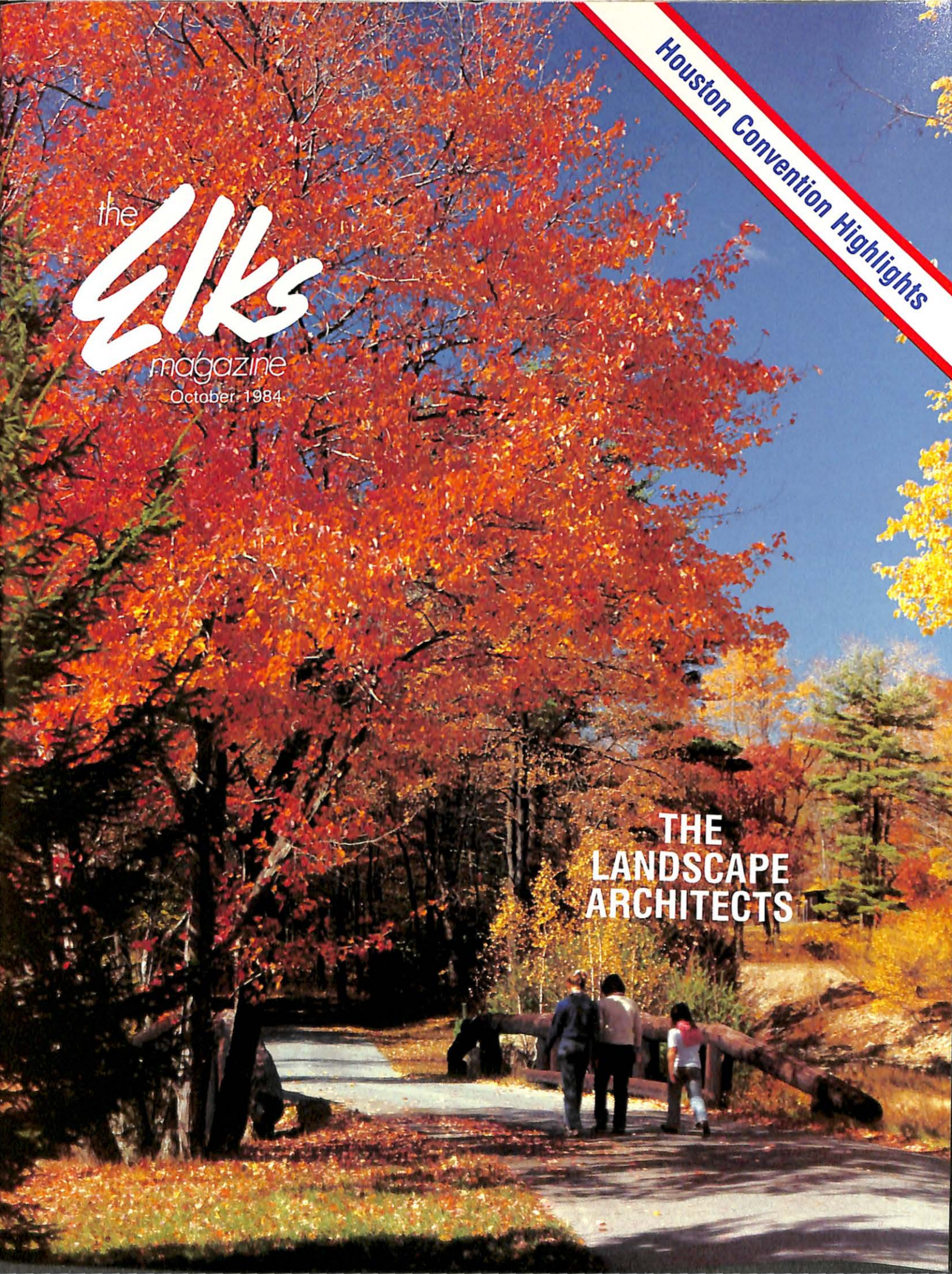


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October, 1984

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Frank O. Garland

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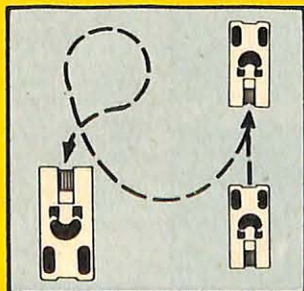
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6 The Landscape Architects

The scenic views, the breath-taking vistas are not only Mother Nature's works—sometimes she has help!

Judy Lynn Hedberg

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A day-by-day breakdown of events at the 120th Grand Lodge Sessions held in Houston.

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A change from the hum-drum of cosmopolitan centers, rural locales have a lot to offer.

Jerry Hulse

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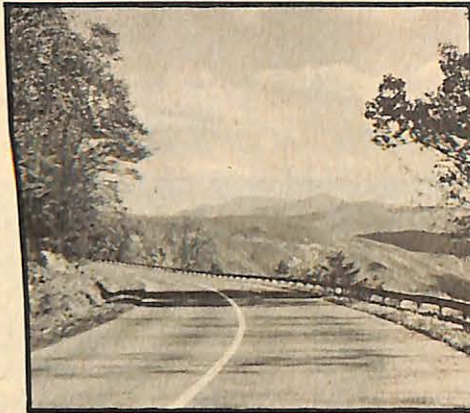
A cross-section of newsworthy events from the length and breadth of Elksdom.

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"The Landscape Architects" beginning on page 6 couldn't be better illustrated than with Sally Weigand's photo of Hickory Run State Park in Pennsylvania.



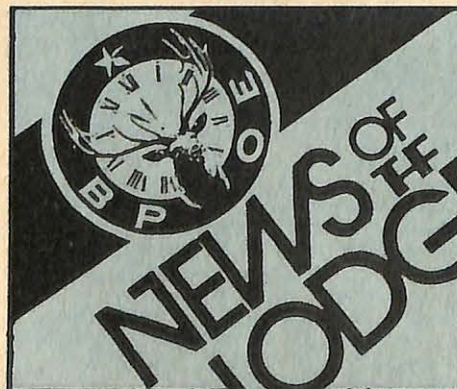
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VOL. 63, No. 4/OCTOBER, 1984

National publication of the Benevolent and Protective Order of Elks of the United States of America. Published under the direction of the Grand Lodge by The National Memorial and Publication Commission.

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THE ELKS MAGAZINE, Vol. 63, No. 4/October, 1984 (ISSN 0013-6263). Published monthly, except bi-monthly July/August and December/January, at 425 W. Diversey Pkwy., Chicago, IL 60614 by the Benevolent and Protective Order of Elks of the United States of America. Single copy price is 25 cents. Subscription price in the United States and its Possessions, for Elks, \$1.25 a year, for non-Elks, \$2.50 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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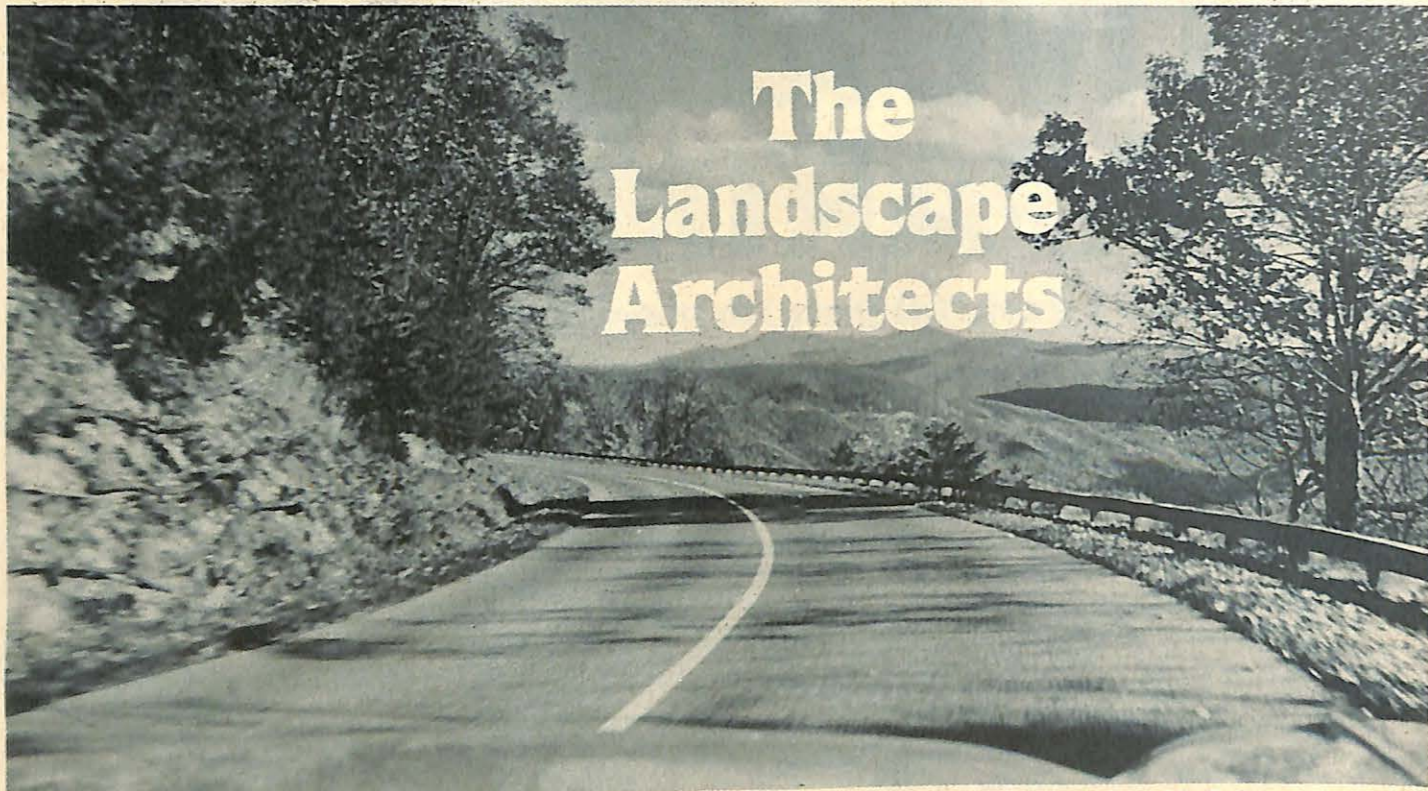
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The Landscape Architects



The Blue Ridge Parkway winds through southern Appalachian vistas virtually untouched by human interference. Photo-National Park Service.

by Judy Lynn Hedberg

Like many of us I suppose, I thought that a landscape architect was someone who only landscaped garden areas—somewhat like referring to a chef as someone who only cooks! Much to my chagrin, I learned that it's a highly specialized field, one that touches all our lives in one way or another. John W. Bright, head of Denver's (Colorado) Office of Quality Control, says: "we landscape architects are somewhat touchy about being cast solely in the role of plantsmen." And Donald Parker, Director of Landscape Architecture for Williamsburg (Virginia), considers it a fine art, the "reshaping of man's natural environment for human use and enjoyment."

Landscape architecture was probably practiced shortly after Adam and Eve left the Garden of Eden, but its traceable roots are Egyptian. To the ancient Egyptians, all destinies depended upon the Nile River crossing half a continent on its way to the Mediterranean, flowing across a shifting landscape, fringed by its belt of green. After the basic necessities of food and shelter were assured, enormous communal enterprises were

undertaken and a cultured way of life developed.

Austere outlines of Egyptian monuments were softened by rows of trees and flowing shrubs. Lush temple groves were tended and used to beautify their gods' sanctuaries. Egyptians realized the intimate relationship between vegetable, animal and human elements and harmonized their cultural and natural landscapes accordingly.

Tomb paintings and reliefs throughout Egypt's history show wealthy Egyptians relaxing in landscaped gardens. As early as the fifth dynasty, we see enclosed areas with sycamores, palms, papyrus, corn flowers and thick mandrake bushes growing around rectangular pools. The garden and house were treated as one unit. In later dynasties, landscaped areas became more formal, with gardens located outside the house, and the complex treated as part of the whole. Architects elevated centuries of tradition to a new height in art and living quarters during the New Kingdom.

Eighteenth dynasty royalty living in Tell-el-Amarna palaces had suites of rooms with frescoed walls decorated with plants and wildlife. Queen Tiye's rooms had walls covered with colorful papyrus and graceful lotus col-

umns rising from the floor to an azure ceiling. Pharaoh Akhenaton had his palace walls painted yellow and the ceiling painted like a trellis on which sinuous grapevines coiled about, their green leaves and hanging grape clusters true to nature. All rooms opened onto a pillared courtyard offering shade from the burning African sun, where fish swam lazily in cool basins filled with white and blue lotus.

Thousands of years later in Italy, Romans used landscapes on a "Grand Scale" with terraced gardens as focal points for lavish villas perched high on the hills. **Mastery of landscape architecture passed from Italy to France around the seventeenth century** when the "Grand Manner" became the vogue. In this style, distinctive features like classical statues, clipped hedges, fine gravel corridors through woods, fountains, pavilions and boulevards, were established in crowded cities like Paris.

But city congestion soon demanded increased organization and "landscape design" was born. One of the early landscape architects was Andre Lenotre (1613-1700), whose patron was France's King Louis XIV. Lenotre, progenitor of the unified design system for municipal parks and recreational areas, believed land-

scapes should be the setting for elaborate architecture, but that statuary shouldn't be the focal point of the area. Paris exemplified Lenotre's system: broad, green, arborescent boulevards with generous pedestrian walks, interspersed with fountains and statuary.

The first American gardens continued English formality, peaking about the time Williamsburg, Virginia, became Colonial America's capital. Williamsburg, Great Britain's largest colony in America, was small in size yet large in political influence. Its wealth came from nearby tobacco plantations. The town catered to the desires and needs of wealthy tobacconists, especially when they came to town acting in their capacity as burgesses. From 1699-1780, Williamsburg was a social, cultural and political center for Virginia, which then stretched beyond the Great Lakes to the Mississippi River and encompassed eight of our present states.

All of the royal governors, starting with William Nicholson, arranged for gardens around the palace. These gardens, modeled after the period of William and Mary (1689-1702), have year-round flowerings: "knottes," small hedges of close-growing thyme or dwarf box; "parterres," elaborate geometric knottes amongst stretches of fine, level turf; "compartments," borders of flowers set among grass or



Skillful use of planned landscaping helps mask urban development from residential areas. Photo-U.S. Dept. of Transportation.

herb gardens; and pruned tree arbors over enclosed walks.

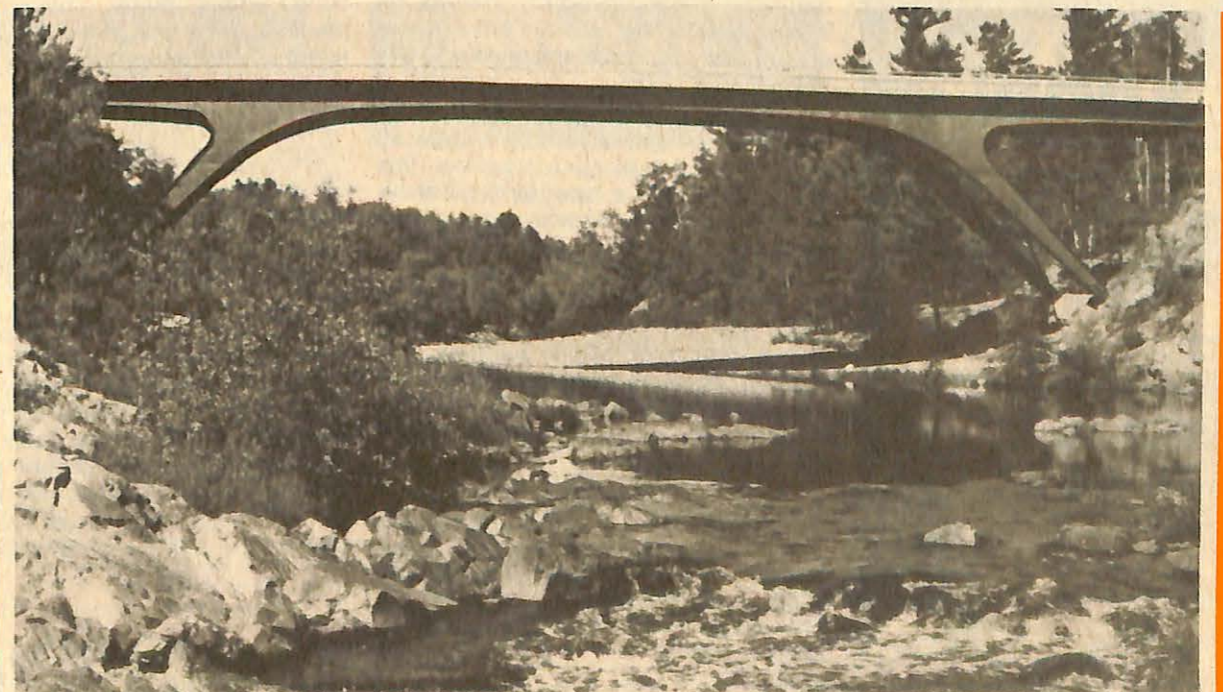
The Palace grounds alone comprise ten acres and designs for the Ballroom Garden were patterned after a historical document called the "Bodleian Plate," a copper engraving located in the library at Oxford, England. During cool mornings flowering bushes are hung with diamonds of moisture while in fragrant afternoons "flowers with wings" lazily wave by.

Williamsburg's restoration was begun in the 1920s under John D. Rockefeller's sponsorship, pioneering urban archaeology, specifically regarding buried remains of public buildings and private residences. Much of the search required delicacy and care.

Today, historic Williamsburg encompasses 100 of the original structures and greens with colorful gardens, covers 100 of the 174 acres, exhibits more than 500 kinds of plants and more than 3,000 trees.

The "Romantic Style," prominent in England during the eighteenth century, was natural, avoiding straight lines, using sundials, bowling greens, arbors, topiary and open landscaping instead of formal designs. In America, Thomas Jefferson, who designed the University of Virginia and his own home, Monticello, integrated natural landscaping with structural formalism. From the 1850s on, the trend was toward natural landscapes with buildings becoming a harmonious blend with their settings.

(Continued on page 41)



This 290-foot, rigid frame bridge spans Wisconsin's Black River without destroying nature's symmetry. Photo-U.S. Dept. of Transportation.

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LETTERS

• As the proud owner of a vintage Cadillac convertible I really enjoyed Phyllis Zauner's "Convertibles on the Comeback" (July/August issue).

In the article, the author makes reference to the "Cadillac Convertible Club." I would like to contact this organization and would appreciate further information.

Robert R. Grinnell
Mineral Point, WI

(The author informs us that the Cadillac Convertible Club's address is: P.O. Box 920, Thiells, NY 10984.)

• I read Robert Bearce's "Of Ships and Shellbacks" (July/August issue) with great appreciation. And I'd like to share the fact that Galveston, TX, is the home of a totally restored 1877-vintage, three-masted barque named *Elissa*.

This ship called at the port of Galveston during the late 1800's and was saved from the clutches of a Greek scrapyard. I spent many volunteer hours helping to restore this great ship which, along with the U.S. Coast Guard's *Eagle*, is the only restored operating square-rigger remaining in the nation.

Claude Mungle
Galveston, TX

• Although I thoroughly enjoyed Phyllis Zauner's "Convertibles on the Comeback" I feel that I must point out a few inaccuracies that relate specifically to the Thunderbird.

The first T-Bird was produced in 1955, so the '54 T-Bird pictured on page 41 could not have existed. I believe this might have been a typographical error. The last of these classics came off the assembly line in 1957, by the way.

All T-Birds were convertibles, though not all were ragtops. Each T-Bird of the 1955-1957 era came from the factory with a removable plastic hardtop. The cloth top could be had as an option and it could be folded down, in place behind the seat, even with the plastic hardtop in place.

Carl Hobson
Salem, OR

• Big Brothers/Big Sisters of America, which represents 460 local agencies throughout America is compiling its 80-year history to be published next year.

From 1911, when then-GER August Herrmann made an eloquent plea on be-

half of the Big Brothers Movement at that year's Grand Lodge Sessions in Atlanta, GA, the Benevolent and Protective Order of Elks was until after World War I, the foremost supporter of our Movement. By 1918, 1,152 Lodges were participating and up to 30,000 Little Brothers were befriended by Elks.

We would certainly appreciate knowing of any photographs of Elks/Big Brothers activities taken during the above-mentioned period. Should readers of *The Elks Magazine* have or know of such photos please contact the writer at the address below. Arrangements may then be made to borrow the photos for use in our book.

George L. Beiswinger
Big Brothers/Big Sisters of America
117 South 17th Street, Suite 1200
Philadelphia, PA 19103

• In the interest of accuracy and fairness, I'd like to point out that the July/August coverage of the "Hoop Shoot" Finals failed to note that Kristine Waldorf of Downey, CA, stayed shot for shot with Tiffany Hall and that both were actually ahead of Amy Kresin before Amy shot her last 15-straight perfect shots to win the age 8-9 Girls category with a final score of 24/25.

Both Tiffany and Kristine finished with 22/25 scores yet only Tiffany was mentioned in this context. This competition means a great deal to the children and I feel that they are deserving of their just recognition.

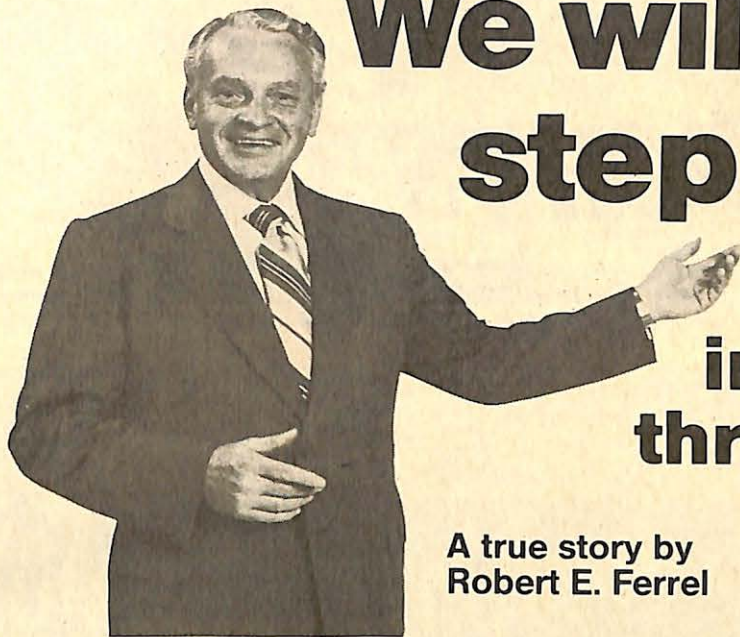
Henry L. Oberndorf
Chm, Youth Activities
Downey, CA, Lodge No. 2020

• Three cheers for the sentiments expressed in John Behrens' July/August column, "Youthful Enterprise is Alive and Well."

As Elks we all have the responsibility to faithfully nurture our youthful leaders and we do so by way of supporting our Youth Activities programs on the local, state and national levels. John Behrens' report gives valuable insight that our efforts are not going unrewarded.

Willard Barton
North Salem, IN

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Without obligation send free 32-page booklet
which tells how I can have a Duraclean business.

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STATE _____ ZIP _____

19 CONVENTION HIGHLIGHTS & 84

A total of 19 members of the Grand Lodge Advisory Board (all Past Grand Exalted Rulers) were present at the opening ceremonies of the 120th Grand Lodge Sessions. PGER Wade H. Kepner was absent due to illness. PGER Francis M. Smith was unable to attend because of business obligations.



Highlights from the 120th Grand Lodge Session



Held in Houston, Texas July, 1984

SUNDAY

The great and historic city of Houston, Texas, played host to the 120th Grand Lodge Sessions of the Benevolent and Protective Order of Elks held July 15 to 19.

PGER Willis C. McDonald welcomed the assembled dignitaries, delegates, visiting Elks and their ladies during opening ceremonies held in the Houston Coliseum.

The Plano, TX, Elks Color Guard presented the colors and the Pledge of Allegiance was led by Grand Lodge Americanism Committee Chairman Vincent R. Collura. Brother Collura also presided over the presentation of state flags as they were proudly carried to the stage by the various state presidents. The event was climaxed by the appearance of Old Glory amid the cheers of the audience and the

stirring martial music rendered by the Aberdeen, WA, Elks Band.

Texas SP, John Golden welcomed the assembled representatives of Elkdom to the Lone Star State and to the City of Houston.

A taped message from President Ronald Reagan provided a moving atmosphere to the proceedings. A full transcript of the President's remarks appear elsewhere in this feature.

In his feature address GER Cantoli described the many examples that he had seen across the country that prove "Charity—Cornerstone of Elkdom" is not an empty phrase. In touring the major projects, each unique in its purpose and charitable scope, GER Cantoli noted, "I recall those emotional moments, of brothers who care and children who smile because they know that someone is responding to their needs."

In describing his first-hand observations of the many other benevolent activities that are currently ongoing, he pointed out with pride that through the charity of Elkdom disabled veterans are not forgotten, that the elderly of our Order can find a secure and comfortable lifestyle at the Elks National Home and that the youth of our nation are served through programs such as the "Hoop Shoot" and the many scholarship programs made available across the nation through the states and through the Elks National Foundation.

Another source of justifiable pride is the attainment of an average of \$2.22 per capita donation to the Elks National Foundation. This average surpassed the initial per capita goal of \$2.00 by a healthy margin thanks to, "The dedication and generosity of all our Brothers."



A total of 10,210 Elks and their families registered for the Grand Lodge Sessions held in Houston.

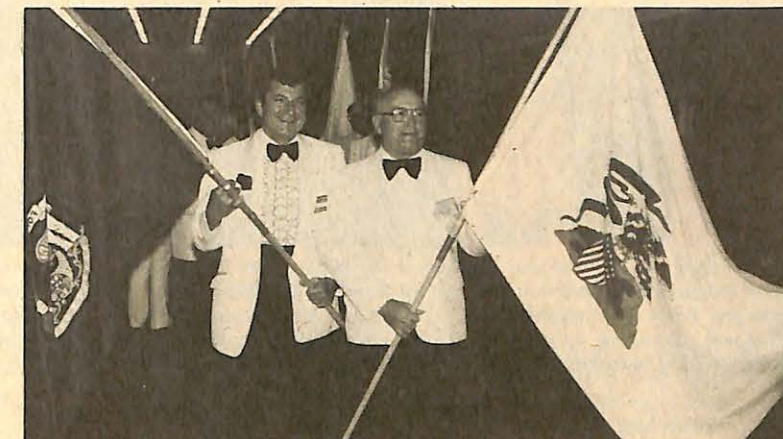
The combined jubilation of Washington and Alaska Elks rocks Houston's Coliseum as they celebrate the election of their candidate for Grand Exalted Ruler.



GER Kenneth V. Cantoli gave the keynote address at the opening session and presided over each day's business meetings.



GER-Elect Frank O. Garland of Centralia-Chehalis, WA, tells delegates why his motto, "Elks Care...Elks Share" has such important meaning.



Flags from across the length and breadth of Elkdom were presented by the state presidents during the opening session. The appearance of the Stars and Stripes stirred the assembled Elks and their ladies to a spontaneous show of pride and patriotism.



The Aberdeen, WA, Elks band provided many moments of inspirational music.

GER Cantoli told the opening night audience of a scholarship recipient who told him: "I never knew about the Order of Elks. I didn't believe there were people who gave you money without looking for something in return."

In describing the first year of the Elk Statue of Liberty Restoration

Fund, the GER applauded progress to date and described his recent visit to Liberty Island. He also read a congratulatory telegram from Statue of Liberty Restoration National Chairman, Lee A. Iacocca, who praised the Order of Elks for their involvement and commitment to the restoration project. Mr. Iacocca's complete

message is printed in its entirety elsewhere in this feature.

In concluding his remarks, GER Cantoli spoke of his meetings with members of Congress and with the President; of how the Order's Drug Awareness Education Program has drawn favorable comment and praise from all.

In looking back over his term as Grand Exalted Ruler, Cantoli stated, "What we have attempted this year is to notify America that we are a live and viable organization addressing the needs of society in the 1980's and that 'Charity is the Cornerstone of Elkdom'."

The invocation and benediction were given by Grand Chaplin the Reverend Charles Neville. Inspirational and patriotic melodies were rendered by Grand Lodge Organist Col. Ramon "Red" Ringo. Additional musical interludes were offered by the Bismark, ND, Elks Chorus.



GER Frank O. Garland and his wife, Polly (seated) are shown surrounded by their children. To their immediate left are daughter Kathy Kambich and her husband, James. Standing on the staircase are, from left, daughter-in-law Janice and Jim Garland, daughter Judy Lyon and son-in-law Al Lyon. Standing to the immediate right are son Randy Garland and his wife, Sherri. The family's six grandchildren were not in attendance.

MONDAY

Tumultuous applause rocked the Houston Coliseum as jubilant Washington and Alaska Elks celebrated the election of one of their native sons. New Grand Lodge Officers were named and appointments were confirmed during the first business session. Delegates from distant Panama, Puerto Rico, Guam and the Philippines were recognized and duly welcomed.

GER Cantoli noted in his report that once again membership has slipped below last year's level. A net loss of 6,546 members was reported, bringing the new membership figure to a national level of 1,614,832 members. He also noted that once again, despite uncertain economic conditions nationwide, the charitable efforts of Elksdom had shown a heartening increase. In the past lodge year, subordinate lodges gave a total of \$26,621,596 to charity which reflects an all time increase of \$1,615,330 over last year.

Frank O. Garland of Centralia-Chehalis, WA Lodge No. 2435 was unanimously elected Grand Exalted

Ruler. A sizeable and colorful contingent of combined Washington and Alaska Elks broke into an exciting demonstration of appreciation and support as signs, banners and marchers flooded the Coliseum aisles. The Aberdeen, WA, Elks band added



PGERs Raymond C. Dobson, center, and George B. Klein, right, present a \$300,000 check from the Elks National Memorial and Publication Commission to then-Grand Treasurer Edward M. Schleiter.

their contribution of rousing music to make the celebration complete.

GL officers also elected were Alfred J. Mattei, of Worchester, MA, Grand Est. Lead. Kt.; Yubie G. Separovitch, of Sacramento, CA, Grand Est. Loyal Kt.; L. J. "Bud" Gregory, of Yankton, SD, Grand Est. Lect. Kt.; and Stanley F. Kocur of E. Chicago, IN, Grand Secretary (8th term).

Also named were Leonard E. Bennett, of Rifle, CO, Grand Treasurer; Lewis L. Nurnberger, of Manistee, MI, Grand Tiler; Joseph Russo, of Bordentown, NJ, Grand Inner Guard; and the Rev. Charles Neville of Corvallis, OR, Grand Chaplain.

Elected to four year terms on the Board of Grand Trustees were James W. Damon of John Day, OR, and Lester C. Hess, Jr., of Wheeling, WVA. Ted Butcher of Centralia-Chehalis, WA, was appointed Secretary to the Grand Exalted Ruler-Elect.

The following appointments were confirmed by the delegates:

- PGER Raymond Dobson to a five year term on the National Memorial and Publication Commission.
- PGER Francis Smith to an unexpired term as Trustee of the Elks National Foundation.
- PGER Robert Grafton to a seven year term as Trustee of the Elks National Foundation.
- PGER Leonard Bristol to a five year term on the Elks Convention Commission.

TUESDAY

J. Paul Meyer of Puyallup, WA, Chairman of the Distribution Committee, began the second day's business with a report of recommendations and referrals of matters to be considered.

PGER Raymond C. Dobson, in his report as Chairman of the Elks National Memorial and Publication Commission, noted that advertising sales totalling \$1,608,906 during the past year and further reductions in departmental costs have enabled the Commission to hold the line on the Magazine's low and long-standing subscription rate. Referring to the Elks National Memorial Building, PGER Dobson noted the addition of a new, 24-hour illuminated flag display. Future editorial emphasis in *The Elks Magazine* will continue to be on the ongoing charitable good works of Elksdom. A check for \$300,000 from the Magazine was presented to the Grand Lodge.

Chairman of the GL Auditing and Accounting Committee, Alvin A. Ehrlich of Orlando, FL, reported 44 per cent of the lodges were not operating on a profitable basis. He urged the lodges to keep careful and frequent watch on their operating expenses and to manage their business activities with the same care that they would exercise in handling personal finances. Bro. Ehrlich invited the lodges to take advantage of the C.L.M.S. computerized financial reporting system available to them at moderate cost.

PGER Horace Wisely, Vice Chairman of the Elks National Foundation Board of Trustees, reporting for retiring Chairman, PGER William A. Wall, stated that the Foundation, during the past year, distributed a total of over \$4,642,000. Budgeted for the upcoming year are the following: \$2,039,000 for "Most Valuable Student" awards; \$2,250,000 for grants to the States' Major Projects; \$400,000 to support the "Hoop Shoot" National Free Throw Contest; \$600,000 for the Elks National Home; and an additional \$1,156,000 for other grants including \$250,000 for the Drug Awareness Education Program. Total distributions projected for the upcoming year will be \$6,445,000.

Donald O. Oesterling, Chairman



PGER Robert A. Yothers, left, installs new GER Frank O. Garland.



PGER Homer Huhn, Jr. (not pictured) presented the new PGER with a life membership card and Mrs. Cantoli proudly pinned a Past Grand Exalted Ruler Badge on her husband.



GER Kenneth V. Cantoli, left, presented GER-elect Frank O. Garland and his wife, Polly, to the convention audience.

of the Public Relations Committee, urged the Lodges to appoint motivated and capable Public Relations Chairmen. He stressed that it is imperative to get the general public to associate the name of Elksdom with all of its positive projects.

In the Public Relations Contest Bro. Oesterling announced the various area winners. The overall winner of the Grand Lodge Public Relations Contest was Quincy, MA, Lodge No. 943, for their Rainbow Foundation Program.

GL Lodge Activities Committee Chairman Joseph Russo, prefaced his remarks by pointing out that for a lodge to be truly successful and popular, it must maintain a working balance between club and charitable activities. Russo also reported that over 5,600 Grand Exalted Ruler lapel pins were awarded and that 648 Grand Exalted Ruler Award certificates had been presented. Many of these awards were previously announced in *The Elks Magazine*. This year's "All American Lodge" contest

winner was determined from among the five membership division first place winners. Top honors went to Santa Maria, CA, Lodge No. 1538.

Herbert M. Brautzsch, Chairman of the GL State Associations Committee, regrettably reported a 12 per cent decline in lodge participation in the Officer Training Program. He also noted that though participation was down from last year's figure, total Officer Completions were up 2 per cent for the same period.

State Associations that averaged the highest per-member contributions to the Elks National Foundation, ranked in order, were: Hawaii, Maine, North Carolina, Arizona, Rhode Island.

Receiving awards for the highest percentage of new pledges to the ENF were, in order: Oklahoma, North Carolina, Hawaii, Rhode Island, Arizona.

Top winners in the Veteran's Remembrance Program were Newburyport, MA; Peabody, MA; and Weymouth, MA.



The new Grand Lodge Officers are shown, seated left to right: Grand Est. Loyal Kt. Yubi G. Separovich of Sacramento, CA; Grand Est. Lead. Kt. Alfred J. Mattei of Worcester, MA; GER Frank O. Garland of Centralia-Chehalis, WA; Grand Secy. Stanley F. Kocur of East Chicago, IN; and Grand Est. Lect. Kt. L. J. Gregory of Yankton, SD. Standing from left are Grand Treas. Leonard E. Bennett of Rifle, CO; Grand Esq. Walter P. Hagerman of Ellensburg, WA; Grand Chap. Rev. Charles Neville of Corvallis, OR; Grand In. Gd. Joseph Russo of Bordentown, NJ; Grand Tiler Lewis L. Nurnberger of Manistee, MI; Four-year Grand Trustees Lester C. Hess Jr. of Wheeling, WV, and James W. Damon of John Day, OR; and Secy. to the GER Theodore Butcher of Centralia-Chehalis, WA.

State Bulletin Contest winners in the various categories were: First Place: California/Hawaii, Colorado, Massachusetts, New Jersey, Georgia, Alaska, North Carolina.

Second Place winners were: North Dakota, Arizona, New York, Illinois, West Virginia.

PGER Robert A. Yothers, Chairman of the GL Convention Commission, announced that next year's Grand Lodge Sessions will be held in Seattle, WA, July 14 to 18. The site of the 1986 Convention has yet to be finalized.

Brother Don Dapelo, of Coalinga, CA, reported on the proposed 1985 Tournament of Roses Parade Float entry; a massive recreation of the historic flag-raising on Iwo Jima during World War II. The float's theme: "By Dawn's Early Light..."

GL Lodge Development Committee Chairman, Ned E. Vento reported that 14 new lodges were instituted during the past year. Bro. Vento urged the delegates to remember, "A new lodge never hurts an existing lodge." The 14 new lodges were duly welcomed into the Order. For the fourth consecutive year, new memberships declined; this year 95,300 members were initiated. This figure marks a decline of some 3,000 new members from last year's mark.

James W. Damon, of John Day, OR, Chairman of the Government Relations Committee outlined several national measures currently under consideration that would affect the

rights of private organizations to set their own membership requirements.

Pointing out the fallacies of these measures, Bro. Damon said: "A social activist wants to rule, not to rationalize."

Commenting on the current Supreme Court ruling on the Jaycee's membership policies in Minnesota, he said in part: "The decision ducks the basic Constitutional question."

In reviewing the grave consequences of the Jaycee's ruling and other ultra-liberal proposals, Bro. Damon noted: "My brothers, these issues are frightening to consider; they were fostered in the minds of

political and social activists and zealots who have one purpose in mind: to mold us all in one homogenous mass and have us goose-step to the beat of their drum."

In stating the position of the Order in relation to the measures, Bro. Damon declared: "Let it be known that we support and protect the rights of all people, of all races, of all denominations, to freely associate as they choose—without outside interference."

Chairman of the GL Americanism Committee, Vince Collura of Lincoln, NE, gave a rousing and uplifting report which highlighted the past



Registrants were entertained with down-home music and occasional wild-west action. Here members of the 1869 Cowboy Company "arrest" the band.



The District Deputies are sworn in as the first order of business by the new GER.

year's efforts to raise \$1-million for the restoration of the Statue of Liberty and the Ellis Island complex. Speaking of future efforts, Bro. Collura said: "The Elks of America are in a very strong position to lead the rally to renewed patriotism and to renewed respect for our flag." To cap his report Bro. Collura presented a check for \$238,774.51 to then-GER Kenneth V. Cantoli, as a first installment on the \$1-million pledge.

The Ritualistic Committee report was given by Chairman G. Lester Von Bargen. Bro. Von Bargen announced the Eastern-Western Division ritualistic champions as well as the All-American team.

First Place in the Eastern Division fell to Rochester, MI, Lodge No. 2225 with a score of 96.0547. Second Place went to Wakefield, MA, Lodge No. 1276 with a score of 95.7406. The top spot in the Western Division was claimed by Laramie, WY, Lodge No. 582 with a score of 95.4679; while Second Place honors went to Wellington, KS, Lodge No. 1167 with a score of 94.5524.

WEDNESDAY

PGER Frank Hise began the third day's business with the report of the Elks National Service Commission. Highlighting, "...One of the most successful years in the Commission's history," PGER Hise reported that the Service Commission gave support to Elks Committees active in 172 VA medical centers in the form of \$285,754 in allocations. Individual lodges disbursed \$1,371,215, totaling \$1,656,969 for this worthwhile charitable activity.



A distinguished group of PGERs escort the newly-elected Grand Exalted Ruler, Frank O. Garland, to his place on the podium.

Bro. Nick M. Kovic of Warren, OH, GL Youth Activities Chairman reported that in excess of 1.9 million boys and girls nationwide had taken part in the various programs during the past lodge year. He also reported that the national Drug Awareness Education Program and the Girl Scout "Gold Award" Program, both recently instituted, were well underway.

Bro. Kovic also noted that in excess of \$5.5 million had been devoted to the youth of the nation and that over 109,000 Elks had volunteered their time, devotion and skills to the various youth programs.

National "Hoop Shoot" Director Emile J. Brady reported that

3,104,719 boys and girls across the nation participated in the program during the past lodge year. Nineteen state associations gained 100 per cent lodge participation. National Champions Tricia Pelnik and Mike Sanda were received with a standing ovation.



Participating in the stirring Grand Lodge Memorial Service were, from left, F. W. Ted Powell, of Houston, TX; Mrs. Powell, who sang The Lord's Prayer; Rod Tierman, who sang Ave Maria; ER Chris Delesandri of Mainland, TX, Lodge No. 2141, who gave the Eleven o'clock Toast; Grand Chaplain Rev. Charles Neville, who gave the Invocation and Benediction; PGER Leonard J. Bristol, who gave a special eulogy remembering the late PGER Ronald J. Dunn; PGER Marvin M. Lewis, who made the opening address; Past Grand Trustee John J. Traynor, who delivered the general eulogy. Not pictured are Col. Ramon "Red" Ringo, Grand Lodge Organist, who provided inspirational interludes and Anthony Rahe, of Houston, TX, Lodge No. 151 who accompanied the soloists. Additional vocal selections were performed by the Bismark Elks Chorus of Bismark, ND, Lodge No. 1199.

Tricia Pelnik, sponsored by Utica, NY, lodge shot 24/25 in regular competition and survived a gruelling 25-shot shoot-off with a winning

score of 20/25. Tricia drew applause and fond laughter from the audience as she thanked, in order, God, her parents and the Elks.



Laramie, WY, Lodge No. 582 captured the National Ritualistic Championship. Standing from left are immediate PER Douglas Ankle, Est. Lead. Kt. L. A. Wick II, Est. Loyal Kt. Ronn Allaback, Est. Lect. Kt. Frank Miles, Esq. Jack Oppie, Chap. Terry Miner, In. Gd. Doug Guice. Kneeling are candidate Tom Foote and coach Richard Heston.

KENNETH CANTOLI
GRAND EXALTED RULER
BENEVOLENT AND PROTECTIVE
ORDER OF ELKS

ON BEHALF OF THE STATUE OF LIBERTY, ELLIS ISLAND COMMISSION THANK YOU TO THE BPOE FOR YOUR GENEROUS SUPPORT OF THE LIBERTY CENTENNIAL CAMPAIGN.

YOUR LEADERSHIP IS ESSENTIAL TO OUR SUCCESS AND I AM PLEASED TO SAY THAT THE ELKS WERE THE FIRST FRATERNAL ORGANIZATION IN THE NATION TO STEP FORWARD IN THIS EFFORT.

LEE A. IACOCCA

Mike Sanda, representing Auburn-Opelika, AL, lodge took his age-class with a 24/25 score also. Like Tricia, he was involved in a shoot-off and scored a perfect 10/10 to take top honors. Mike, a three-year veteran of "Hoop Shoot" finals competition expressed his appreciation for the honors bestowed and his regret at no longer being eligible to compete in the Program.

Both youngsters received the impressive Getty Powell award and had their names added to the special "Hoop Shoot" plaque in the Naismith Basketball Hall of Fame.

In concluding his report, Bro. Brady described the inaugural Elks/Basketball Hall of Fame Classic which followed this year's "Hoop Shoot" National Finals; he promised that the 1985 finals and Classic would be "Bigger and better than ever!"

Dick Herndobler, Chairman of the Elk Drug Awareness Education Program, introduced Carlton E. Turner, Director of the White House Drug Abuse Policy Office and Special Advisor to President Reagan. Mr. Turner's address to the delegates stressed the positive aspects of the Elks Drug Awareness Education Program and indicated that the Order's grassroots efforts were valued and recognized by the administration. In concluding his remarks, Turner said, "We may currently have a problem with drugs, it may affect our work force, but, by golly, we are looking at that problem and through efforts such as those of the Order of Elks, we are going to solve that problem!"

The Elks National Foundation provided six scholarships this year to young men chosen by the Boy Scouts of America Eagle Scout Association

for special recognition. PGER Willis C. McDonald, a Trustee of the Elks National Foundation, introduced Jeffrey Allen Myers of Greenfield, IN, and Michael Joseph Johnson of Med-

ford, OK, two of the six outstanding Eagle Scouts to receive the \$1,000 scholarships in accordance with the Most Valuable Student rules of the Foundation.

AWARDS

HIGHEST PERCENTAGE OF MEMBERSHIP GAIN

Lodges with 300 or less members:

1. Manchester, MO
2. Marrett Island, FL
3. Elk Grove, IL

Lodges with 301 to 600 members:

1. Kent Island, MD
2. Palm Desert, CA
3. Bangor, ME

Lodges with 601 to 1,000 members:

1. Green Valley, AZ
2. Dallas, TX
3. Cape Coral, FL

Lodges with 1,001 to 2,000 members:

1. San Bernardino, CA
2. Pompano Beach, FL
3. Hillsboro, OR

Lodges with 2,001 or more members:

1. Honolulu, HI
2. Paris, IL
3. Inglewood, FL

BEST YOUTH PROGRAMS

Lodges with 300 or less members:

1. Katy, TX
2. Kearny, AZ
3. Staten Island, NY

Lodges with 301 to 600 members:

1. Fulton, NY
2. Mesquite, TX
3. Blackfoot, ID

Lodges with 601 to 1,000 members:

1. Ainsworth, NE
2. Sonora, CA
3. Blackwell, OK

Lodges with 1,001 to 2,000 members:

1. Oswego, NY
2. Centralia-Chehalis, WA
3. Wakefield, MA

Lodges with 2,001 or more members:

1. New Smyrna Beach, FL
2. Middletown, NY
3. Fort Collins, CO

AMERICANISM BROCHURE CONTEST

Lodges with 300 or less members:

1. Jersey City, NJ
2. Milford, DE
3. Mountainside, NJ

Lodges with 301 to 600 members:

1. Hayward, CA
2. Edmond, OK
3. Plano, TX

Lodges with 601 to 1,000 members:

1. Hudson, NY
2. Richmond, CA
3. Green Valley, AZ

Lodges with 1,001 to 2,000 members:

1. Vista, CA
2. Arlington-Fairfax, VA
3. San Fernando, CA

Lodges with 2,001 or more members:

1. Carmichael, CA
2. Gateway, OR
3. Clawson-Troy, MI

LODGE BULLETIN CONTEST WINNERS

Lodges with 300 or less members:

1. Sherman, TX
2. Ballston Spa, NY
3. Kearny, AZ

Lodges with 301 to 600 members:

1. Simi Valley, CA
2. Hutchinson, MN
3. Lake Elsinore, CA

Lodges with 601 to 1,000 members:

1. Peoria, IL
2. Fort Worth, TX
3. Tucson East, AZ

Lodges with 1,001 to 2,000 members:

1. Wheeling, WV
2. Corvallis, OR
3. Pasadena, CA

Lodges with 2,001 or more members:

1. El Cajon, CA
2. San Mateo, CA
3. Sioux Falls, SD

"ALL-AMERICAN LODGE" CONTEST WINNERS

Lodges with 300 or less members:

1. Kearny, AZ
2. Hoboken, NJ
3. Ruidoso, NM

Lodges with 301 to 600 members:

1. San Clemente, CA
2. Edmond, OK
3. Middletown, NJ

Lodges with 601 to 1,000 members:

1. Nutley, NJ
2. Burbank, CA
3. Woodward, OK

Lodges with 1,001 to 2,000 members:

1. Garden Grove, CA
2. Toms River, NJ
3. Florence, OR

Lodges with 2,001 or more members:

1. Santa Maria, CA
2. Clawson-Troy, MI
3. Bordentown, NJ

HIGHEST NUMERICAL NET GAIN IN MEMBERSHIP

Lodges with 300 or less members:

1. Tyler, TX
2. Manchester, MO
3. Marrett Island, FL

Lodges with 301 to 600 members:

1. Kent Island, MD
2. Palm Desert, CA
3. Bangor, ME

Lodges with 601 to 1,000 members:

1. Green Valley, AZ
2. Dallas, TX
3. Cape Coral, FL

Lodges with 1,001 to 2,000 members:

1. San Bernardino, CA
2. Pompano Beach, FL
3. Hillsboro, OR

Lodges with 2,001 or more members:

1. Honolulu, HI
2. Paris, IL
3. Inglewood, FL

NATIONAL YOUTH WEEK WINNERS

Lodges with 300 or less members:

1. Kearny, AZ
2. Fall City, NE
3. Phoenix, AZ

Lodges with 301 to 600 members:

1. Fulton, NY
2. Holbrook, AZ
3. Cordova, AK

Lodges with 601 to 1,000 members:

1. Blackwell, OK
2. Otsego, MI
3. Van Wert, OH

Lodges with 1,001 to 2,000 members:

1. Vista, CA
2. Fall City, NE
3. Phoenix, AZ

Lodges with 2,001 or more members:

1. Vancouver, WA
2. Carmichael, CA
3. Charleston, SC

ATTENDANCE As Reported by the Committee on Credentials

Grand Exalted Ruler	1
Grand Exalted Ruler-Elect	1
Past Grand Exalted Rulers	19
Grand Lodge Forum	5
Grand Lodge Officers	10
Grand Lodge Committeemen	199
District Deputy Designates	248
Special Deputies	37
Representatives	1,951
Alternate Representatives	42
Past Exalted Rulers	715
Other Elks, Ladies and Guests	6,982
Grand Total	10,210



PGER Cantoli was inducted into the "Usterwuzer's Club" and accepted his seat as low man on the totem pole.

In the final portion of the report of the Elks National Foundation Trustees, PGER Horace Wisely set the stage for the presentation of the first place national Most Valuable Students. PGER George B. Klein, sponsor for the state of New Mexico, introduced the top girl student, Rebecca R. Helton, sponsored by Silver City, NM, Lodge.

In accepting her plaque and \$24,000, four-year scholarship, Rebecca said, "Thanks to the generosity of the Benevolent and Protective Order of Elks I will be able to extend my ambitions from the teaching of english to the legal profession, for here our language finds its most eloquent expression."

PGER Edward W. McCabe, sponsor for the state of Tennessee, proudly introduced John K. Hawks, the top



GER Garland was presented with a Permanent Benefactor Certificate from the Elks National Foundation by Alaska SP Jerry Fekete, center, and the keys to a new automobile by Washington SP Alex Alexander.



This year's "All American Lodge" contest winner is Santa Maria, CA, Lodge No. 1538. GL Lodge Activities Chm. Joseph Russo, left, and GER Kenneth V. Cantoli present the award to ER Bill Sloan.

Transcript of Taped Remarks by President Reagan

to

Convention of Benevolent and Protective Order of Elks
Houston, Texas
July 15, 1984

Greetings to all the men of the Elks, their fine ladies and their supportive families.

Before I begin, Nancy sends her love and thanks to you for the opportunity she had to speak to you last year. She is delighted that the Elks have joined the fight against drug abuse and have made it their national priority. The Elks have always cared. It is easy to come up with a motto for a group or project and to say that the motto stands for something, but the Elks live by their motto every day in every state, and in so many ways. You remember that the Bible tells us, "Though I have all faith so that I can remove mountains and have not charity, I am nothing."

Yes, the Elks care.

You care by providing funds and volunteers for a crippled children's hospital and school in Sioux Falls, South Dakota. You care by maintaining a state-wide program for handicapped children in Oregon, a program now in its thirty-fifth year. You care by doing what the Alabama Elks did twenty-three years ago, converting an abandoned apartment complex into a center for the care of the handicapped that now helps more than a hundred people a day.

Whether it's an entertainment program at a veterans' home in Rhode Island, a home service program in Pennsylvania for those with cerebral palsy, or scholarships offered by almost all of your lodges—the same level of care and compassion is always there.

And this year you have taken another proud step. Nancy and I are so pleased that the Elks, in cooperation with ACTION, have started a nationwide drug awareness education program. You understand that drug abuse is a major threat to the future of our nation; and you know that no matter how effective we are against the pushers and drug smugglers, it still comes down to our young people making the right choice, the choice that keeps them free of drugs.

Now before I sign off, I want to tell you about a very special troop of Girl Scouts I met last year. An Elks lodge from El Cajon, California, sponsored a Washington sight-seeing tour for a troop of handicapped Girl Scouts. Thankfully, I had the chance to meet those remarkable young ladies. If you could have seen their bright, eager, smiling faces, you'd never have any doubt about the value of your work.

All of us have the opportunity to do good, and when we do, we repay the kindness of God who gives us life. This is what you do every day, and you have my sincere appreciation and deep respect. I hope that your convention is a resounding success.

Thank you and God bless you.



Col. Ramon "Red" Ringo, Grand Lodge Organist, performed at each day's session.

Contest. Capturing first place was Laramie, WY, Lodge No. 582; second was Wakefield, MA, Lodge No. 1276; third was Rochester, MI, Lodge No. 2225 and fourth was Wellington, KS, Lodge No. 1167. Proposed resolutions to alter the existing ritual were voted down.

Seymour Nathanson, Chairman of the GL Committee on Judiciary presented a recodification of the GL annotated statutes. All resolutions were approved without discussion except for section 4.231 regarding the issue of liability insurance for the lodges. This resolution, after discussion, was carried by majority vote.

PGER Robert A. Yothers presided over the installation of the Grand Lodge Officers. The newly elected officers were escorted by the Pottstown, PA, Drill Team. PGER Homer Huhn, Jr. presented a resolution honoring PGER Kenneth V. Cantoli for his fine service; this resolution was carried by acclaim and by a standing ovation.

GER Garland was presented with the keys to a new automobile by Washington State President Alex Alexander and was also the recipient of a joint presentation by Alaska and Washington Elks of a Permanent Benefactor of the Elks National Foundation Certificate. SP Jerry Fekete was also present during the presentation representing the Elks of Alaska.

GER Garland announced the following appointments:

- George J. Balbach of Queens Borough, NY, appointed Chief Justice of the Grand Forum.
- Lawrence E. Hoffman, Miami Beach, FL, to a 5 year term as a Justice of the Grand Forum.
- Walter P. Hagerman, Ellensburg, WA, as Grand Esquire.

male winner, who was sponsored by Huntingdon, TN, Lodge. John, also, was the recipient of a commemorative plaque and a four-year, \$24,000 scholarship.

Said John: "The Elks National Foundation scholarship programs can be likened to an investment fund—only we are not talking about money, we are talking about an investment in the future, an investment in people."

In recognition of their achievements, the assembled dignitaries, delegates, visiting Elks and their ladies gave Rebecca and John a heartfelt standing ovation.

THURSDAY

A total attendance of 10,210 was announced by Edward Young, Chairman of the Committee on Credentials.

Robert J. Tancredi, Chairman of the Board of Grand Trustees reported on re-districting, lodge-mergers and new charters. Delegates approved a Grand Lodge budget of \$8,116,000 which includes \$1,200,000 for the first phase of the renovation of the Elks National Home in Bedford, Virginia. Improvements will include enlarged living quarters, private baths, elevators, furniture and enclosed walkways between residences and the central administration building.

Grand Trustees Gerald L. Powell of Peru, IN, put forth a resolution honoring Robert J. Tancredi, Chairman of the Board of Grand Trustees. The resolution was passed unanimously.

G. Lester Von Bargen, Chairman of the GL Ritualistic Committee presented the winner of the Ritualistic

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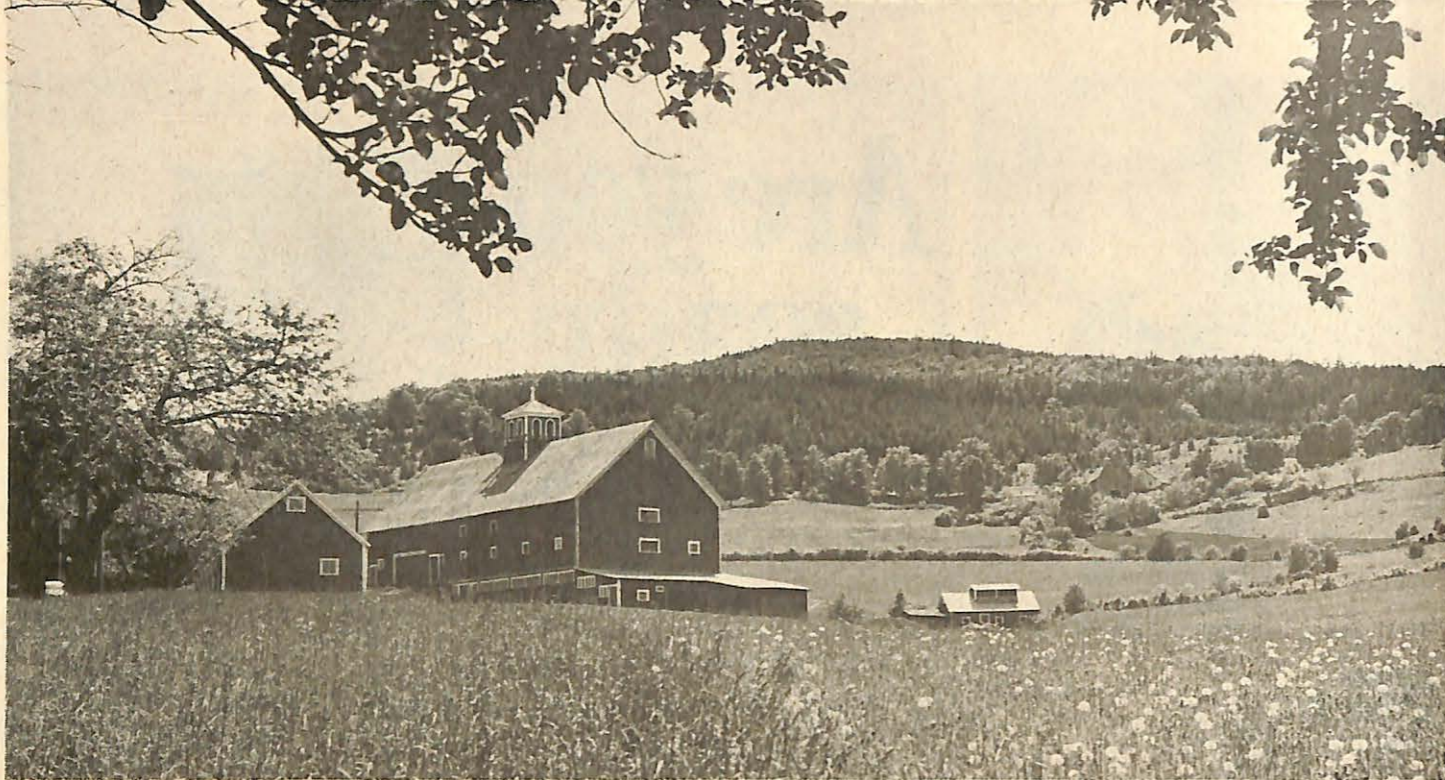
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Vacationing Down On The Farm

by Jerry Hulse

Now that Fall has arrived, one has the time to sit back and dream of places to vacation when Spring and Summer roll around again. So instead of a crowded mountain resort or a beach swarming with sunbathers, how about gathering eggs on a farm, listening to a rooster crow, milking a cow, breathing fresh air and feeding a barnyard full of animals? It's the latest escape for pent-up Americans seeking to avoid the stresses of our modern society.

For thousands of vacationers, a farm/ranch holiday provides a new life style with an endless choice of destinations. A wilderness farm in Oregon or Idaho, a ranch in the wilds of Wyoming or Montana, a peaceful lodge in New England. It's no big deal to get 'em back on the farm—not after they see (or talk with) Pat Dickerman. For 35 years she's been placing vacationers on farms and ranches from Maine to Minnesota, from Washington to Wyoming. She asks: "Do you long for the uncomplicated life on a farm where the hosts become your friends? Or a ranch where you'll ride, take overnight pack trips and help round up the cattle? Does a rural lodge or inn fit your vacation picture?"

If the answer is an unequivocal yes, then Dickerman will lead you swiftly back to the farm, a ranch, a Rocky Mountain retreat or dozens of other country/mountain/rural vacation destinations. In Montana, for example, she has in mind Sweet Grass Ranch with miles of riding trails in a valley of the Crazy Mountains, a stream meandering past the cabins—an escape that costs the vacationer approximately \$300 a week, meals and riding included. Dickerman sends

others off to a 6,000-acre spread in Wyoming, a dairy farm in Idaho and an inn in the Smoky Mountains. Or there is the Bar M Ranch in Oregon where guests feed the horses and calves, fish for trout and catch glimpses of deer in the forest and eagles overhead. Elsewhere there's Partridge Inn in Washington State with its pear and apple orchards. Or Sycamore Spring Farm in Churubusco, Ind., with its herd of buffalo, an old millpond and garden-fresh



Horseback riding is often the best way to see the dramatic back country of Grand Teton National Park. This group of riders is crossing a stream a few minutes away from Jenny Lake Lodge.

vegetables in season.

More and more Americans are sensing the urge to see their own land, to recapture lost moments when the world was simpler place, and the simple life was, after all, far more meaningful than any of us realized during our growing-up years, a time when youth and inexperience sent us off in pursuit of more ambitious dreams.

Miss Dickerman recalls her own summers when, as a girl, she vacationed at a cabin outside Duluth, Minn., picking raspberries, gathering eggs, playing in a hayloft, and "stepping on a hornet's nest." As a result, she was stung with the memory of a blissful world of pure air and new-mown hay, and so in 1947 she began compiling a list of farms and ranches where families could experience the joys she'd known as a child. As the list began to grow she published a book titled "Farm, Ranch and Country Vacations" that's expanded year by year until today it lists hundreds of rural vacation destinations from California to Connecticut. At the same time, Dickerman has turned from the typewriter to the computer to book these trips personally.

Besides farms and ranches, she sends vacationers off on rafting, riding and pack trips. One tripper wrote to tell why she returns, year after year, to the wilds of Montana: "It's because when I stand on a mountaintop and can see 100 miles in four directions, I become the size I am supposed to be...because once I saw a herd of elk and later the same day felt a trout nudge my boot...because the early morning sun shining on a dew-spangled spider web is one of the loveliest sights in the world... but mostly because I'm hooked!"

Among vacation selections Miss Dickerman has scheduled is a pack trip into the Wyoming wilderness, a 15-day adventure between Jackson and Cody. Before saddling up, guests will be driven through Grand Teton and Yellowstone national parks; they'll spend a night at Turpin Meadow Ranch in Jackson and another at Rimrock Ranch in Cody where a stream makes its voice heard in the silence of night. Meanwhile, they'll cross the Continental Divide at 12,000 feet, camp beside streams, fish for trout, and peer at elk and deer and an unsullied world populated only by themselves, a guide, wranglers, and a cook.

(Continued on page 44)

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NEWS OF THE LODGES



New London, CT.

NEW LONDON, CT. Lodge held a dinner in honor of Elk widows.

All too often when someone passes away, friends seem to drift apart. Faces frequently seen at lodge functions are not there anymore.

The committee, headed by PER Raymond Bartolucci, planned an afternoon dinner for the widows. It was very well received, with more than 50 ladies attending.

Many friendships and acquaintances were renewed. New London Lodge feels that this program is in keeping with the goals set forth by the Grand Lodge in promoting family participation. The lodge believes that the widows of deceased Elks should not be left out of lodge functions.

In photo ER Paul Libera presents a gift

to Mrs. Alma Benvenuti, one of the widows who attended the dinner.

MAYNARD, MA. Lodge held its 12th Annual Americanism Night, which was attended by area public safety personnel as well as state officials. Presentations were made of the Law and Order Honor Award, Outstanding Citizen Service Award, and Responsible Media Honor Award.

Honored were several police and fire officers for acts of heroism; Judge Robert Barton; Jack Williams, a Boston TV-4 news broadcaster; and Fire Chief George Whalen, a lodge member and then-DDGER of the East Central District.

GARDEN GROVE, CA. Lodge presented \$2,500 to the Girls Club of

Garden Grove. The money was to assist the Girls Club in repairing its swimming pool to bring it up to the city standards for pools used commercially.

This program provides swimming facilities for approximately 4,500 girls.

LOMPOC, CA. On its way to the Los Angeles Olympic Games, the Olympic Torch made its way through the masses in front of Lompoc Lodge. The lodge participated in the proceeding by being an assembly point for torch runners, relay officials, marshalls, and media coverage. Many lodge members volunteered to be marshalls.

The lodge opened its doors to the public for a torch-viewing party as the runner went directly past the front parking lot. Small flags were given out, and

cheerleaders and a band made it a very festive occasion.

BEDFORD, VA. Residents of the Elks National Home in Bedford were pleased when the Fourth Street underpass in the city was widened and lowered in order to make it usable for larger vehicles.

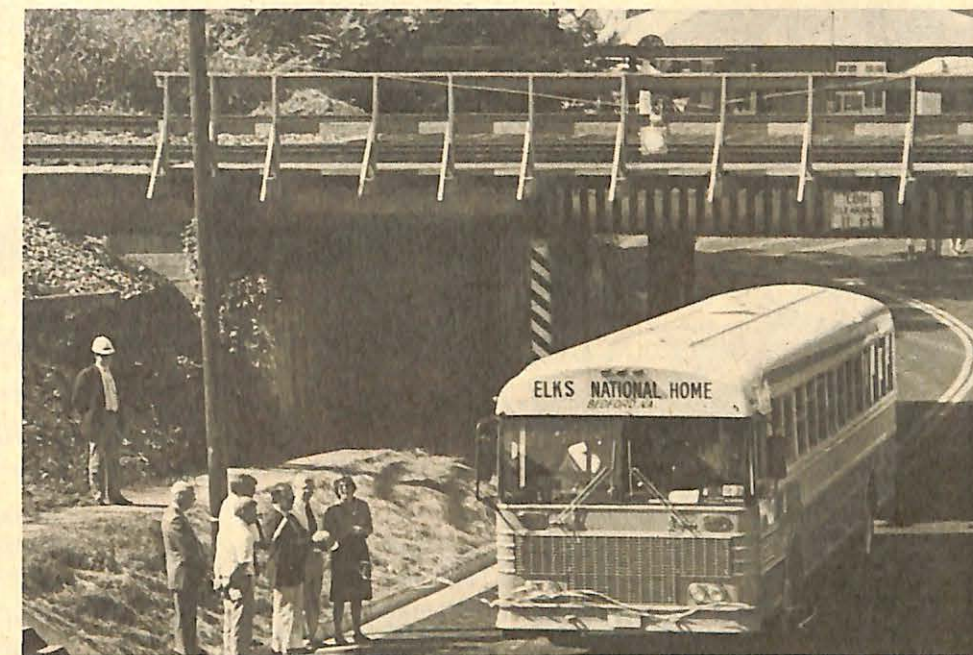
The Home's bus, which had never taken the underpass because of its shallow clearance, was the first vehicle to pass through, as a part of the official reopening ceremonies. The bus cleared with room to spare.

Standing to the left of the bus are city council members, engineers, and other city officials.

KANKAKEE, IL. The Crippled Children's Committee of Kankakee Lodge, chaired by Est. Lead. Kt. Del Cantrell, has done a great deal to help 19-year-old Shawn Walter of Bradley, IL. Shawn is a handicapped girl who enrolled in Olivet Nazarene College in Kankakee this fall.

The lodge helped Shawn obtain an "Amigo" electric wheelchair and a \$550 renewable scholarship from the Illinois Elks Crippled Children's Commission. The women of the Kankakee Emblem Club also gave money toward her scholarship.

ONTARIO, OR. Meadowood Springs Speech Camp boasts a new shelter cabin valued at \$3,000 as the result of



Bedford, VA.

cooperation from area businesses and members of Ontario, Madras, and John Day, OR, Lodges.

The cabin, built to house instructors at the camp for speech-impaired children from Oregon and parts of Idaho and Washington, was erected during the Memorial Day weekend by a volunteer force of Elks. Materials for the 16x20-foot shelter were donated by businesses in the three towns.

NAVAL (PORT ANGELES), WA. One of the major summer activities of Naval Lodge is its Salmon Derby, won this year by Wesley Snelgrove (left), a life member of the lodge. His 31-pound, 10-ounce Chinook salmon not only provided plenty of food, but also won the \$1,500 first prize.

Helping Brother Snelgrove display his prize-winning catch is Est. Loyal Kt. Bob Vernon, Salmon Derby chm. Green Bay Packer fans know Vernon better as a Packer linebacker on the teams of 1960-64.

KANSAS CITY, MO. Lodge celebrated its 100th anniversary June 8 with a gala dinner and dance.

A class of new members was initiated in honor of PGER and State Sponsor Edward McCabe, who was in attendance. The lodge's most famous member was Harry S Truman, who in 1951 was a sponsor of a similar class while he was President of the United States.

Kansas City Mayor Richard Berkley proclaimed June 8th as a special day of recognition for the lodge. Congratulatory messages were received from the White House, U.S. Senators from Missouri Tom Eagleton and John Danforth, and Gov. Kit Bond.

Recently, the lodge held ground

breaking ceremonies for a new lodge home. The new building is located on 10½ acres of park-like grounds. The new building and site will provide room for the lodge's expanding membership, a large meeting area for community groups, and an outdoor recreational area.

DUNELLEN, NJ. Lodge entertained 69 handicapped children and 60 counselors with a cookout at the New Jersey Elks Camp Moore. At the cookout, the lodge presented another air conditioner to the camp, for use in the dining hall.

Recently, the lodge also held a picnic for the disabled veterans at the Lyons, NJ, Veterans Hospital.

CHULA VISTA, CA. hosted a Muu-Muu Golf Tournament at Bonita Golf Course. All Elks had to wear muu-muus to qualify.

Due to the various golfing abilities and the hazardous attire of some Brothers, a special handicapping system was used. The winners were Roger Bartel, low gross, and Dick Bowen, low net. There were several fun prizes.

Dinner and dancing were held at the lodge after the tournament, with the Brothers still in their muu-muus. It was a very enjoyable day for everyone, including the ladies.

GUILDERLAND, NY. Members of Guilderland High School's first-place intramural floor hockey team were presented with trophies by Guilderland lodge. The lodge has sponsored this program for the last three years.

Approximately 80 boys participate in the 10-team league.

(Continued on page 46)



Naval (Port Angeles), WA.

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Big tillers till and weed 20" (or more) wide. The Mantis tills and weeds a practical 6" to 9" wide.

Big tillers weigh almost 300 lbs. The Mantis weighs just 20 lbs.!

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And because it's built better, we back it better. A *Lifetime Warranty* on the tines. A *Lifetime Replacement* agreement on the engine.

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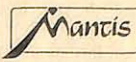
- Easily weeds an average garden in 20 minutes
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- Turns on a dime, starts with the flick of a wrist
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YOU & RETIREMENT

by Grace W. Weinstein

HEALTH CARE AT HOME

At 58, Tom A. is in the hospital, recovering slowly from a stroke. He could get well at home, and would like to, but he lives alone and has no one to help.

Betty P. goes to work each day worrying about her husband at home, ill with terminal cancer. So far they have been able to manage, but he is getting weaker with each passing day. If she stops working to care for him, giving up her income, how will they live?

Frail and elderly, Edgar G. struggles to remain independent and remain in his own home. But he's afraid he's losing the battle, as his arthritis makes it increasingly difficult to tend to even simple needs.

The people and their problems are different, yet they have one thing in common: the need for home health care. They are not alone. If you are having trouble caring for yourself or for a loved one, if you or someone in your family is homebound and lonely, if you are in a hospital or about to go home without a satisfactory plan for follow-up care, then you could be a candidate for health care at home. If you are in the market for home health care services, however, you have to be careful.

Over \$3 billion is spent each year in the United States on home health care services. Not all of this money is well-spent. At least 8,000 agencies provide some aspect of health care. Not all of these agencies do a good job. As the National HomeCaring Council and the Council of Better Business Bureaus put it in a new booklet, "With so much money at stake and so many agencies involved it is not surprising that the quality of home care services varies a great deal and that there is a high potential for fraud and serious abuse."

If you are in the market for home health care services, therefore, it's vitally important to understand what you're buying, from whom, and for how much.

Home care, first of all, is not a single service but a wide range of services, all designed to preserve the home and improve the quality of life. There are basic services: *Social services* identify and at-

tack specific problems and provide supervision and coordination; *health services* provide medical care, nutrition services, skilled nursing, therapy for specific problems, and personal care; *homemaking services* maintain the home through light housekeeping, food shopping, and meal preparation. And there are supplementary services: *chore services* for minor home repairs, heavy cleaning and yard tasks; *Meals-on-Wheels* to deliver nutritious meals; *friendly visiting* and *telephone reassurance services* which provide companionship and a measure of safety for shut-ins; *transportation* and *escort services* to help those needing assistance to get out of the home, often for medical visits; *equipment services* and *loan closets* which sell, rent, or loan health care items such as hospital beds and wheelchairs. Look into these supplementary services first when help is needed; in many cases delivery of a hot meal plus a reassuring telephone call makes life at home livable.

When more help is required, look for an agency providing basic services. Government, nonprofit, and profit-making agencies are listed in local Yellow Pages under such headings as Homemaker-Home Health Aide Agencies, Nursing Services, and Social Service Organizations.

Some agencies are accredited, however, and some are not. Some provide top-notch care, and others do not. Before you sign up with any agency, ask these questions:

- Is it *currently* accredited, certified and/or licensed for home care? For what services? By what organization? Confirm the information you are given with the named organizations.

- Does it have written statements outlining its services, cost and payment procedures, employee job descriptions, malpractice and liability insurance? Ask for a copy of this material and read it carefully.

- Can the agency provide you with references from professionals such as

(Continued on page 31)

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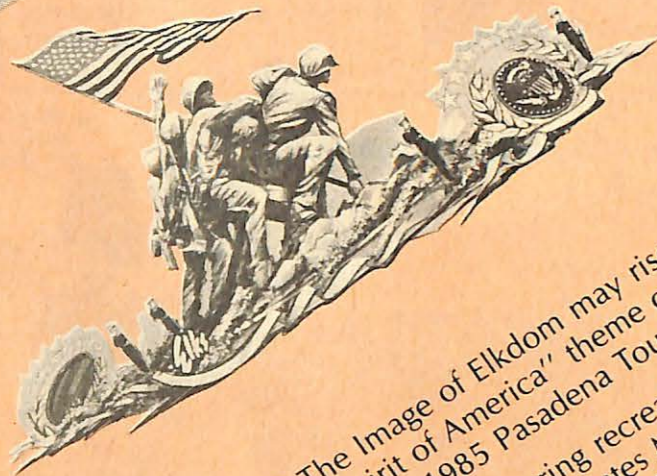
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Dear Brother:

A magnificent opportunity! The Image of Elkdom may rise to its highest pinnacle when they salute the "Spirit of America" theme on New Year's Day with the Grand Lodge Elks Float in the 1985 Pasadena Tournament of Roses Parade. The Elks Float will be a beautiful and stirring recreation of the planting of the American Flag on Iwo Jima by the United States Marines. The dramatic entry titled, "Dawn's Early Light," the Elks Salute to Our Veterans—is patterned after the famous sculpture by Felix De Waldren—which was commissioned by the United States Government. This will be Elks' fifth entry in the Rose Parade! The Sweepstake Trophy representing the coveted top prize was won by the Elks and this year they won the "Isabelle Coleman Award" for the most whimsical and colorful float. Through your financial support in the Rose Parade! The Sweepstake Trophy representing the coveted top prize was won by the Elks and this year they won the "Isabelle Coleman Award" for the most whimsical and colorful float. The floats have emphasized Elkdom's tenderness and care for children of "Benevolence and Patriotism." We again ask our members to share together the financial support to help defray the expenses. Compared to our accomplishments for ELKDOM'S IMAGE, your contribution of \$2.00 or more is really a small amount for each of us to give. Elks working together bring happiness and joy in our efforts toward our many worthy projects for others. Please give with your heart to this magnificent Elks Project!

Most cordially and fraternally,

Frank O. Garland
Frank O. Garland
Grand Exalted Ruler



DAWN'S EARLY LIGHT



"Dawn's Early Light," a stirring tribute to the American veteran, will be the Elks' entry for the 1985 Rose Parade. The dramatic entry is dedicated to every American who served his country from the birth of the Republic to present times. The float is the fifth consecutive float entry in the Rose Parade by the Elks, who won the Sweepstake Award in 1982. "Dawn's Early Light" salutes the fighting American spirit with a precise floral reproduction of the famed flag raising at

Iwo Jima that took place during World War II in February, 1945, almost exactly 40 years ago. The float will measure 50 feet long, 18 feet wide and 16 feet high, but the flagpole and massive Stars and Stripes (hinged to permit safe passage of the float to the parade site) will reach 30 feet in the air when unfurled. The floral replica of the Marine flag raising (based on the most famous war photograph ever taken) will be surrounded by over 200 linear feet of white, blue and gold streamers in gladiola petals and sinuata static. The figures of the men will be recreated in silver protea foliage, eucalyptus leaves in blue gray, various seeds in tones of gray, bronze and blacks, all highlighted with white carnation petals to add to the weathered look of the figures as they appear at the Marine Corps Memorial at

Arlington National Cemetery. The scene will be framed on its foundation with thousands of roses, carnations and gerbera daisies in reds, flame orange and gold. The Great Seal of the United States and the Elks' Emblem will be meticulously detailed in carnations, poinsettia and bronze chrysanthemum petals, in addition to numerous varieties of seeds, beans and dry materials. Of the six men who raised the flag that historic day, the sole survivor is U.S. Navy Corpsman John H. Bradley. Of the remaining five (all Marines), three were killed in combat following the flag raising and the other two died of natural causes over the intervening years. Rose Parade officials have indicated that the 1985 Elks float entry is one of the most ambitious, emotional and patriotic creations in the history of the parade. ■

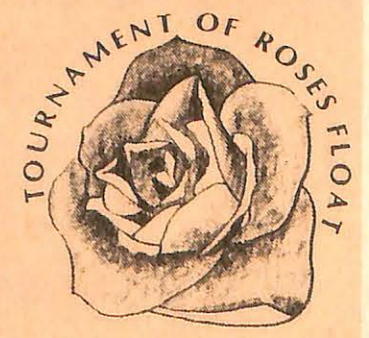
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YES, I WOULD LIKE TO SALUTE OUR VETERANS.

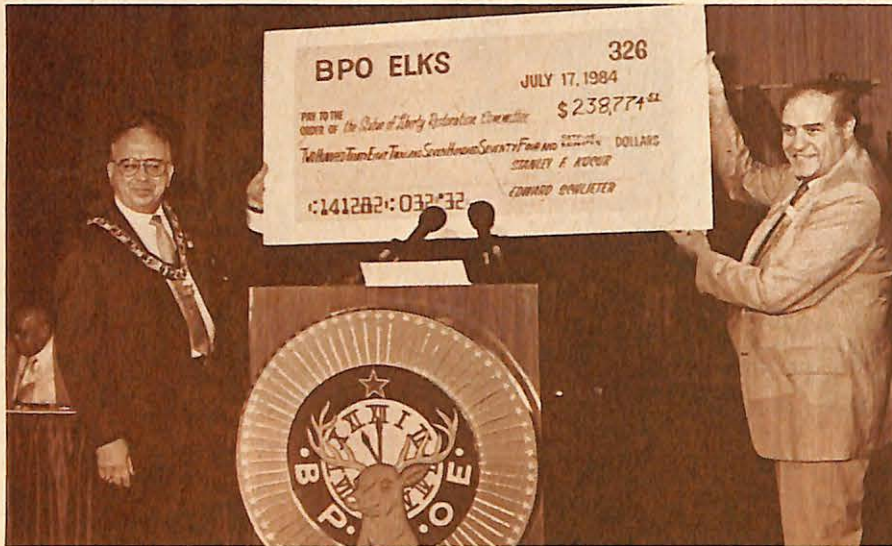
Enclosed is my donation for the
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() \$2.00
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I am affiliated with _____ Elks Lodge # _____
 in the _____ Elks Association.
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Statue Of Liberty Restoration Fund Update



Then-GER Kenneth V. Cantoli, left, accepts a symbolic check for \$238,774.51 from GL Americanism Chm. Vince Collura during the Grand Lodge Sessions in Houston. The check represents the first installment toward the Order's \$1-million pledge for the restoration of the Statue of Liberty and Ellis Island.



Two grand ladies celebrated their centennial this past Fourth of July and the Brothers of Lincoln, NE, Lodge along with PGER George B. Klein were on hand to see the celebration done right. Pictured above, 100-year-young Edith Kincaid cuts into a cake celebrating her 100th anniversary along with that of the presentation of the Statue of Liberty to the U.S. by the people of France. Lincoln, NE, Lodge made the occasion complete by hosting a reunion of 20 local Ellis Island immigrants. PGER Klein assisted in the cake-cutting.



Colorado Elks have generated great enthusiasm for the Statue of Liberty Restoration effort. Shown ready to send a \$10,480.10 check to the Grand Lodge are, from left: SP Jim Steers, State Treasurer Jim Flanigan and State Americanism Chm. Jerry Wilson. The Elks of Colorado have pledged to raise \$54,000 for the Restoration Fund and they are well on their way to achieving that worthy goal.



A touch of added glamour graced the recent Grand Lodge Sessions as noted actress/singer Anna-Maria Alberghetti, center, visited the GL Americanism booth. Ms. Alberghetti, along with Reino Moisio, left, presented their album of Christmas melodies, a portion of proceeds from which will be earmarked for the Elks Statue of Liberty Restoration Fund, to GL Americanism Chm. Vince Collura, right.

**Souvenir Christmas Record Album For Elk's Statue of Liberty
Restoration Fund . . . \$3.00 Per Album Goes To The Fund**

The Magic of Christmas in Song.
Merry Christmas
from
Anna Maria Alberghetti



Anna Maria Alberghetti, international recording and concert artist, with her spectacular vocal talent, has captured the true magic of Christmas. It has never been expressed so beautifully.

This souvenir album* is a collection of treasured Yuletide favorites:

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- * *Silent Night*
- * *Little Drummer Boy*
- * *Ave Maria*
- * *We Wish You A Merry Christmas*
- * *Deck The Halls*
- * *Long Ago*
- * *A Song Of Joy*
- * *The Holy City*
- * *Angels We Heard On High*

*also available in cassette tape

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**\$3.00 From Each Album
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_____, with \$3.00 per each Album toward The Statue of Liberty Restoration Fund.

My Total Enclosed Check is for \$ _____

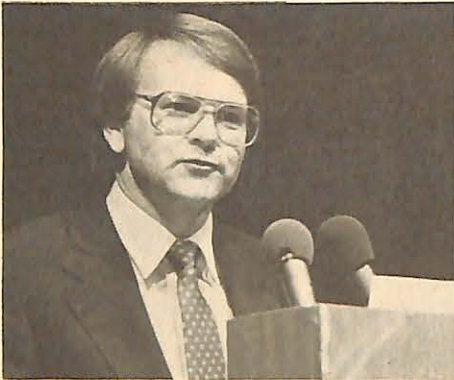
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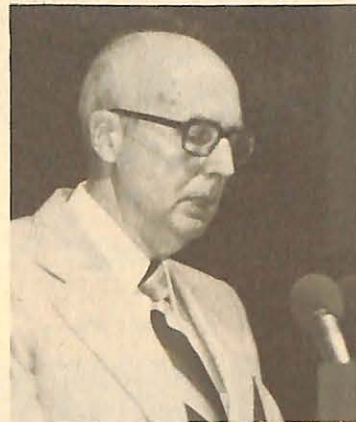
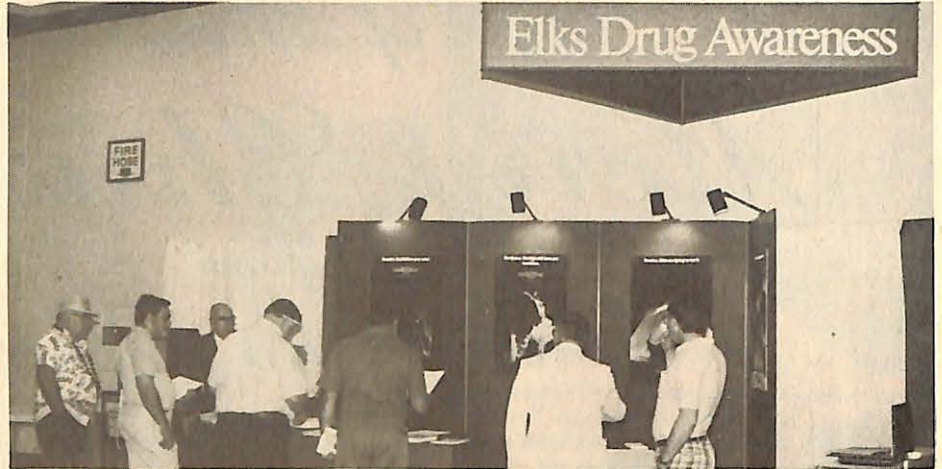


Drug Awareness Education Program

Appearing for the first time at the Grand Lodge Sessions in Houston this past July, The Grand Lodge Drug Awareness Education Booth drew many visitors. Available at the booth were many different sources of drug awareness information, brochures and a video-tape replay unit outlining the Drug Awareness Education Program.



Dr. Carlton E. Turner, Director of the White House Office on Drug Abuse and Special Advisor to President Reagan addressed the delegates to the 120th Grand Lodge Sessions in Houston. Bringing recognition from President Reagan, Turner praised the Elks Drug Awareness Education Program for its grass-roots efforts and promised that through cooperation with organizations such as the Elks, the Federal government will carry on its fight against the erosive effects of drug abuse upon our leaders of tomorrow. Turner's no-nonsense address and personable approach drew heavy applause from the assembled delegates.



Dick Herndobler, Chairman of the Grand Lodge Drug Awareness Program, has had a busy schedule recently. Shown addressing the Grand Lodge Sessions in Houston, left, Herndobler re-emphasized the need for lodges across the nation to target their efforts on the education of youth in the fourth through ninth grade age groups and to strictly limit their programs to educational ones, leaving enforcement, rehabilitation and post-teen efforts to the police and other agencies. Herndobler next attended the Interagency Information Workshop on Drug Abuse Prevention sponsored by the National Institute on Drug Abuse in Washington, DC. Attending the Workshop along with Bro. Herndobler were representatives from the Senate, Defense Dept., the Federal Action Agency, the Justice Dept., the Veterans Administration and private agencies such as PRIDE, the Institute for Behavior Resources, Mothers Against Drunk Driving and many state and local agencies.

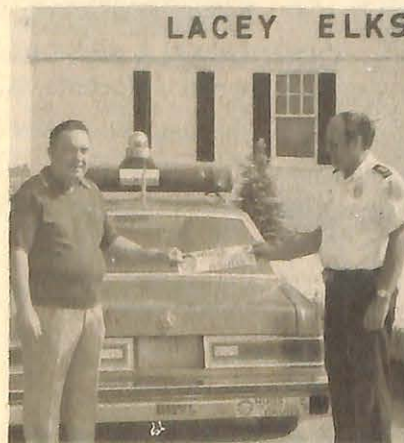
Nashville, TN, Lodge reports that its newly instituted program is moving along in grand fashion. Beginning with a core of only six members within the lodge, the program now involves over thirty members. Gratifying cooperation from local, state and federal agencies has been reported. Summing up the lodge's viewpoint on the matter is Committee Chairman, James Gafford, who says: "It is our opinion that Drug Awareness is singularly the most important program facing Elks today and in the foreseeable future."



"Hugs Are Better Than Drugs" declare bumperstickers appearing throughout the communities of Summit and Lacey, New Jersey as local lodges in those towns take up the fight for community drug awareness. Shown below/left, Lacey Lodge Trustee Rudy Schultz and Police Chief Thomas Darmody prepare to place one of the bumperstickers on a police car. Above/left, members of Summit Lodge present stickers to local authorities. Shown left to right: PDDGER Patrick J. Fitzgerald, Sr.; Dr. Martin Bleckner, Chairman; Joseph Gawlik, ER; Mayor Robert Hartlaub; Dr. Murray Ross, Council President. The bumperstickers are supplied to the lodges as a portion of the New Jersey Elks Drug Awareness Education Program.



Star Quality is tapped by Westchester, CA, Elks as they hosted their second Drug Awareness seminar. Speaking at the seminar was Andrea Evans, star of daytime TV's "The Young and the Restless." Ms. Evans spoke of drug abuse among the TV role models that affect our children. Shown left to right: PER Frank Marsh, District Chm; Ms. Andrea Evans; Co-Chm Curt Curtiss and PER Frank Rocco.



Retirement

(Continued from page 24)

hospital or community agency social workers who have used the agency? Ask for names and telephone numbers, and talk to these people about their experiences. Also check with the Better Business Bureau, local Consumer Bureau or State Attorney General's Office.

- How is the agency's plan of care developed? Is it based solely on your own opinion of the situation and your request for services? A professional evaluation should be performed by an experienced nurse or social worker, not an agency clerk; should be done in the home, not on the phone; should include consultation with the family physician and/or other professionals already providing health and social services.

- Once developed, is the plan written out? Are copies given to the workers who are actually in the home and providing the care? Ask to see the plan and check that it lists specific duties, work schedule, name and telephone number of the supervisor in charge.

- Are homemaker-home health aides adequately trained? Most home care workers are not state-licensed or cer-

tified, but they should be well-trained in personal care, basic home nursing, home safety, etc. Supervision and assistance are not readily available at home, as they are in a hospital or nursing home, and the aide must know what to do in a variety of situations.

- What kind of supervision does the agency provide? Ask about the qualifications of the supervisor, and how often the supervisor is in touch with aides. The supervisor should make regular at-home visits and should be readily available by telephone, both to the home care workers and to the family, at other times.

- What are the hourly fees? Are minimum hours a day or days a week required by the agency? Are there additional costs, such as employee insurance or travel costs? Get all financial arrangements in writing.

Problems can arise, once in-home care begins, despite careful screening. Danger signals include: Poor work habits, indifferent care, untrustworthy behavior, dirty home environment, and poor personal care. If you suspect a problem, take immediate action. If it's a minor problem, talk to the worker. If it's a

serious situation, talk to the agency supervisor and then put your complaint in writing. If there is a case of clear-cut theft, fraud, or abuse contact the police without delay.

Home health care is a vital service, making it possible for many ill and elderly people to remain at home. But ill and elderly people are particularly vulnerable, so care-givers must be chosen wisely and supervised carefully. You'll find more information in "All About Home Care: A Consumer's Guide," available for \$2.00 from the National HomeCaring Council, 235 Park Avenue South, New York, NY 10003.

...

If you enjoy helping people and working with them to make a difficult task easier, you may want to participate in the Internal Revenue Service's Volunteer Income Tax Assistance or Tax Counseling for the Elderly programs. You'll have to complete a three-day course in December or January, then be available to assist people prepare tax forms at neighborhood locations during the tax filing season. Interested? Call the IRS toll-free: (800) 424-1040. ■

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1. 30 day refund on any merchandise you purchase.
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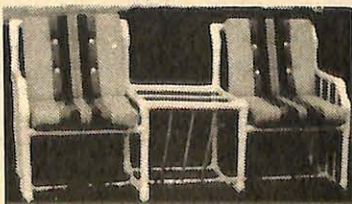
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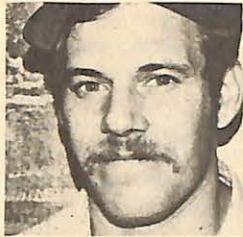
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Thanks to Pace, I can offer them a choice. I can renew their roofs and save them a fortune! The fact that General Motors, Holiday Inns and American Airlines were satisfied Pace customers was a real sales clincher!

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The New York State Elks Association has paid tribute to Bryan J. McKeogh who recently retired as Grand Lodge Convention Director after serving from 1951 to 1983.

First of all, the Senate of the State of New York passed a legislative resolution lauding him on his achievements. In addition to serving as Grand Lodge Convention Director, Bryan was also convention director for the New York State Elks Association and the state advisory board with unanimous acclaim re-appointed him to another three-year term.

A banquet was held in his honor and the moment of surprise came when it was announced that Bryan and his wife, Helen, were being presented with an all-expense paid trip to Ireland for two.

It must have been a super-proud time for Bro. McKeogh for his many years of devoted service to Elkdom.

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This is the time of year when Elks Lodges across the nation are preparing for the annual Hoop Shoot Free Throw Contest on the local level.

The contest has developed into one of the Order's best known programs reaching millions of youngsters every year.

When the National Championships were held in Indianapolis last year, the contestants from all over the nation were greeted by none other than the Governor of Indiana.

Many lodges hold a special night when the law enforcement agencies in their communities are recognized. Some lodges go 'em one better. They have a night in which they also recognize their firemen.

Many fire departments are manned by volunteers. These include EMS units, too. This may be a fine way for your lodge to honor those of your community who devote time and effort to help others.

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Amendments to the Grand Lodge Statutes Adopted at Houston, Texas, July, 1984

In convention assembled at Houston, Texas, the Grand Lodge on July 19, 1984, adopted Statutory Amendments which became binding upon members of the Order, Subordinate Lodges and their related facilities 30 days thereafter. Hereinafter follows a digest of the Grand Lodge action as an aid to all concerned.

Sections 4.010 and 4.021

This amendment removes the nomination of the Trustees of the Elks National Foundation and the nomination of members of the National Memorial and Publication Commission, Elks National Service Commission and the Elks National Convention Commission from the first day of the Annual Session to immediately following the installation of the Grand Exalted Ruler in order to permit the terms of the appointee to commence with

that of the new Grand Exalted Ruler and to permit the newly succeeded Grand Exalted Ruler to be named to one of the Commissions.

Section 4.231

This provides for the acquisition of a master general liability insurance policy by the Board of Grand Trustees for the protection of the Order, Grand Lodge, State Associations, Subordinate Lodges and all corporations and agencies, their

agents, servants and employees to assure adequate insurance coverage for all at a reasonable premium. The cost of this coverage will be assessed against each of the Subordinate Lodges on a pro capita basis.

Section 4.290

This amendment reduces the size of the National Service Commission from seven to five members. Each member to be appointed for a term of five years.

Sections 5.030 and 5.050

This permits the expenditure of unbudgeted funds by the Board of Grand Trustees Committee for the purpose of the acquisition of real and personal property of the Order as is provided and previously established in Section 4.220.

Section 7.020c

This provides an Officer of a Subordinate Lodge, removed under Section 12.140, with the ability to petition the Grand Forum for a review to determine that the procedural requirements, such as notice, as provided in Section 12.140 have been complied with.

Section 13.190

This new Section makes mandatory the establishment of a Past Exalted Rulers Association or Advisory Committee in each Subordinate Lodge to give advice and counsel to the Exalted Rulers, Officers and Committees of the Lodge.

Section 14.260

This clarifies the language of the Statute that a Lodge may charge a fee greater than twenty-five times the amount of the annual dues for a Life Membership.

Sections 16.020 and 17.010

By these two amendments, the time sequence, for action by a Lodge in incorporating or in amending or enacting a Grand Lodge Statute or a Constitutional provision, between the proposal thereof and the vote thereon is enlarged from not less than two nor more than six weeks to not less than two nor more than eight weeks.

Section 18.011

This makes mandatory that all Presidents of State Associations shall be Past Exalted Rulers in order to qualify for the Presidency. This will insure that State Presidents, when attending Grand Lodge Sessions, will have the ability to participate in the proceedings thereof.

Seymour Nathanson, Chairman
Committee on Judiciary

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The Weldmate features a graduated scale that indicates the applied current. Variable output is from 40 to 75 amps. Power adjustments are easily made with the turn of a triangular hand wheel. Unit has been individually tested, thermal overload protected and fully insulated for safe operation. Comes with an assortment of electrodes from 1/8" dia. to 1/4" dia., a face mask with glasses, chipping hammer, wire brush, electrode holder and ground clamp with cables, plus complete operating instructions and a special "Guide to Welding" booklet.

The Brazing Kit produces an "electric flame", suitable for brazing, soldering or welding! Ideal for use on thin, worn or rusty car body panels! Brazing kit includes:

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IT'S YOUR BUSINESS

by John C. Behrens

CUSTOMER SERVICE ENSURES RETURN BUSINESS

The clerk finally took my money...but I left wondering if the wait to pay was really worth shopping in the cavernous store with all the varieties of everything.

I vowed it was the last time I would go there. And I haven't been back.

I had waited while a customer's purchases had to be checked by a clerk in some distant department for prices that weren't on the merchandise. That took minutes because no one responded to the cashier's calls. It was frustrating. We all stood looking at one another while the store's slow-moving bureaucracy got around to responding to the growing line.

I waited again when the customer ahead of me had to have the manager in some distant office come to verify a charge card or something. When the manager arrived, he and the clerk got into a discussion of her work schedule for the week.

And I waited once more when the customer discovered she had damaged merchandise and it had to be replaced. One more call to a distant department which went unanswered. I stuck it out though. I simply had too much time invested to go elsewhere.

Unusual experience? I don't know about you but it happens more frequently than I like when I go to huge discount centers. It bothers me and it's one more reason why I'll deal with independent, small businesses as often as I can.

I can go to a family-owned lumber store, for example, to make a purchase or return an item in less time than I can find a clerk, occasionally, in a big merchandise mart.

If I go to the discount store I try to figure when there is little traffic so I can make a purchase in a reasonable amount of time. But I'm usually foiled by management that has already considered convenience a cost it can't continue. Some big chains cut back on personnel at times and so one clerk tries to handle two and sometimes three large departments in the store. That means I

can spend as much time trying to find a person to wait on me.

Discount chains certainly haven't been hurt by my lack of support, however. Millions keep their registers humming day and night and growth has helped them open hundreds of new outlets throughout the country.

I'm concerned that independents and family-owned businesses clearly understand they have a gloomy future unless they do battle with the chains' ability to cut prices, stay open longer and provide unmatched variety of products. A story in *USA Today* which accompanied a chart compiled by the Census Bureau provides a partial answer:

"The small general store is—not surprisingly—vanishing. But, those that remain are averaging nearly \$1 million a year in sales. Half of these all-purpose stores have disappeared since their number peaked at 26,950 in 1967, a new Census Bureau study reported...The reason? 'These small general stores can't compete with (discount) stores,' Charles Deysey of the National Retail Merchants Association told *USA Today*. 'The general stores don't have the buying power of the big stores.'"

He's certainly got a point. Consumers, according to surveys, seek price and variety when they shop. On the other hand, I believe there is a growing number of potential customers who seek old-fashioned service and will pay the extra to a store that truly provides it.

Retailing hasn't gone out of style. The number of new businesses in the United States during the first three months of this year was 11,789, the largest number since 1978, the Associated Press reported not long ago.

Of that total, 4,604 new retail outlets opened; the largest of any category of new business.

Yes, surveys indicate that price and selection are two important reasons why a person shops anywhere. But there is also a close correlation among the third, fourth and fifth reasons. They are loca-

tion, quality and satisfaction. My experience tells me that personal service and convenience are still strong factors in such decision-making.

A story in the *Christian Science Monitor* reminded me of how store management can build personal service features. A family-owned appliance store in Washington state that sells washing machines, television sets and freezers to such notables as the mayor of Seattle and the governor has been in business 50 years and has customers who come back again and again.

"We get terrific referral business because we can offer a little more personal service than the discount stores," Bill Almvig, one of the owners told the *Monitor*. "A woman with a broken washing machine can't wait for days while a discount outlet or big department store gets around to delivering a machine...if she comes in here, we'll come out and install her new machine the next day."

That doesn't mean the discount organization doesn't care, incidentally. Simply not true. Most companies have efficient managers who have good track records in building sales and managing stores. At the same time, the bottom line is volume and such operations exist because of good traffic and turnover of goods and inventories.

There is no guarantee, of course, that a family store that simply offers a personal service will bring people back. To give the customer a self-addressed, stamped envelope to make payments may sound great but it may not go far enough if you don't deliver and won't take phone orders in a competitive marketplace.

Then, too, some consumers will shop price time after time and your best efforts won't change or entice them.

Yet I believe a growing number of consumers are taking a second look at their purchasing strategy and thinking beyond price. The key to remaining in business today, therefore, is not merely enticing new clientele with ads, gimmicks and sometimes price-cutting specials. It's working to get customers and working harder to keep them.

"Marketing managers must start asking, 'What are we doing to keep customers?' It is estimated that the average company spends six times more to get a new customer than it does to hold a current one. A lost customer reduces (average) company profits by \$118, compared with a \$20 cost to keep the customer satisfied," says Larry J. Rosenberg and John A. Cziepiel in an article in the *Journal of Consumer Marketing*.

Small business owners have a slim chance at competing for volume...they can survive and prosper with good customer service. ■

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PERRY COMO "His Greatest Hits."



Here on one superb collection are all the truly great hits of the incomparable PERRY COMO. When Perry sings, it's time to close your eyes, and simply relax . . . and dream along.
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SPIKE JONES "The Wacky World Of Spike Jones."



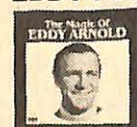
All of Spike Jones' famous recordings are here including: *The Barefooted Pennsylvanians*, Dr. Horatio W. Bird bath, Doodles Weaver, The Saliva Sisters, The Wacky Wakakians and more. All selections are the original recordings. A true collector's item.
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MILLS BROTHERS "Their Best-Loved Hits."



The fabulous Mills Brothers have made generations of music lovers happy for over four decades. Hear all their greatest hits in their sensational new collection.
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EDDY ARNOLD "The Magic of Eddy Arnold."



Eddy Arnold is one of those artists who can truly be described as a living legend! This magnificent collection is one you and yours will always treasure, featuring:
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JOE "FINGERS" CARR "2 Dynamite Records!"



This wonderful music from the Roaring 20's and the Gay 90's is still as popular today as it ever was . . . 30 fabulous Honky-Tonk hits on 2 dynamite records!
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AL JOLSON "A Singing Legend!"



Here, in this great new collection, are 18 of the greatest American recordings of all time . . . the kind of music that lifts you right out of your seat.
BABY FACE • CALIFORNIA, HERE I COME • WAITING FOR THE ROBERT E. LEE • ANIVERSARY SONG • IS IT TRUE WHAT THEY SAY ABOUT DIXIE? (WITH THE MILLS BROTHERS) • APRIL SHOWERS • MY MAMMY • BY THE LIGHT OF THE SILVERY MOON • ROCK-A-BYE YOUR BABY (WITH A DIXIE MELODY) • I WANT A GIRL (JUST LIKE THE GIRL) • TOOT, TOOT, TOOTSIE • LET ME SING AND I'M HAPPY • SONNY BOY • SWANEE • CAROLINA IN THE MORNING • I'M SITTING ON TOP OF THE WORLD • ABOUT A QUARTER TO NINE • WHEN THE RED, RED, ROBIN (COMES BOB-BOB-BOBBI'N' ALONG).

THE INK SPOTS "Their Fantastic New Collection!"



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AL HIRT "His Great TV Album!"



Here is the golden horn of the one and only AL HIRT . . . 30 great trumpet hits in one fantastic collection.
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NAT 'KING' COLE "Unforgettable!"



Here is the one and only Nat 'King' Cole singing all his greatest hits in one magnificent 2-record collection.
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FOSTER BROOKS "World's Best-Loved Songs."



Foster Brooks sings the kind of songs that bring back your fondest memories . . . the kind of music they don't record any more.
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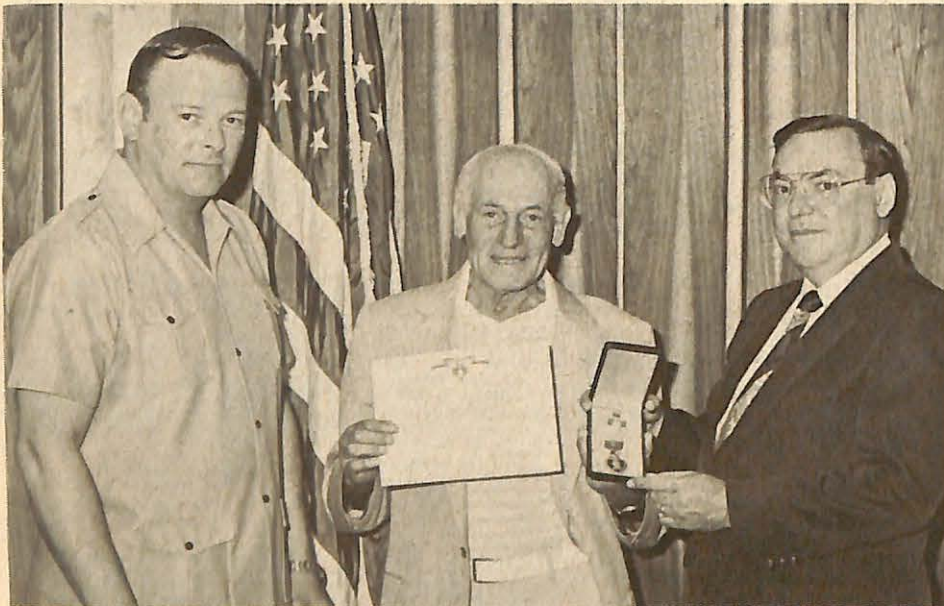
MILFORD/DOVER, DE. Members of Milford and Dover Lodges donated lumber and other necessary items for the purpose of making waist-high garden beds and boardwalk pathways at the Elsmere, DE, VA Hospital so that patients would be able to plant and raise their own vegetables.

The project was coordinated by Donna Talley, the hospital's therapeutic recreation specialist, and Joseph Zolik, National Service Chm. of Milford Lodge.

DALLAS REDBIRD, TX. Lodge donated \$750 to the Dallas VA Hospital for the purchase of a microwave oven and a TV set.



LA JUNTA, CO. Lodge gave to the Fort Lyons, CO, Veterans Hospital a six-month supply of comfort items, shampoo, shaving cream, razors, toothpaste, toothbrushes, and combs.



Peter Battisti (center), a member of Bath, NY, Lodge, recently received the Purple Heart Award he earned 41 years ago as a navigator in the Army Air Corps during World War II. Est. Loyal Kt. William Kastner (left), director of the Steuben County Veterans Service Agency, was reviewing Brother Battisti's discharge papers in 1982 when he discovered that Peter had never received the Purple Heart. Paperwork was submitted for the award. Red tape can really get things snarled up, but perseverance finally won out and the Purple Heart came through. Brother Mel Gores (right), director of the Bath VA Medical Center, assisted with the presentation.

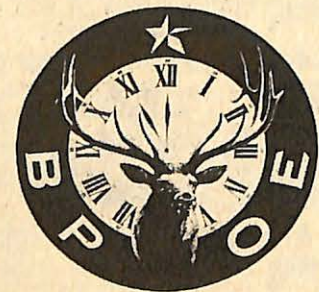


Glenn Barber (center), a patient at the James A. Haley Veterans Hospital in Tampa, FL, won the first-place prize at the local level and the grand prize at the state level in an arts and crafts contest sponsored by the Florida State Elks Association. The first-place prize of \$150 was awarded at the Elks Veteran Program at Daytona Beach by the Elks State National Service Committee. Barber's oil paint entry garnered him the prizes which were presented by Elks State Hospital Chm. Charles Fiveash (second from left) and hospital director Richard Silver (second from right). Looking on were Don Hosey (left) and Pete Derringer, VAVS deputy representatives.

RETIRED GENERAL MANAGER of *The Elks Magazine* William H. Magrath of Bronx (N.Y.C.), NY, Lodge died August 5, 1984. An employee of *The Elks Magazine* from 1927 until his retirement in 1975, Brother Magrath supervised the magazine's move from New York to Chicago in 1966, and implemented the magazine's first computerized addressing system.

PAST DISTRICT DEPUTY Smith Troy of Olympia, WA, Lodge died recently. Brother Troy served as District Deputy Grand Exalted Ruler for the Southwest District of Washington in 1940-41. He also served as attorney general for the state of Washington for nine years.

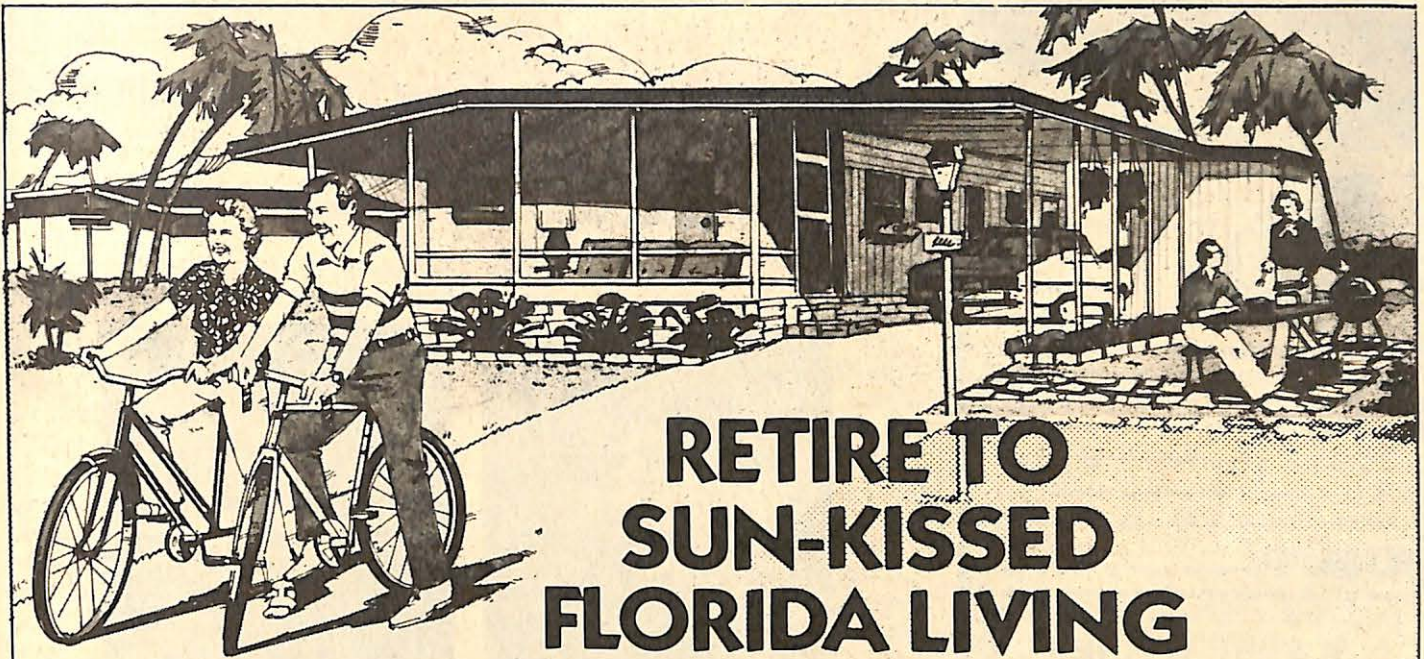
PAST DISTRICT DEPUTY C. Clark Van Fleet of Middletown, NY, Lodge died July 5, 1984. Brother Van Fleet served as District Deputy Grand Exalted Ruler for the East Central District of New York in 1965-66.



PAST DISTRICT DEPUTY Charles O. Garriques of Melbourne, FL, Lodge died July 14, 1984. Brother Garriques served as District Deputy Grand Exalted Ruler for the East Central District of Florida in 1964-65.

PAST DISTRICT DEPUTY Arthur C. Sauer of Mendota, IL, Lodge died July 12, 1984. Brother Sauer served as District Deputy Grand Exalted Ruler for the Northwest District of Illinois in 1951-52. He was also a past president of the Illinois Elks Association.

PAST DISTRICT DEPUTY Charles L. Ori of Irvington, NJ, Lodge died July 10, 1984. Brother Ori served as District Deputy Grand Exalted Ruler for the Northwest District of New Jersey in 1949-50.



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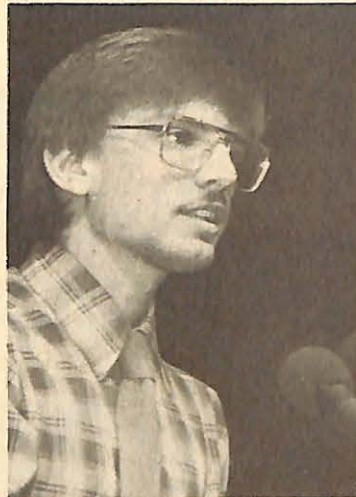
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The audience at the Houston national convention gave the first-place winners of the Elks National Foundation “Most Valuable Student” Contest a standing ovation. John K. Hawks, sponsored by Huntingdon, TN, Lodge, and Rebecca R. Helton, sponsored by Silver City, NM, Lodge, each received a four-year \$24,000 scholarship.



John and Rebecca are shown with their state sponsors and the Elks National Foundation Trustees. Seated from left are PGER and Trustee Horace R. Wisely; PGER Edward W. McCabe, sponsor of Tennessee; John and Rebecca; PGER George B. Klein, sponsor of New Mexico; and PGER William A. Wall, chm. of trustees. Standing are PGERs and Trustees Willis C. McDonald, Homer Huhn, Jr., Robert A. Yothers, E. Gene Fournace, and Glenn L. Miller; and James C. Varenhorst, executive director of the foundation.

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Lewistown, PA

Landscape Architects . . .

(Continued from page 7)

Frederick Olmsted (1822-1903), who created New York City's Central Park, used Romantic landscaping within an urban setting. In 1855, 840 acres in the center of Manhattan were set aside for the project. Englishman Calvert Vaux and Olmsted collaborated on the design, which included four east-west crossings between 59th Street and 106th; a parade ground; playground; concert hall; ornamental fountain; a flower garden; an ice pond for winter skating; and innovative transverse crossings sunken below park level, with bridges over them at intervals—an idea that even today frees the park from crosstown tangles. Central Park is laid out in rustic woods, gardens and ponds, criss-crossed by a network of paths, roads and bridges. There are grassy meadows, low hills edged with greenery, winding paths, lakes, open malls, and trees and shrubs of a hundred different varieties. Built between 1859-1876, it remains the largest single public area of open space in the center of any American city.

The title, "landscape architect" was first used by this team when commissioned to design the park. Olmsted and Vaux wanted to call themselves, "landscape gardeners," but "gardeners" gave the impression of men who simply decorated a landscape; "landscape artists," was closer since they worked as artists, but they were also concerned with what was appropriate. Without total satisfaction, they decided upon "landscape architects."

Olmsted went on to design the Washington Capitol grounds. He combined open areas and approaches with shape and vistas on the east side of the Capitol Building. He added a marble terrace surrounding the north, west and south sides of the building, creating a more formal approach from the lower part of the hill. He also designed the Stanford University campus in California as early as 1866, and submitted plans for the design of a municipal park for San Francisco. Frederick Law Olmsted is rightfully considered the founder of modern landscape architecture.

Virtually every state has one park,

public garden or estate exhibiting landscape architecture in its varied forms. The Vanderbilt/Biltmore estate in Asheville, North Carolina, a National Historic Site, is one of the few privately owned estates which is a tax-paying concern.

In 1896, young George Vanderbilt, great-grandson of Commodore Vanderbilt, who'd made a fortune in steamships and railroads, hired architect R.M. Hunt and 1,000 craftsmen to build the largest private home in America—255 rooms. He also wrenched Frederick Olmsted from his dreams long enough to hire him. Vanderbilt had recently purchased a 2,000 acre tract on which he wanted to build a beautiful mansion with properly landscaped grounds and gardens. Olmsted oversaw work on a scientifically managed forest merged with beautifully landscaped grounds, borrowed architectural ideas from the Italian Renaissance to design and landscape the estate.

Today, ever-blooming gardens have rare native and exotic plants; the Italian Garden has three formal pools with rare lotus; the Azalea Garden comprises the largest and most com-

plete collection in the world, with its Asiatic and hybrid varieties; and finally, there's the 1957 Test Garden with its unique climbing rose varieties. It took years to create this visual beauty, with careful selections of plant materials. After Vanderbilt's death, part of the estate became Pisgah National Forest and a wide swath used for the Blue Ridge Parkway. Biltmore's gardens and grounds have gained international fame and the house is open to the public all year round.

The field of landscape architecture as it relates to transportation is also varied. About 36 million families annually take two weeks of vacation using a car or van. Yet only about one acre of park is available for every 100 of us and of necessity, can't be squandered.

The National Park Service designs roads molded to the terrain, maintaining a continuing sense of intimacy with the countryside, i.e., mountain tunnels are more economical and visually pleasing than cuts; paved overlooks become balconies from which to observe nature's scenery and

(Continued on next page)

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Landscape Architects . . .

(Continued from previous page)

open bridge rails permit good vision at river crossings. The N.P.S. also specifies that roads must be well located to serve park functions, respectful of the environment and necessary buildings blend with the topography. Landscape architects, civil engineers, archaeologists, historians and ecologists often team for such projects.

The Blue Ridge Parkway, containing 19 parks and more than 100 overlooks, cost \$16,000,000 to connect Shenandoah (Virginia) and the Great Smoky Mountain National Park (North Carolina)—prime tourist regions—500 miles apart. This enchanting wonderland of stately mountains, great lakes, and awesome wilderness was a pioneer project serving as proving ground for many concepts and principles used on succeeding national parkways. The tyranny of machines doesn't exist here. The parkway is designed for pleasure—travel, therefore, commercial traffic is prohibited. It accommodates “moving” rather than static visitors, containing the ride-awhile, stop-awhile characteristics found in frequent rest stops. This concept enables drivers to travel at moderate speeds (45 m.p.h. maximum) and enjoy mountains drenched in spring flower-

ing, summer's riotous bloom and autumn's profusion of colors.

The old Natchez Trace, once a lost route to the modern world, runs along fields, lakes, hills and wagon-rutted meadows where once weary pioneers trudged to the southwest. Battalions of battlewise termites have marched into some buildings while other pioneer buildings survive, restored as National Historic Sites. This half-lost route was saved by landscape architects and is now a beautiful 450-mile parkway through Tennessee, Alabama and Mississippi.

Virtually no area is without the landscape architect's touch: neighborhoods, towns, cities, parks, highways, civic and community centers, shopping centers, schools, airports, industrial sites, resorts, beaches, military installation, hospitals, historic sites and even cemeteries. All are planned and conceived in basically the same way.

A “Master Plan” combines statistical information, geographic and demographic conditions, a set of economic and social goals and a set of drawings. Remote sensing units such as thermal infra-red photography create three-dimensional maps. The resulting map then becomes an aid in evaluating topography, soil drainage,

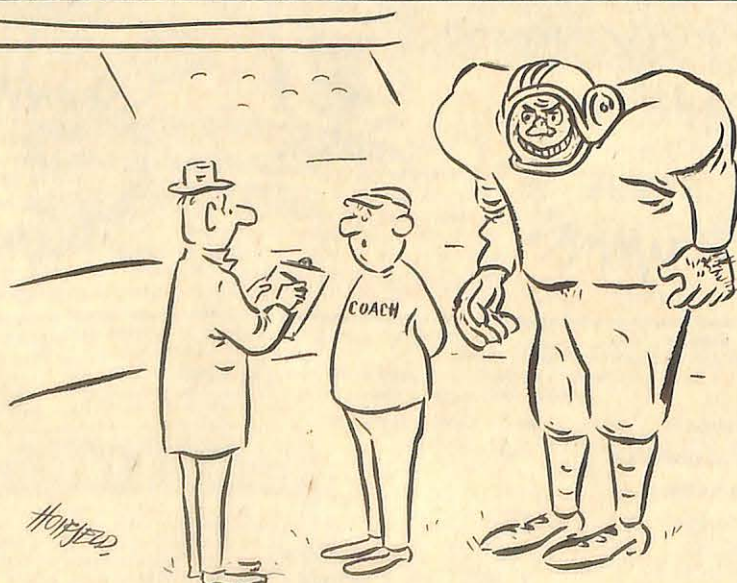
water sources and types of vegetation. It tells the architect the best place to locate new housing, recreational and utilitarian facilities, while considering how best to harmonize cultural and natural landscapes.

Western technology has been the springboard for new economic growth, yet it carries the seeds of its own destruction. We're a long way from the Garden of Eden. In our modern-day life, we're herded onto sidewalks like cattle, unwilling listeners to the continuous moan of traffic. Cars roar down city streets chasing us into high-rise steel and glass homes or offices. Congested cities elbow each other, mingling thousands and bunching up transit.

This crowding, we're told, leads to hypertension, ulcers, crime and hostility. Commerce and industry are leaving the cities, seeking more space and better conditions in the suburbs and industrial parks. Suburban shopping centers attract urban customers more than our cities. Relaxation thus takes on great importance reflected in this need for open spaces and landscaped public area. In retaliation, cities are combining parks, wide boulevards, malls, libraries, museums, theaters, unique restaurants; all to lure us back.

The need to control our environmental quality, to create sanctuaries against man himself, yet at the same time intermingle our complex society, become the challenge. Thus, landscape architects have an increasing role today. There's a great calling for landscape architects in city planning and private industry. College courses in landscape architecture are offered by over forty major colleges and universities, leading to both undergraduate and graduate degrees. Preparation includes mathematics, science, landscape design, construction, architectural design, horticulture, sketching, city and recreational planning.

The world of landscape architecture is a special one with professionals who are at once, cultural and esthetic artists, scientists and environmentalists of our todays and tomorrows. Our future way of life, whether in the city or the suburbs, the roads we travel on, the places where we live and work, all depend on the landscape architect. Indeed, landscape architects are more than plant-men. ■



“He was so wrapped up in his studies, I had a hard time convincing him to try out for the team.”



Memorial Day Brochure Contest



Our Order has decreed that the first Sunday in December shall be set apart as a day for Elks to pledge anew Fidelity to the memory of our departed Brothers. Obedient to our laws, on December 2, 1984, every Lodge in our Order will be conducting this most impressive Elks Memorial Service.

The Grand Lodge Activities Committee is again sponsoring a contest based on the excellence of your Lodge's presentation of this Memorial Service. A Memorial Brochure should be submitted to the GL Lodge Activities Committee reflecting the program conducted by your Lodge. Awards will be presented for first, second and third-place winners in each of the five membership categories as shown in the Grand Lodge Activities Program. The following criteria will provide the basis for judging the brochures:

1. Invitations to families
2. Invitations to guests
3. Escorts for widows
4. Arrangements and neatness
5. Overall visual effectiveness
6. News releases to media
7. Media publicity received
8. Speakers
9. Other special guests
10. Photographs and captions
11. Publicity in Lodge bulletin
12. Printed Program
13. Lodge room arrangements
14. Other plans and arrangements
15. Thank-you letters
16. Depth and overall presentation of above facts in your brochure

Please have your Lodge Secretary certify your membership status and mail your brochure to the undersigned, postmarked no later than February 1, 1985.

Leo D. Youngblut, Member
GL Lodge Activities Committee
1135 Prospect Boulevard
Waterloo, IA 50701



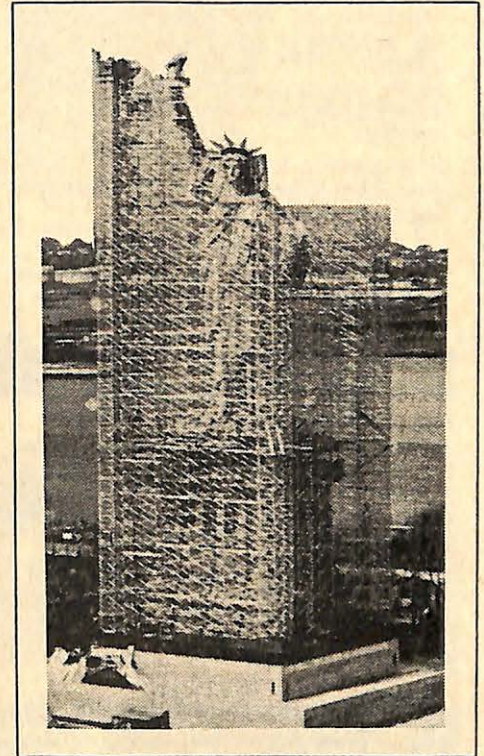
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Vacationing "Down on the Farm"

(Continued from page 21)

Miss Dickerman suggests that other vacationers explore glacial valleys, alpine meadows and snow-fed streams in the Sawtooths of Idaho, followed by a six-day raft trip down the Middle Fork of the Salmon River, which she describes as a "sporty run" with more than 100 rapids—"swift, boiling and dazzling" (take your pick), an adventure that totals up to \$1,200, or \$100 a day. North Yellowstone and the Gallatin National Forest will be explored by another band of riders, with a couple of days off for rest and recreation at a remote cattle ranch in the mountain wilds of Wyoming.

Dickerman's list also includes an adult-only trip that involves rugged trails and hard riding combined with stream and fly fishing, waterfalls, glaciers and dozens of alpine lakes in what she describes as "the most beautiful and least traveled of all Wyoming's mountain ranges." The 10-day adventure is priced at approximately \$900.

In Oregon she has in mind a "picturebook" ranch in the Rogue Valley that combines riding, tennis and "the best of meals," followed by four days of rafting down the Rogue, with overnight stops at wilderness lodges along the river. Beginning and ending in Grants Pass, it's an eight-day vacation package with a \$650 price tag. In addition, Dickerman lists a boating/camping trip in Utah/Arizona to visit Indian cliff dwellings, explore the rugged Rainbow Trail, Monument Valley and a remote Navajo trading post Zane Grey described in "Riders of the Purple Sage." Later other groups will go rafting down the Colorado on a two-week outing that a British group described last year as "sensational, the trip of a lifetime!"

Meanwhile, less adventurous souls will be content to daydream in a hammock or fish beside a stream at such charming retreats as Mountain View Farm and Merry Meadow Farm in Vermont where thoroughbreds and Morgan horses are corraled. A

200-acre working spread along the Connecticut River, the Merry Meadow provides riding, picnicking, canoeing and "scrumptious family-style meals," in the words of Miss Dickerman who also praises Constitution Oak Farm at Kent, Conn., with its fields of corn, berry bushes, fat dairy cattle and an old-fashioned kitchen with whistling teakettle, peg floors and turn-of-the-century wall-papers.

With the success of her farm and ranch vacation program, Dickerman has done a spinoff to include dog sledding, snowmobiling, scuba diving, hang gliding and other leisure trips grouped under the title, Adventure Travel. Her vacationers go mountain climbing in Peru, rafting in Turkey, sailing in Tahiti and camel touring in Australia; they travel by horse and wagon in Romania and Holland, by mule in Switzerland and go bicycling in Sri Lanka. Dickerman's love, though, remains the farm and ranch life, recalling those girlhood days spent reading by a kerosene lantern, gathering eggs at a neighboring farmer's, riding down washboard roads, pouring milk into pans and "waiting for the cream to rise," then spreading it in rich dollops on her morning cereal.

"It didn't occur to me then," says Dickerman, "that millions of Americans would grow so removed from farmlands that their only confrontation with a cow or pig or chicken would be at a city zoo."

And although later she moved to the city herself, she couldn't shake those childhood thoughts, which is how she came to compile her list of

Attention

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farms and ranches. Of her hundreds of listings, a favorite is 2,000-acre Sixty-Three Ranch in Montana's Mission Creek Canyon: fishing, hiking, riding, rodeos, mountain climbing. Miss Dickerman promises: "You'll eat heartily, sleep soundly and be as active or relaxed as you please." Fiske Farm, in the valley of the Berkshires at Shelburne Falls, Mass., features a 13-room New England farmhouse. One guest remarked: "I give Miss Fiske a four-star rating for great cooking, and, most important, her warm heart." At Fiske Farm guests feed the calves, watch cows being milked, hike across nature trails "or just sit under a tree and take in all the beauty."

In Elkader, Iowa, vacationers are put up at the Little House in the Woods (circa 1891) that's only a short stroll from a rambling, 100-year-old home on a huge dairy farm where guests hike through wooded hills and beside trout-stocked rivers, and where, on Thanksgiving and Christmas, old-fashioned holiday celebrations feature sleigh rides, ice skating and the goodness of a roaring fire.

From her ivory tower in Manhattan, Pat Dickerman suggests that Americans leave the city and return to the country to smell the richness of new-mown hay, to listen to a bluejay sing, to join cattle roundups and to taste the icy waters of a meandering brook. She gets downright emotional describing all this good life, which prompts one to ask: Then what in heaven's name, Miss Dickerman, are you living in the city for? (Her home base is New York.) To which she responds, "I'm earning a living..."

Still, once a year Dickerman climbs into her car and heads off into the country to explore new destinations. "There's only one way to really learn about country places," she says, "and that's to get in the car and drive. There's a whole lot about America most people haven't seen or experienced—a neighborliness and a gentleness. So much beauty remains in America."

For information about ranch/farm vacations, telephone (212) 355-6333 or write to Miss Dickerman c/o Farm & Ranch Vacations Inc., 36 East 57th St., New York 10022.



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Community Image Contest

One of the most important challenges facing our Order in the next several years is that of changing our public image by enlightening the public to the benevolent services that we provide to the communities where our lodges are located. Most lodges are, and have been for years, involved in a multitude of activities that contribute to the overall well-being of their communities: programs that assist the handicapped, senior citizens, youth groups, patriotic groups, public safety departments, and many charitable organizations. In most cases we have been doing these things quietly behind the scenes, not really seeking credit or recognition for our contributions.

However, recent trends of government intrusion into our rights of private association, plus a slowdown in our membership growth (one of the reasons being that many desirable prospective members in our communities are not aware of our benevolent and charitable activities) have dictated that we must stop "hiding our light under the bushel basket" and make the community aware of the true nature of our great Order.

The GL Lodge Activities Committee encourages subordinate lodge involvement in this endeavor through its Community Image Contest. We strongly urge you to not only continue your many fine local programs that enhance our image in your community, but also to collect the records of those programs—invitations, press releases, photographs, programs, copies of media response, etc. Then put them in a brochure, arranging them in such a manner as to achieve overall visual effectiveness. Start now! Then continue to fill the brochure in the same manner for the rest of the lodge year.

On or before April 1, 1985, mail the brochure to Contest Chairman Carl Vaughn, 12346 Alternate A1A, Palm Beach Gardens, FL 33410. Please be sure to state the number of members in your lodge, as there will be first, second, and third-place winners in each of the five membership divisions. We look forward to your lodge being recognized in Seattle next year.

NEWS OF THE LODGES

(Continued from page 23)



LANCASTER, OH. ER Ron Marsh (left) of Lancaster Lodge and Secy. Lloyd Tobias, Jr. presented several donations to Becky Edwards, executive director of United Cerebral Palsy of Lancaster, Fairfield County, and Vicinity, Inc. Through the contributions and efforts of Lancaster Lodge, a check for \$7,500 was presented to the local UCP Center by the Ohio Elks Association. The local center is eligible for the grant only because of the participation of Lancaster Elks.

FAIRFIELD, IA. Lodge held its Annual Father-Son Sports Night, featuring Norman Granger (second from right), fullback from the University of Iowa. Several lodge members "adopted" a boy for the evening who otherwise would not have been able to attend. Pictured with Granger are (from left) ER Richard Reeve, immediate PER Jim Kennedy, and Est. Loyal Kt. Pete Nelson.



VALPARAISO, IN. Lodge re-established a tradition in the community by organizing an observance of Memorial Day. Rain forced the proceedings indoors. During the ceremonies, Dr. Robert Angerman (right, facing away from camera), the designer of a limited-edition Vietnam collector's plate called "Number One," presented one of the plates to Mayor David Butterfield (center). Mayor Butterfield is shown shaking hands with Fred McLane, representing the Vietnam Veterans Leadership Program of Indiana. Proceeds from the sale of the plates go to help Vietnam veterans.



ABILENE, KS. For the 11th year, the Kansas Elks Association held its statewide Flag Day Ceremony at the Eisenhower Center in Abilene Saturday evening, June 16. Among the many Elk dignitaries participating in the ceremony were PGER and State Sponsor George B. Klein; PGER Raymond V. Arnold (shown delivering the Patriotic Address); Father John Moeder, Past Grand Chaplain and current Chaplain of the Kansas Elks Association; SP Howard Houk; and Abilene ER Jay Anderson.



McCOOK, NE. More than 400 persons attended a special banquet at McCook Lodge to honor Doug Bernard (second from left) for completing 25 years as lodge manager. Special guests included SP Jerry Just (left), other state officers, and Brother Bernard's family. The lodge gave Doug and his wife Ursula (center) an automated sprinkling system for their yard. Also pictured are (from left) Est. Loyal Kt. Tom Bernard and Jeff Bernard.

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"I got tired of punching a time clock, having somebody always telling me to do this and do that. I wanted to be my own boss. So I took the plunge." That's how William Turnbow describes a decision that changed his life.

"Let me backtrack a bit. I was always a farm boy . . . born and raised on a farm. Even had my own farm after doing a hitch in the Marine Corps. But it got harder and harder to make enough to support a wife and three growing boys, and I had to get out.

"Then I got into managing a food store. One day while reading a magazine, I saw a message like this one, that opened a new door of opportunity for me, a message about becoming a Von Schrader Associate. Frankly I was kind of skeptical, but sent for the information. When it came it sounded good, just what I was looking for. No big investment. No licensing or franchise fee. No waiting, no training needed. The only requirement was a real desire to get ahead and devote the necessary effort. What really appealed to me is that you pay no dues, fees or royalties—every single penny you earn is yours to keep!

WORK PART-TIME/MAKE FULL TIME

"I started out part-time kept working for the food store. In a couple of years my business had grown so much that I went full time. As I said, being my own boss is something I had always wanted. But another big payoff is that I enjoy a sense of accomplishment doing a job, getting compliments. I always like that pat on the back.

"My first job was for a neighbor. Then jobs for friends, neighbors and relatives . . . and they started telling other people. It started to snowball and pretty soon I had as much business as I could handle. Our best advertising came from satisfied customers—and it's still that way today.

"**NOW I MAKE MORE IN ONE DAY THAN I USED TO MAKE IN A WEEK.** Believe it or not, I made \$43 per hour on one job recently . . . and have made as much as \$1,600 in a week. And I've got four men working for me.

"Another thing I like is being able to go hunting and fishing all I want. I've got the time and the

money for it. We've got our own camper, and my wife and I go camping a lot. We recently moved to a new larger house, too.

"To say that Von Schrader really helped make all this possible would be an understatement. From Mr. Von Schrader on down, I have been treated as good or better than any company could treat anyone. I've never called about any problem without getting number one service.

THREE MONEY MAKING BUSINESSES

"As a Von Schrader Associate you can really have three money-making businesses in one, if you want! Carpet cleaning, with the only foam machine that cleans and vacuums carpets in one pass. Upholstery cleaning, that quickly results in bright, sparkling clean upholstery without harmful overwetting. And wall cleaning, almost 5 times faster than bucket-and-sponge, with little effort, no streaking.

"It's no wonder leading home furnishing companies in every state endorse the Von Schrader method.

"And believe me, I wouldn't trade being a Von Schrader Associate for anything! This is the only thing I've ever done I've been completely satisfied with—only thing I've never had second thoughts about."

That's William Turnbow's story in his own words. Now how would you like to earn big money, starting out in your spare time, just like him? Wouldn't you like to be your own boss? Become financially independent? We'll be happy to mail you all the facts. Just send in the coupon. That's how William got started. You'll get our FREE booklet and see how we guide you completely every step of the way. How to line up customers. How to estimate jobs. How to make big money.

Yes, you can keep your present job and work part-time until you build up enough customers to go full time. Make really big money like you never dreamed of before.

It takes so little to get started. Only a few hundred dollars puts you in business. Just compare that to our typical competitors . . . one offering a franchise charges *ten times as much!* You can start in business for yourself using your home as a base. Everything you need on a job

fits easily in your car.

The easy-to-follow instructions tell you step-by-step how to set up and operate your Von Schrader equipment. Absolutely no mechanical experience or special training is necessary. It's that easy, that quick.

But that's just the beginning. Von Schrader helps you each step of the way. The exclusive Von Schrader Business Manual guides you completely in the "business" side of your new business. Plus we give you all kinds of business-building materials and promotion aids to help you bring in the customers.

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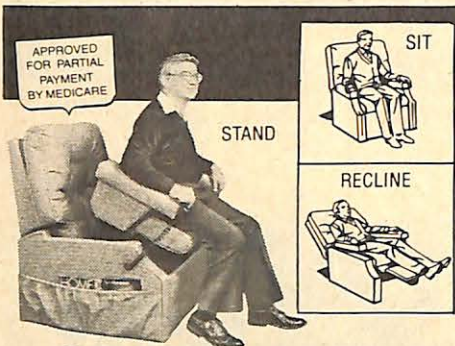
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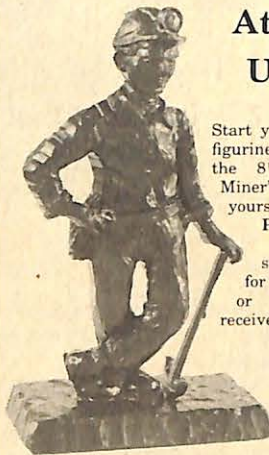
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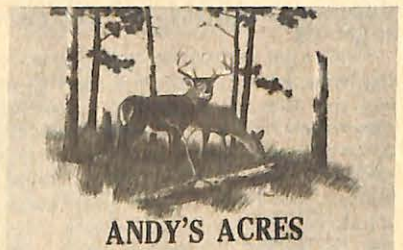
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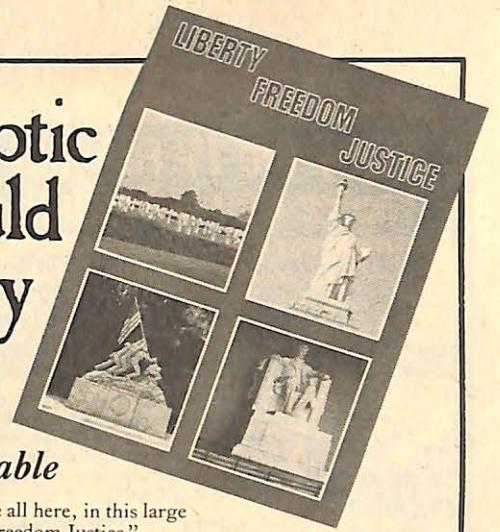
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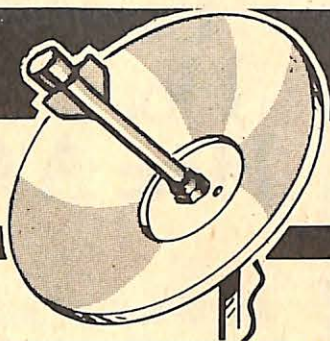
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Elks Family Shopper consumer/news

Want to save \$34,000 over the next dozen years? Get rid of your car. That's how much it will cost you to buy, run, and insure a typical standard size car during that time.

You probably can't live without your car completely. But, according to a recently updated publication from the Federal Highway Administration of the U.S. Department of Transportation, you can save \$9,500 or more over 12 years depending on the size car you buy. And the booklet can help you figure out not only where your automobile dollars are going, but also how to cut corners on car costs. For your copy of *Cost of Owning and Operating Automobiles and Vans - 1984*, just send 50¢ to the Consumer Information Center, Department 422M, Pueblo, Colorado 81009.

Most owners only consider gasoline, oil, tires, and tolls as the necessary costs for a car, but a closer look reveals that many costs occur even when the car is not driven. These ownership costs include depreciation, insurance, registration and titling fees, scheduled maintenance, and any taxes applied to these items.

Depreciation is the single greatest cost of owning and operating most passenger vehicles. Less frequent trading reduces depreciation costs which are heaviest during the first few years. For example, the annual trader who drives a current large size model pays \$29,000 in depreciation over a twelve year period. A 2-year trader spends \$23,000 over the same period. However, the longer you keep a car, the more you'll spend on repairs and new tires.

Gasoline is overtaking depreciation as the single greatest ownership cost for car owners. In addition, insurance is a rapidly increasing factor, accounting for 19 percent of the total owning and operating costs.

Operating costs, which are related to vehicle usage, include repairs and unscheduled maintenance, gasoline, oil, tires, parking, tolls and any taxes applied to these items.

Unless your personal needs require a large vehicle, there are advantages

(Continued on page 52)

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Pets love to ride up high! This special Pet Car Seat lets your pet see out, protected during sudden stops by the 4-inch depth. The 12" x 12" base is ideal for most small pets. Fabric and masonite bottom easily removed for laundering. Folds compactly. Fits all bench type car seats. Satisfaction assured! (Larger sizes and bucket-seat models available.) \$19.98
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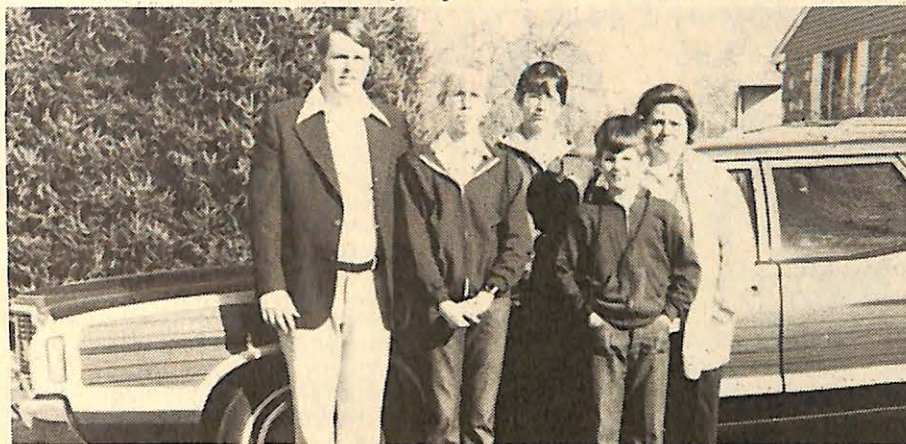
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"I couldn't believe my eyes when it started to rain!"



The Charles Gretz family of Collegetown, PA tells of an anxious moment while driving in a night-time rain storm.

(Collegetown, PA) "Driving at night in a rain storm used to be one of my most dreaded concerns", says Charles R. Gretz of Collegetown, PA.

"But late one fall evening, while driving home with my family after visiting with relatives, I had an experience that I'll never forget!"

"Before we left for the two hour drive home, my brother, recently out of the military, polished my windshield with a special glass treatment he claimed was terrific. He said "You'll love this stuff, especially when it rains!" I thanked him and never gave it a second thought until...

We were about an hour from home, in the dead of night on a lonely stretch of four lane highway, when it began to pour rain. I could see the wet road and the sheets of rain in my headlights. As I instinctively reached to turn on my windshield wipers, I was startled by a truck which suddenly came up from behind and passed me at high speed, drenching my car with a cloud of mist and spray!

And then it happened!...

My wipers did not work! My children, asleep in the back seat, had no idea of the anxiety my wife and I shared for that long moment.

As the truck continued around me, billowing clouds of spray, I suddenly realized that I could still see clearly! In fact, my windshield looked **dry!**

I couldn't believe it! Driving at night, in a torrent of rain, drenched by a passing truck and I could still see the road ahead, without interruption, even **without** my wipers on!

Astounded by what had just happened, we noticed that the water was actually racing off the windshield in little beads, leaving the glass almost dry in the pouring rain.

Following our safe arrival home, I had to find out more about this "incredible un-wettable coating" as I called it. When I contacted the manufacturer, I learned some surprising facts about this amazing product...

It is a patented composition of **activated isomeric polymers** (U.S. Pat. No. 3,579,540) developed specifically for glass and plastic transparencies and is used by the Government on military aircraft windshields and canopies. (Fed. Stock No. 6850-00-139-5297)

It is packaged in liquid form under the name "INTERFACE POLYMER COATING" and has many other practical applications for automotive, recreational and household use. "What a boring name," I thought, "for such an exciting product!"

The way it works, I learned, is that the "Interface" polymers chemically bond to the window surface to form an **optically clear, water repellent** film that makes water instantly bead up and run off by wind or gravity. (Sounds complicated, but it really works!)

"Interface" is applied like a polish to glass or plastic and provides an **invisible, un-wettable** coating that will not wash off. It gradually wears down from wind and dirt abrasion and can be reapplied every month or so to maintain peak performance. The coating will **never** build-up, yellow, crack or peel. It also has amazing **non-stick** properties for easy removal of most foreign matter.

In fact, since I've been using it on

my own car, I've found that the coating is **so slippery**, even the heaviest wintertime ice and frost remove easily without hardly scraping at all!--It's wonderful for harsh winter conditions! In summer, bugs, tree sap and road grime just wipe away cleanly.

Above all, I appreciate the added safety of **clear visibility** when driving in bad weather--day or night, any time of the year. I also use it on the side and back windows--it's like having wipers **all around**.

Occasionally, when I do use wipers, they clear the glass like never before--without streaking or smearing. Passing trucks in the rain is much safer now!

As you can tell, I'm very excited about finding this remarkable product and was surprised to learn that Interface Polymer Coating is **not** available in stores.

So, through special arrangements with the manufacturer, I am pleased to be able to offer others an opportunity to try this product, without obligation, and enjoy the many benefits I have experienced.

"Interface" is packaged in ready-to-use 7 oz. bottles (about a year's supply for one car) and is offered with an **unconditional** money-back guarantee.

The introductory price for a bottle of "Interface" is only \$7.95 plus \$1.00 shipping. Orders for **two** or more bottles will be shipped **postpaid**.

If you prefer to test "Interface" before you buy, just say "**Bill Me**" when you call or write and I'll send your order on a 30 day trial basis. Then, if you're not completely satisfied, simply return the unused portion and owe nothing. Fair enough?

To order a supply of "Interface" for yourself and friends (makes a thoughtful gift, too) please send your order to me: **Charles R. Gretz, Inc., Dept. B, 214 Cherry St., Norristown, PA 19401** and enclose your payment or charge card information (M.C. or Visa). Pa. res. please add tax.

For fastest service, I have arranged for a TOLL FREE Order Desk--you may call **1-800-824-7888** and ask for **Operator 348**. Your charge card or trial order will be taken promptly and courteously.

Thank you for reading my story--I hope you will accept my offer to try this wonderful product. Above all--**PLEASE DRIVE SAFELY!**--C.G.

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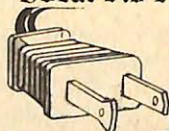
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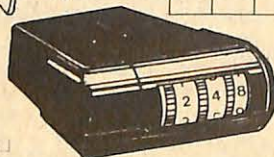
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Elks Family Shopper consumer/news

to owning a smaller car. They are easier to maneuver and park. You will save on depreciation and fuel costs with compacts and subcompacts. Gasoline costs for a 1984 large size car will exceed those for a subcompact by \$3,044 over the life of a vehicle. And repair and tire costs are generally less for subcompacts.

Your driving and auto care habits can also help you save. Gas and oil account for 27 to 30 percent of total costs over the life of a car, so you can get substantial savings by using more efficient driving techniques and by eliminating or combining trips. Since travelling to work accounts for 30 percent of all personal travel, ridesharing is an effective way to cut car expenses. Properly scheduled vehicle maintenance and prompt attention to automotive problems also pay off in the long run.

Your car costs will vary depending on where you live. The results of this study are based on suburban Baltimore, Maryland, car costs. In rural areas, costs are generally lower than suburban or urban areas because there is less stop and go driving. You can use a work sheet in the book to figure the cost of owning and operating your car.

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The poster provides an historical

(Continued on page 54)

SLEEP WARM - SAVE FUEL



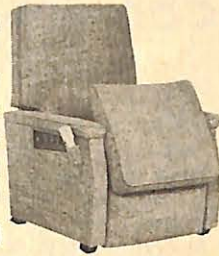
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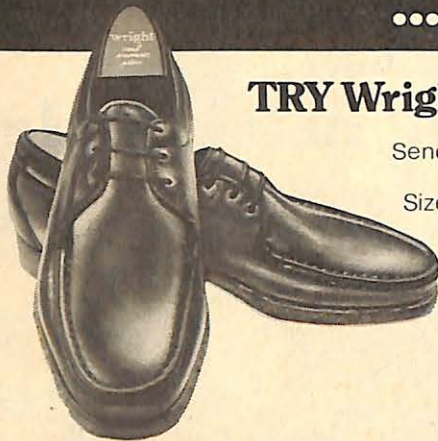
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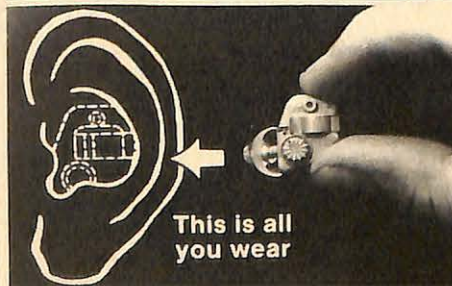
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Elks Family Shopper consumer/news

outline of space exploration from Galileo to the present. In addition, there are descriptions of Mercury, Venus, Mars, Jupiter, and Saturn. For example, Mercury's surface is similar to Earth's moon in that it is heavily pock-marked with craters. And Venus's environment may have been similar to Earth's during its early history when the sun was cooler than it is now. In fact, Venus may have supported life at that time.

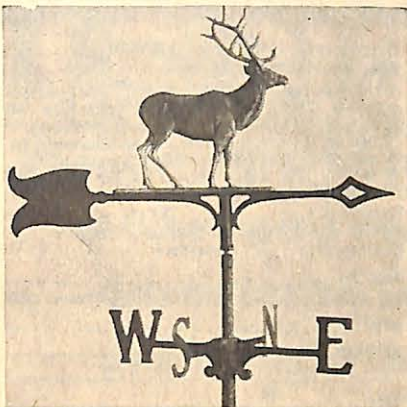
Furthermore, there are fascinating color photographs of the planets taken by Voyager 1 and 2 and by Pioneer 10 and 11. Serving as Earth's eyes to the solar system, the Voyager and Pioneer spacecraft have enabled us to unlock the mysteries of the universe. For example, one photograph shows a close-up of Saturn's rings. This picture proves that the rings, once thought to be four in number, are really an incredibly complex system, consisting of thousands of concentric ringlets. Another photograph reveals the bewildering beauty of the Great Red Spot of Jupiter.



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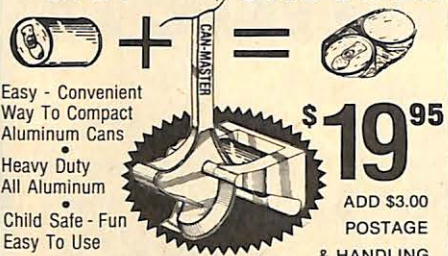
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72M-474

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YOUR EXACT SIZE!
Even the Wides!

Be Ready, Friend, to be Delighted! Haband Company is one of America's very largest shoe retailers selling hundreds of thousands of pairs of shoes direct to men in every city and town in America by U.S. Mail. Send in your check and we will be delighted to introduce ourselves to you with the most outstanding shoe value in your life!

Read our Guarantee and send today! →



HABAND Duke Habernickel, President
265 N. 9th St., Paterson, N.J. 07530

**UNADVERTISED SPECIAL
U.S. NAVY LAST
SHOES**

24⁹⁵ No Risk Trial
2 Pair for 49⁰⁰

HABAND COMPANY
265 N. 9th Street,
Paterson, NJ 07530

YOUR SIZE: 6½-7-7½-8-8½-9-9½-10-10½-11-12-13 in Med. (D)
7-7½-8-8½-9-9½-10-10½-11-12 in Wide (EEE)*

Aye Aye Sir! Send . . . pairs of U.S. Navy Last Shoes. My remittance of \$ plus \$1.90 toward postage and handling is enclosed herewith.

Or charge Visa MC
Acct# _____

Exp. _____

474	COLOR	HOW MANY?	WHAT SIZE?	WHAT WIDTH?
A	HIGH GLOSS BLACK ONLY			

*Please add \$1 per pair for wide

GUARANTEE: If for any reason I do not choose to wear the Shoes, I may return them for a full refund of my remittance.

72M-474

Name _____
Street _____ Apt# _____
City/State _____ Zip _____

**Keep Warm
All Winter
NO MATTER
WHAT!**

with Haband's
**TRIPLE Protection
3 LAYER COAT**
34⁹⁵



ATTENTION GENTLEMEN: Right now today some of the worst winter weather of your life is roaring in! And you can shiver and suffer and chill your way through it again like last year, or far better, you can take charge of your fate and **DO SOMETHING ABOUT IT!**

Because right now, Haband, the mail order people from Paterson, N.J., have a huge supply of the famous triple protection **THREE LAYER COAT**—an extremely effective all weather chill buster for city or suburban every day use, outdoor roughing it, or even windy freezing stadium use. *It also makes a dandy car coat, handsome enough for business use!*

*** THREE LAYERS WARM!!!**

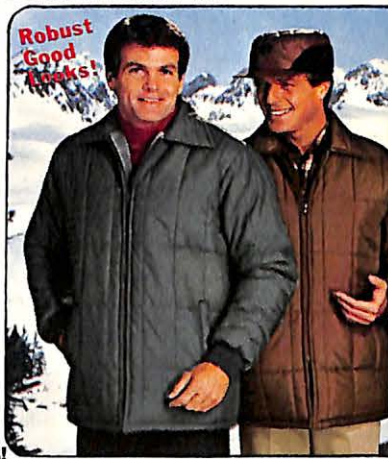
- ① Outside, a smooth, tight woven wind and water repellent nylon taffeta shell, permanently quilted to
- ② an **EXTRA THICK** Layer of deluxe polyester fiberfill insulation and
- ③ Completely lined with beautiful deep soft acrylic fleece!

PLUS YOU GET THESE EXTRAS!

- "Windstop" Acrylic Knit Cuffs • Two Deep, Roomy Side Pockets
- Extra Security Inside Cargo Pocket • Full Long Protective 32-inch "Seat Warmer" Length • Big Easy Industrial type zipper
- **100% NO IRON EASY CARE!!** •

Look it over! See it On Approval, AT HOME, NO RISK! Yes! We are ready right now with a huge supply to stop winter cold. Why pay \$90 or \$100 for some lesser coat when \$34.95 will do the trick: \$34.95 for this true state-of-the-art cold weather protection!

HURRY! Don't let Old Man Winter push you around again this year. Push back this time, with Haband's famous **THREE LAYER COAT!** Use this easy order form below to tell us your choice of size and color, and we will have the coat delivered direct to your doorstep **FAST!**



3 LAYER COAT

34⁹⁵
2 for \$69
All 3 for \$102

HABAND for MEN
265 North 9th Street,
Paterson, N.J. 07530

Yes Sir! Please send _____
3 Layer Coat(s) for which I enclose my full remittance of \$ _____ plus \$2.50 for postage & handling.

OR CHARGE IT:

Visa MasterCard
Acct. # _____

Exp. Date ____/____/____

GUARANTEE:

If upon receipt I do not wish to wear it, I may return the coat within 30 days for full refund of every penny I paid you.

72L-30R

SIZES AVAILABLE		
S	M	L
34-36	38-40	42-44
XL	XXL*	XXXL*
46-48	50-52	54-56

*Please add \$6 for XXL and XXXL.

COLOR	30R	HOW MANY	WHAT SIZE
BLUE	B		
GREY	D		
BROWN	A		

Check here for Matching Hat (80K) and add \$6.95
Circle Hat Size: S M L XL



HABAND

265 N. 9th St.
Paterson, N.J. 07530

Name _____
Street _____
City/State _____ Zip _____
A conscientious family business serving over 3-million customers direct by mail since 1925.