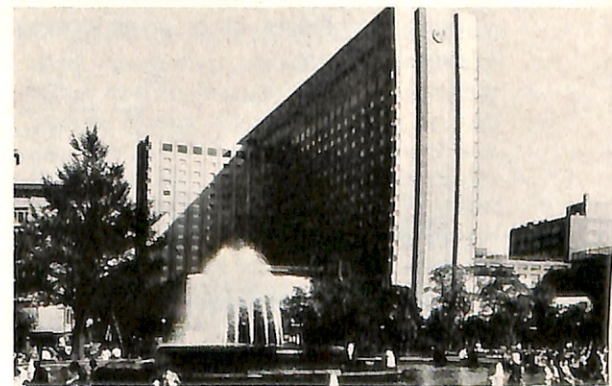
© Central Park: If you're short on cash, this is the place. Inexpensive, good jazz.

© Mon Chere: English-speaking hostesses. The bar madame is a graduate of Tokyo's famous Copacabana in Akasaka. Drinks from about \$2.75.

© Crown: A big, splashy Las Vegas-style cabaret. Stage shows twice a night. *Expensive.*

© Copacabana: One of the brightest nightclubs in Tokyo. Gorgeous hostesses. Good music. At the Copa the girls bill and coo and the band plays the blues while the customer weeps when he gets the tab. *Expensive.*

© Latin Quarter: The flashiest night



A Sushi Bar (above) is one of the places where your yen goes further. New Imperial Hotel (below).

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spot in Tokyo (also the most expensive). Both Japanese and foreign entertainers. Take a big breath before looking at the check.

◎ **Minyo Kaikan Shichi-Go-San:** This is a folksong restaurant. Professional singers, dancers, musicians. But anybody can get into the act (and they often do after a few belts of sake). Attendants in hopi coats seat visitors on cushions. Strictly informal—and reasonable. Showtime 5:30 to 11:30 p.m. with only 10- to 20-minute breaks.

Finally, here is a list of inexpensive restaurants for the traveler touring on a budget:

◎ **Red Baron:** An American-owned restaurant serving steaks, hamburgers. A good bar. Owner Ken Judd employs half a dozen English-speaking waitresses. Moderate prices, a relaxful atmosphere. Ask your hotel doorman for directions.

◎ **San Remo:** If you've had your fill of Japanese food, try the San Remo. It's operated by the Mama Macaroni Co. (big spaghetti and macaroni maker). Specializes in various pastas. Telephone 591-1865.

◎ **Berni-Inn:** A British-style pub-restaurant. Fish 'n' chips, chicken, Watney Ale, sherry. Telephone 572-2231.

◎ **Stew Kettle:** Just what the name implies—steaming stews. Telephone 583-8404.

◎ **Anna Millers:** Another restaurant featuring an American menu (meat pies, hamburgers, cheese cake). Telephone 586-7369.

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The Subtle Magic...

by Fritz and Pamela Schaeffer

"What is the subtle magic of a corn-cob pipe?" asked essayist Christopher Morley over fifty years ago.

Well, who doesn't have a favorite form of self-indulgence, some small pleasure motivated entirely by self-interest and designed to soften the edges of a trying day. For some, it may be a brief siesta behind the evening paper, or a glass of frothy beer. For others, whose distinguished company includes General Douglas MacArthur, Mummy Yokum, Sir Walter Raleigh, the venerable Popeye, President Andrew Jackson's wife (so we are told), and, apparently, the essayist we just quoted, the favored version of self-solicitude is a few long, cool draughts on a corn-cob pipe.

People who smoke the corn-cob are drawing on a colorful slice of Americana along with the flavor of their favorite tobacco brand. Its devotees might think to tip their hats occasionally in the direction of Washington, MO, the town where the cob pipe industry was born and where it flourishes today.

Washington, MO, is a city of 9000 or so that lies about 50 miles to the west of St. Louis—just a long holler or two if you've a good set of country-boy lungs.

If Washington, MO, is the corn-cob

pipe capital of the world (and all statistics certainly support its claim to the title), then Henry Tibbe would have to be the king. Tibbe was a woodworker who emigrated to the U.S. from Holland in the mid-1800s and set up a wood-working shop in Washington, a community of largely German settlers. In Holland, Tibbe had been a maker of spinning wheels, a trade he resumed in his new American home.

One day, as the story goes, a friend, John Schnarnke, visited Tibbe's shop and challenged the Dutchman to shape a corn-cob into a pipe bowl on his lathe. Tibbe obliged, drilling out the pithy center and a hole for the stem, and inserting a piece of cane. Schnarnke strutted off, puffing proudly. For him, it was a good smoke—a bit of self-indulgence made all the better by the little effort required of him.

For the enterprising woodworker, it was the birth of an industry—the day that would mark the beginning of his fame. So pleased was Tibbe with the first result, that he hunted down a few more cobs, a chore easily accomplished from his heart-of-corn-country home. He fashioned them into pipes and arranged them in the front of his wood-working shop, where they quickly sold.

No doubt the German farmers noted the advantages described by writer Stanley Vestal in the *Southwest Review*: "The corn-cob . . . is less fragile than a clay, less expensive than a briar, cool in the hand and light in the pocket, with a short, straight stem easily cleaned."

In 1872 Tibbe established a factory for the manufacture of corn-cob pipes, which he dubbed "Missouri Meer-shaums," and such were the humble beginnings of an industry that now produces millions of corn-cobs each year and ships them around the world.

In the late 1800s, Washington could claim the production of Missouri's two most distinctive consumer goods: the zither and the corn-cob pipe. The zither factory is long since closed, but the cob pipe business grows and grows. Most, if not all, of the world's corn-cob pipes are made within a few miles of Washington by three companies: Missouri Meerschaum, the one founded by Tibbe; Hirschl & Bendheim and Buescher's Industries.

One reason the trio of producers are so cozily situated is the accessibility of the main ingredient to their mid-Missouri locale. Washington sits within the Corn Belt of the Midwest bordered by

the Missouri River. Its rich land and long growing season are needed conditions to ensure high quality in the most important raw material for a Missouri Meerschaum: the corncob.

There is naturally some rivalry, friendly or otherwise, among the pipe producers. But there is one area where cooperation rules: in the quest for a better cob.

Those who whittle their own cob by hand to make a pipe as the pioneers did, can sift through a pile of cobs until they find one that looks just right. Obviously, if you are producing pipes by the millions, that procedure just won't do.

"There was a time," says David Buescher, vice-president of Buescher's Industries, "when we used cobs that tapered like carrots. We could get only one pipe from each cob."

The present-day average is about one and a half pipes from a cob. Some cobs produce as many pipes as three.

This continued improvement in yield of pipes per cob is the reason Marcus Zuber, a University of Missouri agriculturalist, has been called "the salvation of the industry" by one of the pipe manufacturers. Zuber is the brain behind the endeavors to produce a better cob. Though the process of manufacturing the pipes is by modern standards a

primitive one, it is set against the background of the most sophisticated information and technology that agricultural specialists have to offer.

Both the U.S. Department of Agriculture and the University of Missouri Extension Service participate in the corncob research and help foot the bill. Each of the three manufacturers contributes between \$3000 and \$5000 a year for research, a sum one of the company leaders calls "a drop in the bucket" compared to the total required.

Through experimentation on test plots, most of them in Missouri, but some located as far away from the home base as Florida, Hawaii and Puerto Rico, researchers hope to develop types of corn with a woodier cob, one of maximum diameter and minimum taper that will withstand the pressures of the manufacturing process without breaking. They also want a highly productive plant that is short enough to have good wind resistance.

Area farmers who plan to sell cobs to the pipe manufacturers are given the seed at planting time. After the harvest, the sophisticated agricultural methods give way to a throwback. Shelling is done by the pipe companies with antiquated equipment, pre-1936 spring-type shellers that leave the cobs intact. Progress in corn shellers after 1936 was

not in the interest of corncob pipes. New, cylinder-type shellers crush the cobs, a labor-saving effect that is anathema to Missouri Meerschaum makers.

If practical-minded readers are wondering where one gets enough pre-1936 corn shellers to do the job, the manufacturers would be the first to assure you that the task is not an easy one. Factory representatives comb the country's farmlands—Nebraska is said to have an especially plentiful supply—for the old shellers, or just some parts. Parts are a particular problem, since most are no longer made. Often new dies have to be made so that the shellers can be reconditioned and put to use.

After the corn is shelled, the growers are paid from 1.5 to 2 cents a cob, and the corn is theirs to market. A farmer can earn about \$80 an acre, sometimes more, for the cobs. Still, growers do not clamor to grow corn for the cobs. The white hybrid preferred by manufacturers is harder to market than yellow corn; the rows must be planted farther apart than some other types of corn. Also, the plants are susceptible to wind damage.

The best way to get a feel for the actual pipe-making is to visit Buescher's Industries, whose factory is in (Continued on page 40)

ELKS NATIONAL SERVICE COMMISSION

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A tree carved out of an ivory cue ball by Hugh Horsely (second from right) was the winning entry in the National Service Commission's arts and crafts contest at Bay Pines Hospital in Florida. Martha Hamil (left), a therapeutic recreation consultant at Bay Pines, joined judges Russell Robinson, a St. Petersburg artist, and Jenny Dolittle, a recreation therapist at All Children's Hospital in St. Petersburg, in admiring Horsely's creation.



To encourage creative activity among the patients at the Birmingham, AL, Veterans Hospital, the Elks sponsored an arts and crafts competition. PDD Harry Erdberg (left) of Mountain Brook, AL, Lodge presented a check to one of the contest's winners.



Representatives from New Jersey's Southwest District lodges, as well as an American Legion color guard, participated in the presentation of three color television sets, books, candy, cards, and fruit to residents of the Soldiers and Sailors Home in Vineland, NJ. Gen. William Doyle (front row, fourth from left), superintendent of the facility and a member of Burlington, NJ, Lodge, accepted the gifts on behalf of the servicemen.

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Elizabeth Ellen Ryan, Hackensack, NJ, was the winner of a special four-year award of \$3,000 for each academic year in the girls division of the Most Valuable Student Contest. Milan Njegomir II, Las Vegas, NV, and Todd Jordan Peterson, Richfield, UT, tied for the first and second awards in the boys division. They will receive \$2,750 for each academic year.



Elizabeth, Milan, and Todd accepted their awards at the Wednesday morning session after being honored at a breakfast with the National Foundation Trustees and their sponsors. Sitting (left to right) are PGER John L. Walker, Elizabeth "Liz" Ryan, PGER Robert E. Boney, Todd Peterson, PGER Horace R. Wisely, and Milan Njegomir II. Standing (from left) are PGERs William A. Wall, E. Gene Fournace, Francis M. Smith, and Glenn L. Miller.

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NEWS OF THE STATE ASSOCIATIONS



Mesa Lodge's National Foundation Chm. Richard McGinness (left) accepted the state's traveling trophy and the congratulations of then-GER George Klein for his outstanding work for the Foundation. The presentation was made in Phoenix at the Arizona Elks' annual conclave.

DONATIONS of \$24,000 were presented by the Elks' ladies of Kansas to the Kansas Elks Training Center for the Handicapped, the state major project, during the state association's 72nd annual convention. Delegates approved a 1.6 million-dollar budget for the Center, which recently acquired a new building. In addition, a major project Memorial Fund Trust was established.

Wichita was the site of the May 5-8 gathering which drew some 620 members and ladies. Representing the Grand Lodge at the proceedings were then-GER George Klein, GL Committeeman Robert Earnest, and Grand Chap. Rev. John Moeder, who also serves as State Chaplain. Brother Klein gave the major address during the convention banquet, which, along with the ladies' brunch, highlighted the social activities.

Vying for ritualistic honors were Beloit Lodge, which placed first; Wellington, second; Abilene, third, and Clay

Center, fourth. Scholarships totaling more than \$11,000 were awarded to young people from throughout the state.

Larry Meyer of Leavenworth Lodge was elected State President. His fellow officers include Deputy President Don Hebert, Concordia; Vice President Roy Ellis, Junction City; Secy. George Tracy, Manhattan, and Treas. Clarence Chandler, Topeka.

Abilene Lodge hosted a "kick-off" meeting for the Kansas Elks on August 20-21. A fall business meeting will take place October 22-23 in Manhattan, while Topeka was chosen for the mid-winter conclave, to be held February 4-5, and for the annual convention, which is scheduled for May 4-7.

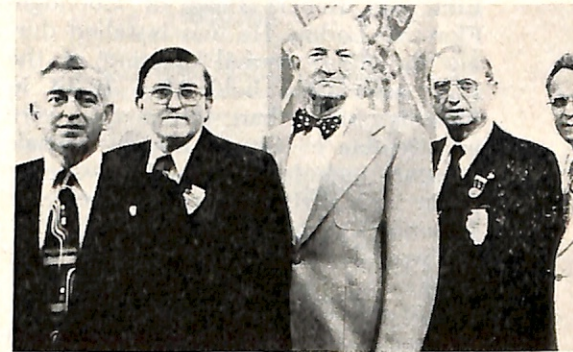
BANGOR MAYOR Don Soucy presented a key to the city to Maine's outgoing SP George Rancourt during the May 6-8 meeting of the state Elks hosted by Bangor Lodge. The master

of ceremonies for the proceedings was PDD G. Anthony Jones, and the principal speakers were SDGER W. Edward Wilson and PDD John Nahra.

Each of Maine's 18 lodges received an award for participating in veterans programs. Dominic Bruno of the Togus VA Hospital made the presentations. All trophies in the pool tournament went to Rumford Lodge. Rockland Lodge took the honors in the cribbage competition, and Old Town, Houlton, and Bangor Lodges placed first, second, and third, respectively, in the ritualistic contest. Skowhegan-Madison Lodge was named the state's outstanding National Foundation contributor.

A diabetes detection unit purchased by the state association at a cost of \$15,000 now makes free diabetes and blood pressure tests available throughout the state. Nearly \$6,000 was raised during the recent convention towards the unit's \$7,500 yearly operating cost.

Louis Bligh, a Past Exalted Ruler of Bangor Lodge, was elected to the Maine Elks' highest office. Also chosen were Vice Presidents Perley Bartlett, Rockland; Donald Dow, Millinocket; Justin Ingersoll, Bath; Larry Ross, Houl-



Making plans for the coming year were the officers chosen to lead the Illinois Elks Association for 1977-1978. They included (from left) SP Robert Carter, Fairfield; Vice Presidents Fred Sheehan, Chicago (South); George Schanzle, Carmi; Secy. I. H. Stipp, Springfield, and Treas. Harvey Pearson, Moline.



Mary Margaret Angel (center) was named Mississippi's first-place scholarship winner during the state Elks' May 13-15 gathering at Clarksdale. The young woman's well-wishers included Acting Scholarship Chm. William Rushing and Mary's mother, Mrs. Valary Angel.



One of the programs of the Kansas Elks Training Center for the Handicapped (KETCH) was explained by Director Dean Settle to then-GER George Klein (second from left) during the state Elks' meeting. Observing were (from left) GL and State Chap. Rev. John Moeder, GL Committeeman Robert Earnest, KETCH VP Lloyd Chapman, PSP John Kirkwood, then-DDGER Howard Houk, outgoing SP Ralph Dockstader, and KETCH President Ron Gabbert.

ton; Secy. William May, Brunswick, and Treas. Edward Twomey, Portland. Following the election of officers, scholarships amounting to over \$4,200 were awarded to eight students.

Social activities for the convention-goers included a buffet sponsored by Bangor Lodge, a dance, a banquet, and the state ball. The state Elks will reconvene May 5-7 in Rockland.

SUCCEEDING William Murie of Flagstaff as State President of the Arizona Elks was Robert Bean of Coolidge-Florence Lodge. He was installed during the 62nd annual meeting of the state association held May 12-14 in Phoenix. More than 400 people were in attendance. Grand Lodge officials present included then-GER George Klein and PGERs Horace Wisely, R. Leonard Bush, and Gerald Strohm.

Two Glendale students, Holly Mae Starks and Joshua La Baer, were the recipients of \$1,000 National Foundation scholarships. In addition, 29 other students received scholarship awards ranging from \$600 to \$900 apiece, with a total of \$21,600 being presented to students throughout the state. Youth Activities Chm. Robert Benson announced that Arizona Elks spent more than \$100,000 on youth programs over the last year. Phoenix Lodge was lauded for having the "overall best lodge youth program" in Arizona.

The Arizona Elks extended a hearty welcome to the state's newest lodge, Sun City. Then-GER George Klein witnessed the lodge's institution and offered his personal congratulations to newly installed ER Al Lewis.

TOTAL ATTENDANCE at the Wisconsin Elks Association's May 13-15 convention was 936, the largest in the association's history. PGER Francis Smith, the guest of honor, addressed the assembly during the proceedings at Wausau Lodge.

An official statement showed that the Wisconsin Elks spent \$90,351.17 during the past year for their major project. The ritualistic team from Manitowoc

Lodge captured the state trophy. During a business session, a measure requiring that the State President be a Past Exalted Ruler was passed.

Elected and installed as State President was Charles Bergstrom of Superior Lodge. He will be assisted by Vice Presidents Ron Sommerfeld, Chipewa Falls; Arnold Beimborn, Green Bay; Gordon Stephens, Platteville; Ralph Meiers, Watertown; Secy. C. F. Katzenmeyer, Beaver Dam, and Treas. Dale Rudy, Kenosha.

The next state conference was scheduled for September 9-11 at Waukesha. The May 5-7, 1978, conclave will take place at Green Bay Lodge.

CIVIC AND ELKS officials were among the 337 people in attendance at Clarksdale for the May 13-15 gathering of the Mississippi State Elks Association. It was the fourth time that the Clarksdale Elks hosted the annual affair. Numbered among the distinguished guests were PGER Edward McCabe, the state sponsor, and his wife Maggie, Clarksdale Mayor Richard Webster, Coahoma County Sheriff Tom Hopkins, former Lt. Gov. and Brother Charles Sullivan, and State Senator and Brother James Molpus.

The purchase and support of a therapy clinic for crippled children was adopted as the state major project. State association by-laws were updated during the business sessions. First place in the ritualistic contest went to Vicksburg Lodge.

Leading the state association as its newly elected State President is Vernon Godsey, Clarksdale. Also elected were Vice Presidents George Smith, Greenwood; M. Ray Peterson, Pascagoula, and Secy.-Treas. Raphael Franco, Vicksburg.

Pascagoula was named as the location of the May 12-14, 1978, state gathering.

A TOUR of the Governor's Mansion in Springfield, IL, followed a luncheon for the ladies during the Illinois Elks Association's yearly conclave. A "roar-

ing '20s" party, a banquet, and the President's Ball were also on the social agenda for the 991 men and women present for the May 13-15 gathering hosted by Springfield Lodge. Taking part in the various activities were several distinguished guests, including PGER Glenn Miller, the state sponsor, PGER Raymond and Mrs. Dobson, Grand Trustee H. Foster and Mrs. Sears, Doral Irvin, executive director of the Elks National Home, and his wife Kitty, and SDGER Omer Macy.

Expenditures by the Illinois Elks Crippled Children's Commission totaled \$209,212, an increase of more than \$36,000 from the preceding year. The Commission supports a clinic, operations, physical therapy, and equipment for the youngsters, and provides scholarships for physical therapy students.

Delegates approved 17 of the 20 amendments to the Illinois Elks Association's by-laws and constitution which had been submitted for their consideration. Named ritualistic winner was the team from Kankakee Lodge. A fall meeting of the association was scheduled for September 23-25 at Kankakee Lodge. Champaign-Urbana Lodge will host a February 3-5 conference. The 1978 annual convention is slated for May 19-21 in Decatur.

THE REPORT of the Nebraska Elks' Benevolence Commission revealed that some \$35,000 had been expended during the past year to aid crippled children. The report was presented during the May 13-15 meeting of the state association in Omaha. Fifteen Past State Presidents, including Paul Zimmer, an assistant to the Grand Secretary, and Vincent Collura, then-secretary to GER George Klein, were among the 774 people registered for the annual affair. Although Brother Klein was unable to attend, he greeted and addressed the delegates by telephone. The Honorable John Cavanaugh, congressman from Nebraska, was the speaker for the Memorial Service.

For the first time in the state association's history, the members of the winning ritualistic team also swept the all-state awards. Kearney's team then went on to represent the state in the national competition. Another first during the past year was participation of all Nebraska lodges in vets activities.

On the roster of state officers for the coming year are SP Dale Janowski, Omaha; Vice Presidents Lloyd Levander, Hastings; Tom Plummer Jr., Ogalala; George Johnson, Fairbury; Secy. Chester Marshall, Kearney, and Treas. Elmer Bradley, Columbus.

Kearney Lodge was selected to host the fall conference August 27-28. The 1978 annual convention was awarded to North Platte Lodge.

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A Subtle Magic
(Continued from page 40)
 the bowls to make them a standard size. The final touch to the bowls is the varnishing. The less expensive pipes are varnished by rotating them through an automatic sprayer; the better ones are lacquered by hand.
 Finally, the stems are inserted into holes bored for that purpose, the pipes are labeled and packaged and shipped off to market—at the rate of 20,000 per day.

Because the cob pipe industry is so small and specialized, most of the machines are designed especially for the process. Only one machine, a sander, is a standard piece of equipment.

Even the men and women who run the machines look as if they were hand-picked. They are a congenial group of mostly country folks who would seem right at home on the front porch of an Ozarks country store—puffing gently on a corncob pipe, of course.

The corncob pipe business is booming—up 500 percent at Buescher's since 1963. That, despite some changes in the pipes that longtime cob smokers lament. Bone bits are practically obsolete, largely replaced by plastic. Cane stems have given way to wood.

Still, whether it is the cob pipe's reminder of a less complicated life, or the sweetness of the smoke, or a special filtering action that the Japanese attribute to the cob, claiming it is the most healthful pipe to smoke, or maybe just that "subtle magic" referred to by Mr. Morley, its appeal remains.

And what, by the way, is that "subtle magic"?

Answering his own question, Christopher Morley writes:

"A corncob pipe is a humble badge of philosophy, an evidence of tolerance and even humor. . . It is a pipe that seems to call aloud for the accompaniment of beer and earnest argument on factional political matters. It is also the pipe for solitary vigils of hard and concentrated work. It is the pipe that a man keeps in the drawer of his desk for savage hours of extra toil after the stenographer has powdered her nose and gone home."

Obituaries

PAST DISTRICT DEPUTY Ernest M. Peacock of Minneapolis, MN, Lodge died April 23, 1977. Brother Peacock was named District Deputy Grand Exalted Ruler for the Central District in 1956-1957.

PAST DISTRICT DEPUTY C. Don Wharton of Lock Haven, PA, Lodge died May 18, 1977. Brother Wharton served as District Deputy Grand Exalted Ruler in 1936-1937 for the North Central District.

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NEWS OF THE LODGES

(Continued from page 20)



ONE THOUSAND hours of volunteer service by James Russell (center), chairman of the South Central District veterans committee, was recognized by William Anderson (right), director of the Veterans Administration Wadsworth Hospital in Los Angeles and a member of Fargo, ND, Lodge, with the presentation of a certificate of honor. F. Joseph Dwyer, hospital service officer and a member of Gloversville, NY, Lodge, also offered his thanks to Brother Russell, a member of Hawthorne, CA, Lodge.



A CHECK in the amount of \$3,000 was presented to Warren Croston (center), administrator of the Anaconda Community Hospital, for use in purchasing equipment for the hospital. Donated by the Montana State Elks Association, the money was turned over to Mr. Croston by then-ER Walter Fike (right) and then-Est. Lead. Kt. William Thomas of Anaconda Lodge.



THE SAN DIEGO Drill Team provided the entertainment for a family dinner given by Encinitas, CA, Lodge in honor of local youths. ER J. W. Sheridan (ninth from left) and the lodge officers congratulated Teenagers of the Month, scholarship winners, and the new Teenager of the Year.



THE NEW LINCOLN Memorial School received a U.S. flag and a state of California flag from Alameda, CA, Lodge during the school's opening ceremonies. Mrs. Paul Aragon, PTA president, and Jim Turner (center), principal, accepted the flags from Est. Lead. Kt. James Stonehouse (right). ER Grant Eaton was one of the speakers at the dedication of the building.



IN VIEW of the London Bridge, then-GER George Klein and his wife Ruth (third and fourth from left) joined PGER Horace (left) and Kay Wisely (second from left), and (from right) Nita and PGER R. Leonard Bush, and PGER Gerald and Kay Strohm for a tour of Lake Havasu City, AZ. Local ER J. Sherman Husser and his wife Belle (center) conducted their guests' excursion to places of interest, which included the Marina, the London Bridge and Village, and the golf course, following a gala reception hosted by the lodge on the preceding evening.



THE RHODODENDRON Parade in Port Townsend, WA, featured the local lodge's "Sunday in the Park" float. The Elks' handiwork earned them the annual event's grand award.



THE NORTHERN Rockies Regional Cancer Treatment Center was given \$2,500 by Billings, MT, Lodge for further development of the Center. Discussing plans for its future were (from left) Carl Nessel, Center administrator, Dr. Fred Deigert, medical director, ER James McLuskie, and Secy. Leo Johnson.



MEMBERS of Fresno, CA, Lodge's Funeral Team modeled the new suits which were purchased with funds raised by the team, the Elks' ladies, and fellow lodge Brothers. The spirit of Elksdom is exemplified by the group's services for departed Brothers.



THE STAY-AT-HOME blues are often chased from the Arizona Elks Long Term Care Unit by visiting Tucson Elks Rocco Testa (left) and Gail Blakesley (right), who are welcomed by Mildred Boyd, administrator. Nursing home inhabitants PER Charles Ramirez (second from right) and Frank Jacobs (seated) go shopping, visiting, and to lodge meetings with the Brothers.



THE WOODLAND invitational track and field meet received a boost from Woodland, CA, Lodge when ER Bob Alspaugh (left) and Secy. Chuck Smith (center) presented a sponsorship check to Ross Parker, sponsors committee chairman. Seventy-five schools were invited to the meet, which is supported by contributions of \$20 per event.



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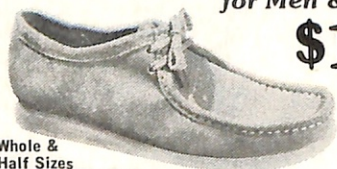
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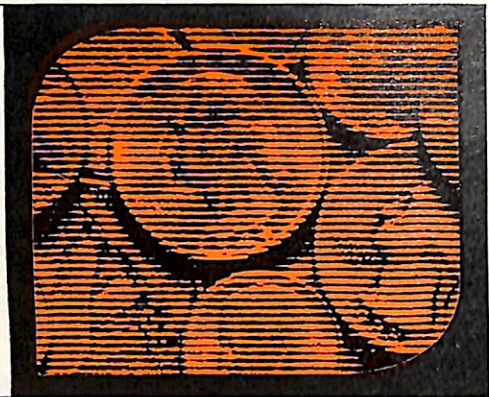
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by Mike LeFan



SEPTEMBER SAVINGS

Welcome, bargain seekers, to the savings for September.

All you good sports can save on sporting goods, bicycles, and gardening equipment.

Clothing bargains include men's and boys' wear, children's clothes, and new fall fashions.

Save on china and glassware, and on other housewares.

New cars (last year's models) are priced to sell, and you'll save on auto accessories.

Keep an eye on the Labor Day sales for other bargains.

Supermarket Snoop suggests these fresh produce items this month: pears, plums, prunes, grapes, and honeydews.

The start of school means new shoes for kids. Learn to select the right shoes for infants, toddlers, and older children. Order *Children's Shoes, Extension Bulletin 1225* from: Mail Room A, Seven Research Park, Cornell University, Ithaca, NY 14853. Price: 15¢.

"Flashlight" and transistor batteries come in four basic types, and they're not all the same.

The cheapest type is the common carbon-zinc battery. A D-cell size costs about 35¢. This battery is great for flashlights that get little use and for transistor radios that aren't played often or for very long. This battery should last at least three or four months. If it doesn't, then try the next better type of battery.

The "heavy duty" carbon-zinc bat-

tery costs about 45¢ for a D-cell size and gives two or three times the service hours of a standard carbon-zinc battery. It's one of your best battery buys. Good for flashlights that get heavy use, and for tape recorders, radios, toys, and more.

Next come alkaline batteries, which cost about 95¢ for a D-cell size. They'll give about twice the service of heavy-duty carbon-zinc batteries. Alkalines are a "must" in movie cameras, tape recorders, radios that are played a lot, walkie-talkies, and photoflash strobes. Use alkalines in anything you operate in cold weather.

Some alkalines are rechargeable. *Warning:* Never try to recharge any battery that's not clearly labeled as rechargeable. They can explode. Rechargeable alkalines cost about \$2 per D-cell. However, they may last no longer than regular alkalines and they sometimes leak.

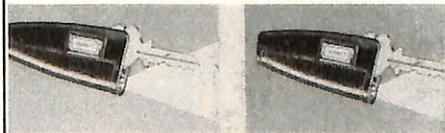
The best rechargeables are nickel-cadmium batteries. A D-cell costs about \$3.50 and a charger is about \$15. These batteries can be charged a thousand times and are truly money savers for heavy battery users.

Free booklet: *Your Money's Worth in Foods* discusses menu planning, budgeting, and comparison shopping. Order by postcard from Consumer Information Center, Dept. 637E, Pueblo, CO 81009.

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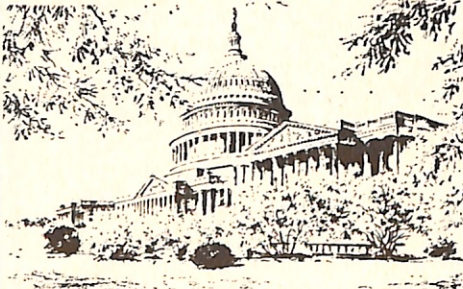


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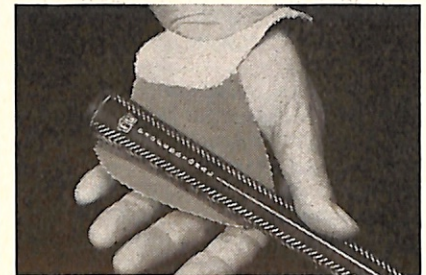
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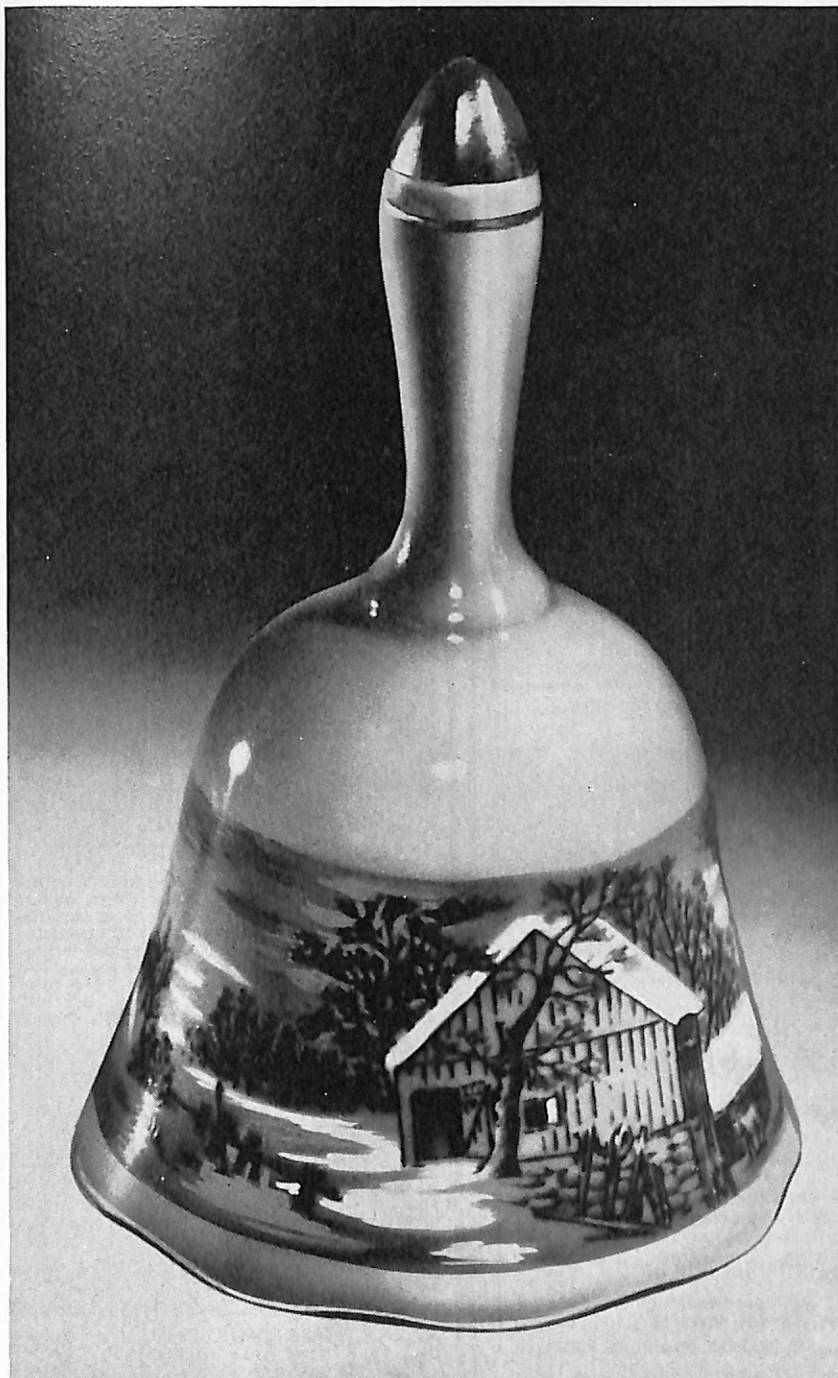
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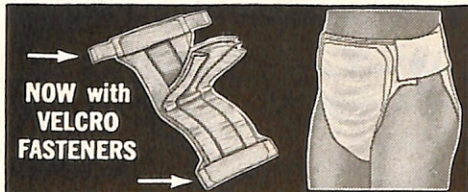
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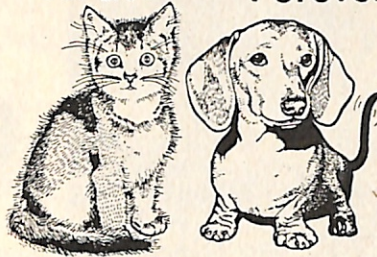
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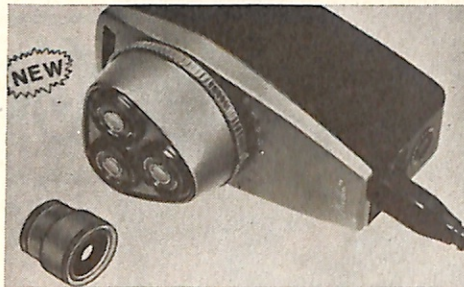


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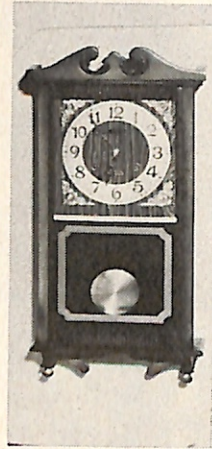


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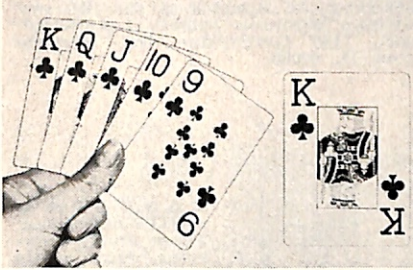
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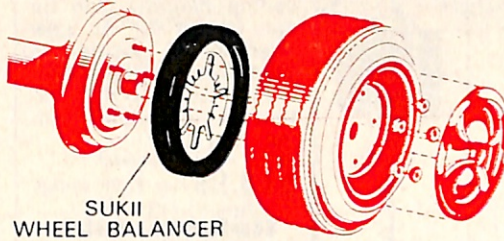
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SAVE TIRES, SAVE MONEY

Satisfied owners report 30 to 100% greater tire life. Pays for Sukii balancers in months & last for life of the car.

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ORDER NOW — you have never enjoyed having your tires in balance every mile of the way. Save on tires - Save on front ends.

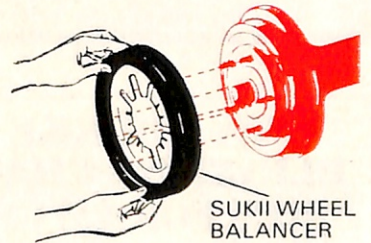
HERE'S HOW SUKII'S EASY-TO-MOUNT WHEEL BALANCERS WORK

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|--------------|-------|-----------------------------------|--------------|
| 1. _____ | _____ | _____ | _____ |
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NAME _____

STREET _____

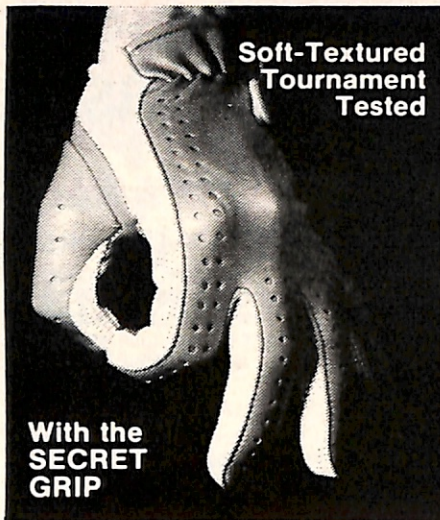
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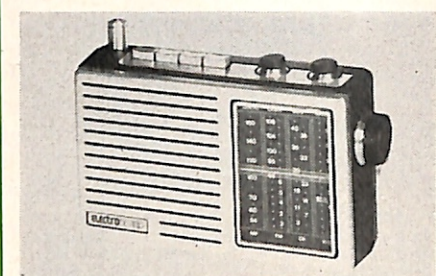
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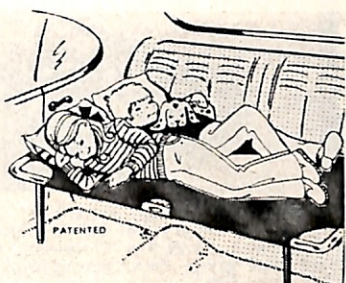
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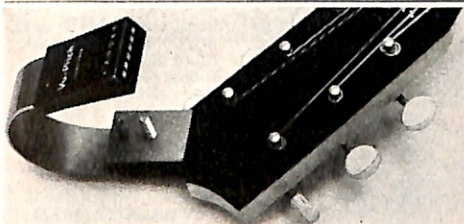
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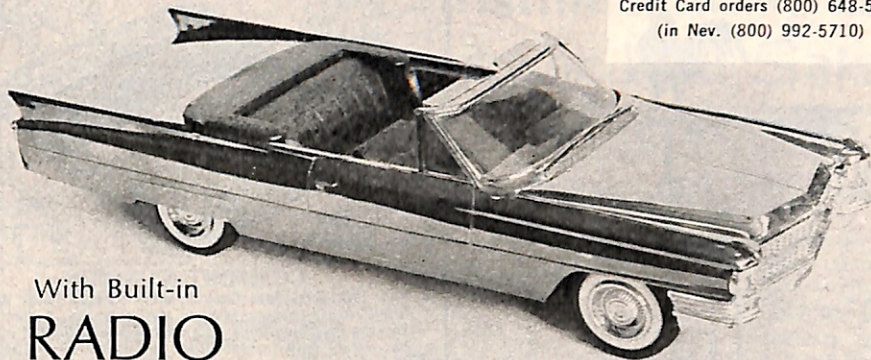
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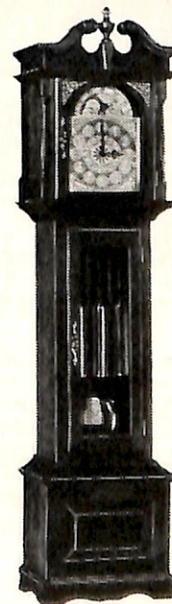
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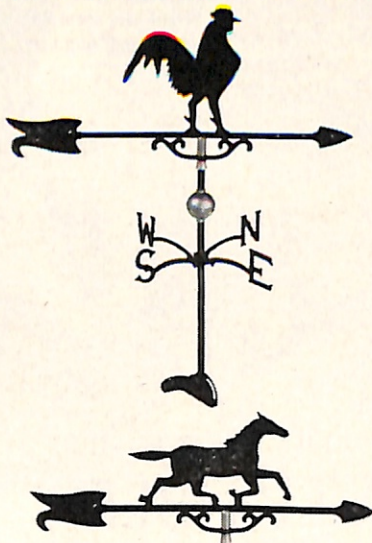
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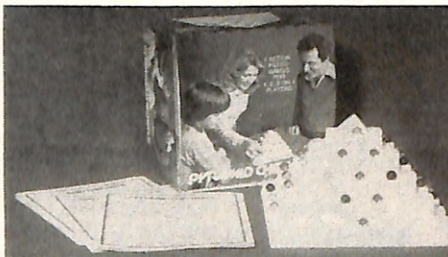
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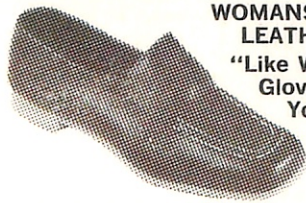
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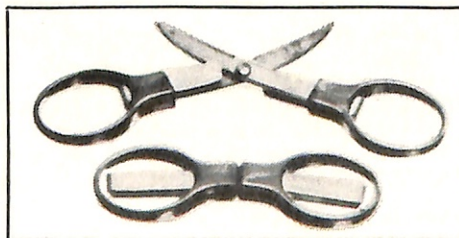
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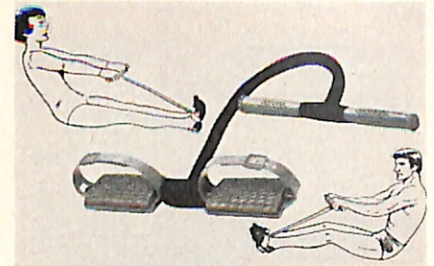


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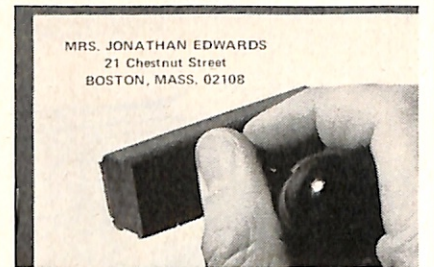


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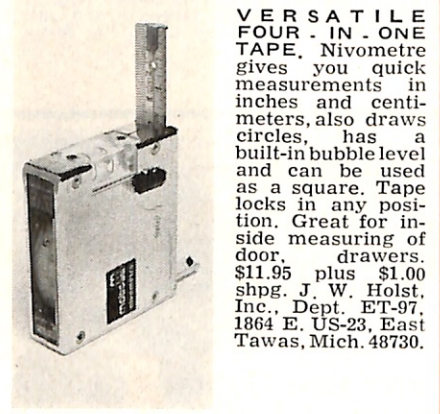
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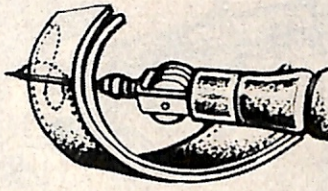
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Belly: flat and trim in only 2 sessions!
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CHAMPLAIN, N.Y. 12919

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**Cheney.
Because
Carol loves
this house.**

Carol's illness prevented her from climbing these stairs like she used to. She could move to a one-story house, but she loves this house. A *Cheney Weclator*™ solved Carol's problem by letting her ride from floor to floor quickly and comfortably. As the first stairway elevator to be UL-listed, it's virtually maintenance-free and can be installed in just a matter of hours. For a colorful brochure on *Cheney Weclators*, or *Wheelchair Lifts* and *Wheelchair Van Lifts*, contact your local Cheney Representative or write: The Cheney Company, Dept. EM, 3015 S. 163rd Street, New Berlin, WI 53151. (414) 782-1100.

Helping people help themselves.

CHENEY Weclators.

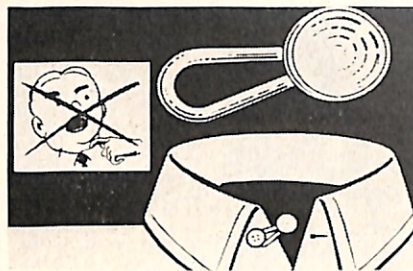
**PSORIASIS
TREATMENT
SUIT**



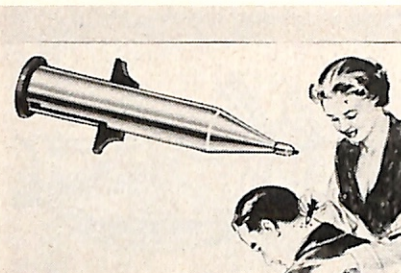
**ELIMINATES WRAPPING
IN PLASTIC**

Lightweight, non-toxic Vinyl two-piece suit. Elastic at all openings seals in body heat to make medication penetrate deeper. Eliminates wrapping in plastic . . . Eliminates staining clothes and sheets. Used at Duke University Hospital, many others. Washable. Lasts for months. At Your Druggist Or Order Direct. Specify man or woman, give height and waist size. \$6.95 plus \$1.00 postage . . . Slim-Ez Suit Co. 157 6th Ave. N.E., Dept. EK-9, St. Petersburg, Fla. 33701.

Elks Family Shopper



SHIRT COLLARS TOO TIGHT? Fix them instantly with Collar Extender. Just slip on handy Collar Extender to add up to 1/2 size for just-right fit. Invisible behind tie. Collar Extender goes on and off in a jiffy. 10 for \$1.75 plus 25¢ shpg; 20 for \$3.25 ppd. Barclay, Dept. 51, 1575 North Dixie Highway, Pompano Beach, Fla. 33060.



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EXALTED
RULER**

"TO MY BROTHERS"

The signature on Charles M. Russell's greatest masterpiece, reproduced in full color. Print is on heavy stock 15"x20". \$8.50 per print, two for \$14.50. Mailing and handling included. Satisfaction guaranteed. Send check to:

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Fast, Efficient, Reliable

COMPOST BINS

Turn garden and kitchen wastes into rich, fertile compost to improve poor soil and feed your plants. Grow bountiful harvests of vegetables and more beautiful flowers. Scientifically designed bins produce valuable compost in weeks. No turning the heap. Make a ton in one season. Send for FREE catalog:

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Perma Tweez electrolysis safely and permanently removes all unwanted hair from face, arms, legs and body. No-puncture safety feature—clinically tested and recommended by dermatologists.

14 DAY MONEY BACK GUAR.

\$19.95—send check/M.O.
Cal. residents add 6% sales tax

I enclose \$4.00 deposit and will pay balance COD plus extra COD charges.

I enclose \$19.95 in full payment.

BankAmericard/Master Charge #/Exp. date

GENERAL MEDICAL CO., Dept. E-27
1935 Armacost Ave., W. Los Angeles, CA 90025

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SLEEP WARM—SAVE FUEL

You Sleep ON IT not under it

IT'S WARM

New **BED WARMER** goes on the mattress. Enjoy soothing, relaxing radiant heat from below. More comfortable and convenient than electric blankets. Yet, **COSTS LESS** to operate. Drives out cold and dampness.

SAVE FUEL by turning your furnace low at night, and still sleep warm. Automatic thermostat adjusts bed warmth for any changes in room temperature. Six sizes for home use, plus 12 volt models for RV's and sleeper cabs. Also auto seat, chair and pet warmers. Send for **FREE** booklet. Describes all Electro-Warmth® products, advantages & savings. Great for gifts, too.

PATENTED PRODUCTS CORP.
Dept. E-977 Danville, OH 43014

See Advertisement on Inside Back Cover

SATISFACTION GUARANTEED or MONEY-BACK

OLD VILLAGE SHOP, Dept. M-3401
340 Poplar St., Hanover, Pa. 17331

Sure, I want more for my money. Send me America's favorite shoes at the lowest prices around . . .

SUEDE LEATHER SHOE

| How Many? | Style No. | Color | Sizes & Widths |
|-----------|-----------|---------------------------|----------------|
| | M232546B | Sand Beige Sueded Oxford | |
| | M232553B | Sand Beige Sueded Slip-On | |

\$12.98 pr. plus \$1.50 postage & handling per pr.

GLOVE LEATHER SHOE

| How Many? | Style No. | Color | Sizes & Widths |
|-----------|-----------|---------------------|----------------|
| | M232561B | Tan Leather Oxford | |
| | M232579B | Tan Leather Slip-On | |

\$14.98 pr. plus \$1.50 postage & handling per pr.

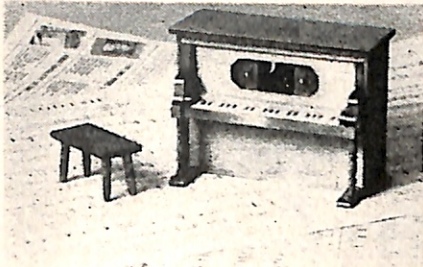
Enclosed is \$.....
 C.O.D. (Enclose \$2.00 deposit per pr.)

CHARGE IT:

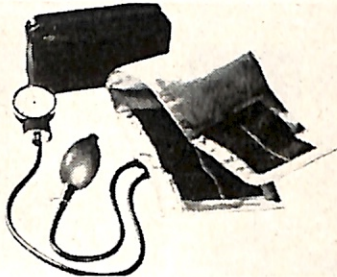
American Express Diner's Club
 BankAmericard Master Charge
 Carte Blanche Interbank #.....

Acct. No. Exp. Date.....
Name (please print)

Address
City
State Zip



PLAYER PIANO IN MINIATURE cranks out a nostalgic honky tonk tune. Wooden music box has sliding panel doors so you can watch the musical cylinders whirl as they play "The Entertainer." Fun for all. Comes with matching bench. Measures 4" to 5". \$9.99 plus \$1.00 shpg. Holiday Gifts, Dept. 709-7F, Wheat Ridge, CO. 80036.



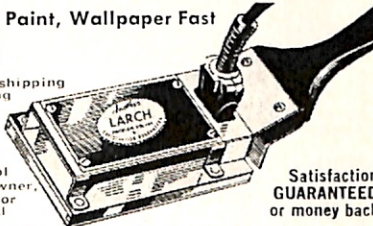
INSTANTLY KNOW YOUR BLOOD PRESSURE by taking it with high-quality Aneroid-type Blood Pressure Unit. No slipping with touch-and-hold sleeve fastener. Accurate, easy-to-read gauge. Compact case. Unconditional 1-yr. warranty. \$18.95 + \$1 shpg. Stethoscope, \$4.95 + 50¢ shpg. Kinlen Co. Dept. EK-97BU, 809 Wyandotte, Kansas City, MO. 64105.

ELECTRIC PAINT REMOVER

Strips off Paint, Wallpaper Fast

\$15⁹⁸

Add \$1.50 shipping and handling



Heavy-duty working tool for home owner, handyman, or professional

Satisfaction GUARANTEED or money back

Provides a safer, faster, easier way to remove paint, wallpaper, enamel, putty, asphalt tile. Removes up to 12 layers of old paint fast... right down to bare wood grain. Leaves surface clean, smooth, ready for re-coating. Can be used indoors or out on flat, curved or irregular surfaces. Uses regular house current 110-120 v., AC-DC. Complete with UL approved cord. All parts factory replaceable. **NOTE:** Not recommended for varnish, shellac or lacquer. Larch, Box 770 Times Sq. Sta., Dept. 302-F, New York 10036

See Advertisement on Back Cover

39⁹⁵ * SUIT
Post-Paid

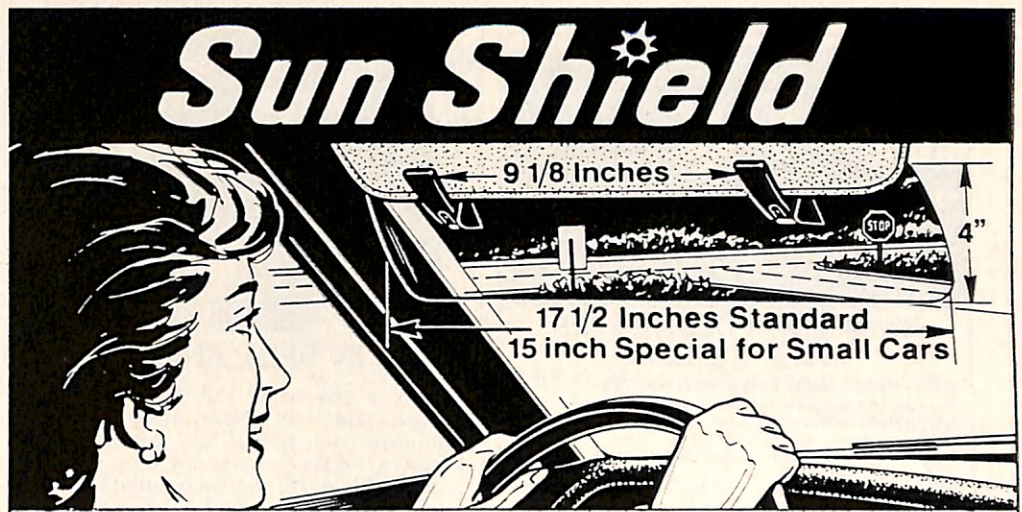
TWO SUITS \$77.50 Three for \$115
HABAND COMPANY, 265 North 9th Street
Paterson, New Jersey 07530 72M-238-048-767
OK, Haband! Please send of your 100% polyester doubleknit Executive Club Suit(s) as specified, and for which I enclose \$ remittance in full.

| Color Choice | Chest | Your Height | Waist | Inseam |
|---------------|-------|-------------|-------|--------|
| NAVY | | | | |
| BROWN | | | | |
| Charcoal GREY | | | | |
| Heather GREEN | | | | |

*Bigger sizes 48 to 54, Extra Longs & Portlies, please add \$4 per suit.

Check Here for Matching VEST and just add \$9.95 each! They look terrific!

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Specify 15 in. LENGTH (not car model) for sub compact & small foreign cars.

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BUY 1 & GET 1 FREE!

for BACKACHE RELIEF... ZIPS AWAY STOMACH BULGE... INSTANTLY!

SUPER SALE! BUY 1... GET 1 FREE!

BUY NOW WHILE SUPPLY LASTS!

SPECIAL FLANNEL LINED PANEL FOR WARMTH TO HELP EASE BACKACHE.*

REINFORCED ZIPPER FRONT PANEL FOR FIRM STOMACH CONTROL.

SUPER DELUXE... MADE OF THE FINEST ELASTIC.

Reg. \$12.95
NOW 2 for \$12.95

Even eliminates "spare tires"! Undetectable, featherlight, you'll wear it in comfort while you work, play sports, relax.

Before

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LADIES' STYLE L9163
MEN'S STYLE M9163
Waist Sizes 26" thru 52", White only

*Where firm support and warmth are needed.

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PREPAID. Enclose Check or Money Order for total.
 COD. Enclose at least \$2.00 for deposit.
 MS. MR.
 MRS. (PRINT) _____

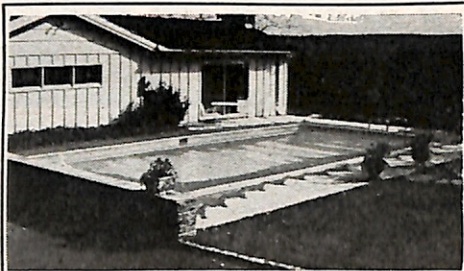
ADDRESS _____
CITY _____ STATE _____ ZIP _____

| STYLE | WAIST SIZE | QUANT. | PRICE |
|-------|------------|--------|-------|
| | | | |
| | | | |

N.Y. SALES TAX
POST. & HANDLING **\$1.15**
TOTAL _____

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Made of tough durable

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Easy to handle, new plastic mesh pool covers. Will last for years. Supplied with grommets. Keep trash, leaves, animals out of your pool. Ideal for above and below ground pools. Cover sizes (not pool sizes) and prices, prepaid.

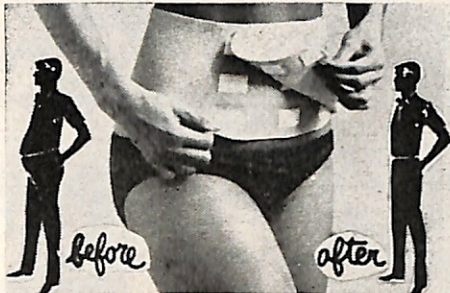
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|-----------|---------|-----------|---------|
| 20' x 28' | \$39.50 | 22' x 40' | \$59.50 |
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(Add \$3.00 West of Miss. River)

Immediate delivery Satisfaction Guaranteed

J. A. Cissel Co. Inc., Dept. A

Squankum-Yellowbrook Rd., Farmingdale, N.J. 07727



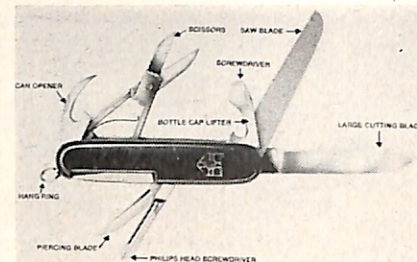
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Have a pot belly? Put it in its place! Look and feel more attractive the minute you put it on. Instant grip Velcro fastener makes it easy to put on and take off. 6" wide, adjusts from 26-50" Machine wash. For men and women. **\$4.99** plus 70¢ psgt.

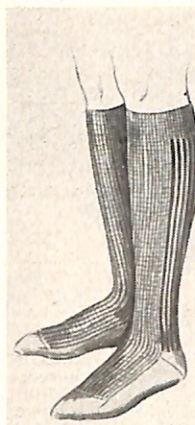
HOLIDAY GIFTS

Dept. 709-7C, Wheat Ridge, Colorado 80036

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FAMOUS MULTI-BLADE KNIFE for sportsmen, campers, scouts, home work-shoppers. Beautifully crafted knife is a portable tool kit all in one. Seven European Solingen stainless steel blades are strong, durable. \$10.95 plus \$1.00 shpg. Order from J. W. Holst, Inc., Dept. EK-97, 1864 E. US-23, East Tawas, Michigan 48730.



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For the first time — a fiberglass Do-It-Yourself Kit! No welding. Scamp kit includes all parts you need and fully-illustrated step-by-step assembly manual. Scamp can be completed in 60 hours with minimum tools. Also available ready to hitch-up-and-go.

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Patent No. 3,182,655

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Cleans Safely, completely With Sonic Vibrations

Your dentures, plates and bridges will be as clean and perfect as new!! No more overnight soaking—the DENT-U-SONIC removes tartar, stains, film, bacteria and food particles by chemical action and sonic vibration—in only 5 minutes!! You get the complete electronic DENT-U-SONIC unit, ready to plug into household current, and a 5 oz. bottle of Denture Cleanser which can be used over and over again. All for only \$14.95. Re-order forms for additional bottles of Denture Cleanser at \$2 will be sent with your unit. At this new low price, you can own your own Professional DENT-U-SONIC. No more taking your dentures to the dentist every six months to be cleaned. Manufacturers Warranty.

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NO LONGER! Two chemical miracles PERMANENTLY REMOVE pet stains OR odors from carpet safely . . . for pennies compared to carpet replacement. ORDER: (±1. . . URINE-OUT . . . removes even years old oxidized pet stains, ONLY \$6.95). OR: for odors only (#2. . . KIL-ODOR, also ONLY \$6.95). Add \$1.50 for handling. Shipped by United Parcel. SATISFACTION OR MONEY BACK. CLEANCRAFT, 2922 Santa Monica Blvd., Dept. LK7, Santa Monica, CA 90404

Having Trouble Reading Small Print? Wear a Pair of

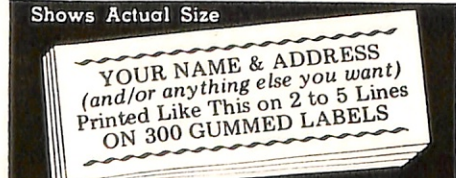
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\$5.45 plus 55¢ postage



If small type is getting harder to read, these glasses can be a real boon. Small type is instantly magnified to a bigger, easier-to-read size. Top quality, precision ground & polished, impact resistant optical lenses, sturdy metal hinges, dark frames. (Note: These are not for prescriptions nor for astigmatism or eye diseases.)

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Satisfaction Guaranteed

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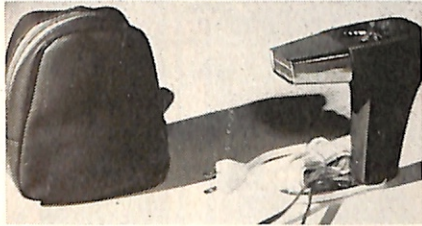
Elks Family Shopper



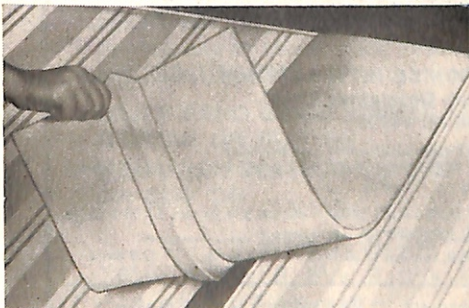
GENUINE BLACK ONYX ELKS EMBLEM RING bears the Elks emblem and is beautifully hand-engraved with two initials. 10 Kt. gold-filled and a handsome gift for your favorite Elk. Send ring size (6 to 13). Be sure to specify initials. Only \$29.95 ppd., gift-boxed. Stadri, Dept. E9, 147-47 6th Avenue, Whitestone, N.Y. 11357.



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Convert your twin-size beds into luxurious king-size bed in seconds! Just place comfortable polyurethane SPAN-A-BED between 2 twin-size beds. Fits snugly—you'll never know it's there. Save dollars—no need for special bedding. A full 6' long, 14" wide. Light, strong SPAN-A-BED will support the strongest man. Rolls up for easy storage when not in use.

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holiday Gifts Dept. 709-7B Wheat Ridge, Co 80036

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SAFE TO FINE FURNITURE when used as directed. Leaves a satin smooth finish, ready for paint or stain. No sanding needed (won't raise wood grain as liquids do).



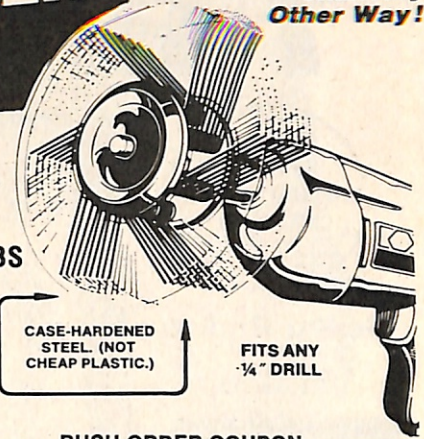
BOATS, HOUSE SIDING, does all big jobs in a fraction of the time.



STOPS RUST DEAD, strips rusted spots down to bare metal fast! Cleans masonry and swimming pools effortlessly.

FULL WARRANTY and instructions included
Made in America

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FITS ANY 1/4" DRILL

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Uses up to **40% LESS HEAT!!**

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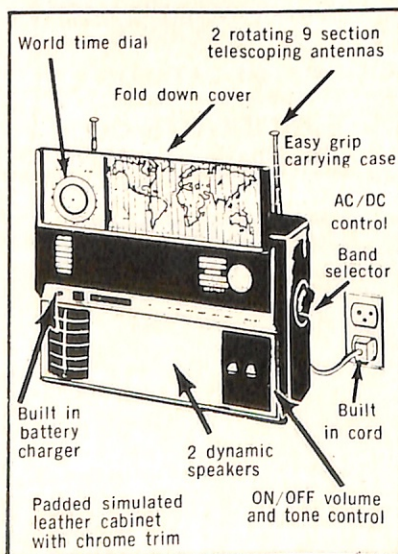
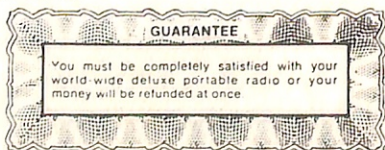


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Famous ASTRO-PEDIC

Comfort That's Out Of This World!

AMERICA'S FAVORITE SHOES!

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- ALL-DAY COMFORT
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IN LUXURIOUS SUEDED LEATHER!

Bouncy Crepe Sole For Easy Walking Comfort!

GREAT TRADITIONAL! THE CLASSIC SLIP-ON.

ALL-AMERICAN WINNER: THE OXFORD TIE

NOT '30⁰⁰ NOT 20⁰⁰

INCREDIBLY LOW PRICED!

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BOTH STYLES ALSO AVAILABLE IN SUPPLE GLOVE LEATHER...

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MEN'S SIZES

6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10, 10 1/2, 11, 11 1/2, 12, also 13
WIDTHS: C, D, E, EE, EEE

14-DAY ASTRO-PEDIC GUARANTEE

If these wonderful ASTRO-PEDIC shoes are not the most comfortable, the finest quality pair of shoes you've ever owned, simply return them to us within 14 days for a full refund of the purchase price, no questions asked! Now, that's a guarantee in writing!



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Sure, I want more for my money. Send me America's favorite shoes at the lowest prices around . . .

Enclosed is \$.....
 C.O.D. (Enclose \$2.00 deposit per pr.)

CHARGE IT:
 American Express Diners' Club
 BankAmericard Master Charge
 Carte Blanche Interbank #.....

Acct. No. Exp. Date

Name
(please print)

Address

City

State Zip

| How Many? | Style No. | Color | Sizes & Widths |
|--|-----------|---------------------------|----------------|
| | M232546B | Sand Beige Sueded Oxford | |
| | M232553B | Sand Beige Sueded Slip-On | |
| \$12.98 pr. plus \$1.50 postage & handling per pr. | | | |
| How Many? | Style No. | Color | Sizes & Widths |
| | M232561B | Tan Leather Oxford | |
| | M232579B | Tan Leather Slip-On | |
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**\$39⁹⁵*
SUIT**

TWO PIECE DOUBLEKNIT SUIT
in Regular Sizes 36 to 46

*Extra Charge for Extra Large Sizes
and Optional Matching Vest!

**FAST RELIABLE
SERVICE**

from **HABAND, SUIT
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Read This!**

Look at this man in the Business Suit! Inspect him closely!
It is the way thousands of today's most successful executives
project their authority and prestige! Solid conservative good looks!
And they pay \$150, \$200, or \$300 to do it! **Now Haband,**
the mail order people from Paterson, NJ, can fit you up
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ONLY \$39.95! That's what you are looking at here,
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your exact size, direct to your home, to see and try
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before you decide! HERE IS WHAT YOU'LL GET:

Handsome two-button business suit
jacket with 4½ inch notched lapels,
slightly shaped waist and inset breast
pocket. Two side pockets. Center
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Nicely shaped natural shoulders.

Trousers are deluxe 100% No-Iron
Permanent Press. Full cut in knees,
seat, crotch & thighs. Deep No-Hole
pockets. Ban-Rol no-roll waistband,
Polyastro permanent press inner
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are beautifully tailored suits, all fit
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**HIGH FASHION OPTION:
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Make it a "Top Leadership" full
three-piece vested suit with the full
5-button front, two-pocket vest.

Adjustable belt in back for perfect fit to your figure. Nice,
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today's positive favorite men's fashion. *Shown everywhere!*

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Let Haband prove how much more you can get for your
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**39⁹⁵*
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TWO SUITS \$77.50 Three for \$115

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265 North 9th Street
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OK, Haband! Please send
..... of your 100% polyester
doubleknit Executive Club
Suit(s) as specified, and for
which I enclose \$
remittance in full.

GUARANTEE: If for any
reason you do not choose to
wear the suit(s) when you
see it, return it to Haband
for full prompt refund of
every penny you paid us.

72M-238-048-767

| Color Choice | Chest | Your Height | Waist | Inseam |
|---------------|-------|-------------|-------|--------|
| NAVY | | | | |
| BROWN | | | | |
| Charcoal GREY | | | | |
| Heather GREEN | | | | |

*Bigger sizes 48 to 54, Extra Longs,
& Portlies, please add \$4 per suit.

Check Here for Matching VEST
and just add \$9.95 each! They
look terrific!

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Street Apt. #.....
City
State ZIP CODE [] [] [] [] [] []

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Portlies* too! And Extra Longs*

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