

THE
Elks

MAGAZINE
NOVEMBER 1969

in this issue:
Will the Insane Rule the World?
Bowl With Your Brain
Elks Who Travel: the Caribbean
Also—It's Your Business • Tom Wrigley • Bill True



Makes all other vans obsolete.

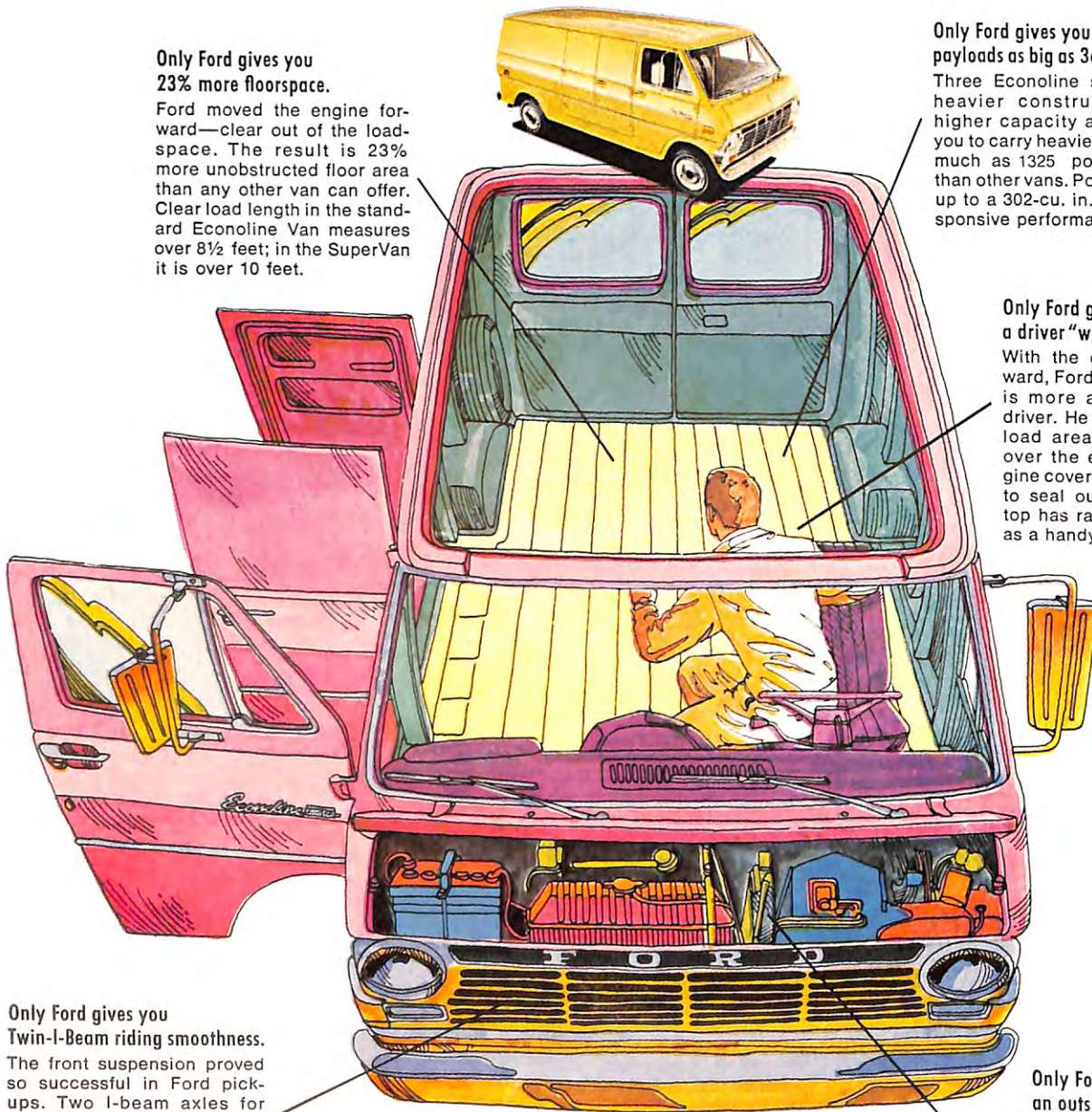
That's why Ford outsells all other vans combined.

Only Ford gives you 23% more floorspace.

Ford moved the engine forward—clear out of the load-space. The result is 23% more unobstructed floor area than any other van can offer. Clear load length in the standard Econoline Van measures over 8½ feet; in the SuperVan it is over 10 feet.

Only Ford gives you payloads as big as 3600 pounds. Three Econoline series with heavier construction and higher capacity axles allow you to carry heavier loads—as much as 1325 pounds more than other vans. Power ranges up to a 302-cu. in. V-8 for responsive performance.

Only Ford gives you a driver "walk-thru" to the rear. With the engine moved forward, Ford's larger loadspace is more accessible to the driver. He can step back into load area without climbing over the engine. Ford's engine cover is heavily insulated to seal out heat, noise. Flat top has raised edges for use as a handy package tray.



Only Ford gives you Twin-I-Beam riding smoothness.

The front suspension proved so successful in Ford pickups. Two I-beam axles for strength; big coil springs for easy ride—the most rugged independent suspension yet. Long wheelbases and wide track (over 5½ feet wide) give turnpike stability even on windy days. See the vans with the better ideas—at your Ford dealer's.

Only Ford gives you an outside service center. Simply raise the out-front hood and nearly all your quick-service items are right at hand—oil, water, battery, windshield washer water, wiper motor, brake master cylinder and voltage regulator. Everything easy to reach, easy to check.

FORD ECONOLINE VANS



A Message from the Grand Exalted Ruler

THROUGH the 1960's there have been screaming voices, yes and shaking events, serving to loosen us from our moorings and trying to prove to us, it seems, that our worthiest ideals have been false. Over and over we have heard it reiterated that our civilization is crumbling, that mankind has become totally corrupt, that the Land of the Free and the Home of the Brave has become so much a land of tyranny and injustice that anarchy would be more tolerable.

YES, some things are bad. Some of our institutions are being severely tried. Some reforms are urgent. The human soul and human society are as much in need of saving, and of redemptive effort, as ever.

YET, it is our observation and conviction that the voices that scream, the events that produce violence, the prophets of fear and hysteria are showing us a one-sided picture of what is really going on in the world. Of our own experience we know there are legions of people we can still trust, that the structure of confidence and humane impulse has not broken down, that life is still worth living, and that opportunities for betterment are still open.

IF ANYONE is disposed to doubt this, let us suggest that he begin with an assessment of his own resources, circumstances, and those intangible pluses and minuses that really count. What we are suggesting, we are aware, is the quite old-fashioned exercise of counting one's blessings.

THE ANSWER to calamity-howling and doubt begins with everyone's personal inventory of his reasons for thanksgiving. The case for assurance and reassurance in our own lives as Elks extends with many ramifications into the lives of others and brings to light a shining texture of faith and decency in the world in which we live.


YES, we are a fortunate people with the highest standard of living of any people in the history of the world.

Our blessings are all around us. Stop and count them as "GOOD ELKS—PROUD AMERICANS"

Sincerely and fraternally,



Frank Hise, Grand Exalted Ruler



**COUNT
YOUR
BLESSINGS**

GOOD ELKS—PROUD AMERICANS

Give the Best



Fruit always makes a good gift...and if the fruit is tree-ripened Ruby Red grapefruit, it will be a great gift. This is one of the world's rarest fruits. A mutant variety of the original pomelo and shaddock, Ruby Red Grapefruit originated in the lower Rio Grande Valley of Texas, some 40 years ago. It reaches sweet, tree ripe, fragrant perfection in only a few sheltered areas such as our 175 acre grove between Brownsville and the sea. Our superb fruit ripens early in December. It is never sold in stores. Top grades go into gift packages and other grades are sold and consumed locally as table fruit. A gift of Bartlett's Ruby Red is something that few can buy and that everyone will enjoy.

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THE ELKS MAGAZINE

VOL. 48, NO. 6

NOVEMBER, 1969

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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LOS ANGELES 90036
 5909 West 3rd St.
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POSTMASTER: Mail notices of address corrections to:

THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill., 60614

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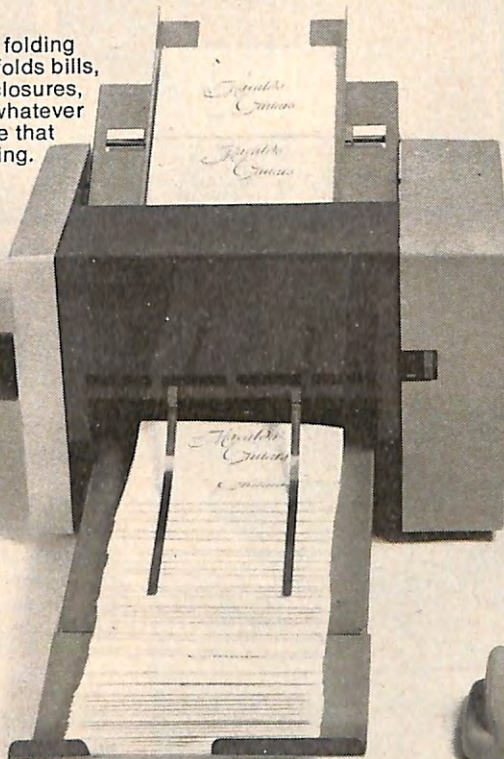
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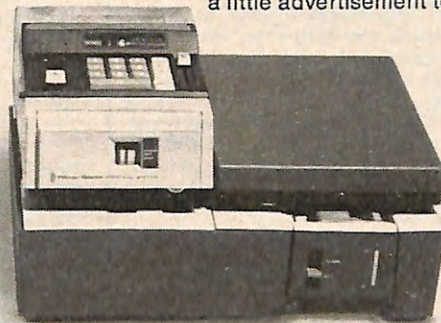
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From Pitney-Bowes. Under a five year lease plan that's all it will cost.* Here's what you'll get.

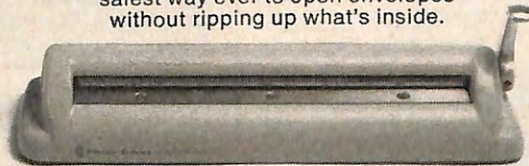
Our Folderette folding machine. Neatly folds bills, statements, enclosures, price lists and whatever else you have that needs folding.



Our new electric Touchmatic postage meter machine that lets you print all your postage in the exact amounts you need, and prints a little advertisement too.



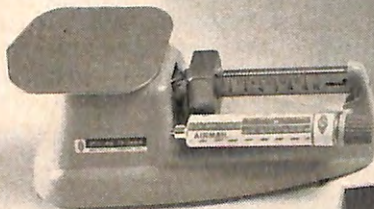
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*Shipping extra to Alaska and Hawaii. Price does not include state or local taxes.



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NOW ONLY \$5.95 (Reg. \$9.98) plus \$1 pp.



Special Pre-Christmas Sale
40% off Regular Price

Beautifully decorated tree is a full 27" tall. Its green branches are iridescent and life-like. Soft, cool looking snow recirculates, cascades continuously and gracefully from the top. Children and adults alike will spend many enchanted hours watching the continuous snow fall. Lovely tree top golden angel adorns the tree. Rests on a sturdy, double-tiered decorated base. Operates on 2 "D" batteries (not included). Place anywhere. Will be a holiday delight at home as well as office. Buy yours now while this special price is in effect. You'll be glad you did when Christmas draws near. \$5.95 + \$1 pp. Order #205. Send check or M.O. Satisfaction Guaranteed.

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Rolls Inches Off Your Waist
THE TOTAL BODY MIRACLE EXERCISER



A compact, portable exercising device for men and women, to tone up all of the major muscles of the body, at home or the office. Melt inches off your waistline without diet or weight loss in less time than it takes to drink your daily cup of coffee. A relaxing way to roll away tension. A few minutes a day of using Wonder Wheel will give you a body you can be proud of, and tighten those important stomach muscles. A few minutes with WONDER WHEEL is

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Shape up now INSTANTLY! "SLIMMER BELT" makes your waist look slimmer and trimmer. Makes your shape and physique more attractive. Supports your back, relieves fatigue. Adjustable. One size fits all waists. Instant grip attachment quick on/off operation. It's your instant-secret under shirt or dress. You'll feel and look better with a "SLIMMER BELT." Ideal for MEN and WOMEN of all ages. Only \$3.95 ppd.

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ELKS NATIONAL SERVICE COMMISSION



Brother Lockwood J. Burn of Charleston, S.C., Lodge was presented with a 2500 hour VA silver pin by Dr. Albert Kurtz. Beyond this he received the VA's highest honor, the VAVS Leadership Award. The new Charleston Veteran's Hospital has grown to be an indispensable part of the community in its short, three year history.

Patent Trader Photo by Gordon E. Traves



This is one of the many veteran outings given by Brewster, N.Y., Lodge during the year. Brewster Elks played host to disabled veterans at a picnic held on lodge grounds. The veterans were transported to Brewster from nearby VA hospitals for the afternoon. ER Victor A. Scileppi was Chef for the occasion.

Pittsburg, Calif., Lodge frequently entertains returning U.S. Navy and Marine Corp veterans of Viet Nam. Recently the lodge hosted ten of them and their wives at a dinner dance. Among members of the Veterans Service Committee who planned the party was Brother Shaffe Courey (2nd from right).



THE MICRO-ELECTRIC SAFETY RAZOR

An invitation to every man
who has to shave every day...

Try at our
risk what we
consider to be...

The Most Fantastic Method of Shaving Ever Invented

... the amazing new invention that uses **LATHER** to soften your beard ... a **SAFETY RAZOR** to let you get close to your skin ... and the action of **ELECTRICITY** to eliminate irritation — giving you the closest possible shave in the shortest possible time.

Men — the new MICRO-ELECTRIC SAFETY RAZOR may make your present razor obsolete — (but keep your double-edge blades!) For here, at last, is the most effective way we know to shave — far, far more effective and more pleasurable than the barbershop hand-razor shave ever was.

An electric razor can't get close to your skin — leaves you ready for another shave, sometimes only hours afterward. The ordinary safety razor gives you a close shave — at the expense of irritating your face and neck because of pulling and tugging. But here is the best of two possible worlds:

The Micro-Electric Safety Razor

... that GLIDES over your skin to give you an *incredibly* close shave without the *least* bit of irritation ... without scratching or pulling on your beard ... without your even *knowing* your beard is being sliced off — because this new method of shaving combines *safety-razor closeness* with *electric-razor speed!*

In fact, you will have to learn NOT to pull on your Micro-Electric Razor — for it glides down and over your face and neck through its own weight — all the while slicing off every hair at the point where it emerges from the skin. First-time users report that they instinctively touched their shaved skin to verify that the razor blade

had really passed over the area! They were simply not aware that they had actually shaved themselves!

How Micro-Electric Principle Works

The Micro-Electric Safety Razor is designed like a regular safety razor holding a standard double-edge blade. But built into the slim, tapered handle (longer and therefore more comfortable to use than the ordinary safety-razor handle) is a miniaturized, lightweight motor. This transmits vibrations to the razor head with a "micro-electric" action that is positive but invisible. Micro-action moves the hair *up* to the blade, and at the same time guides the razor's edge down at the proper angle to slice off each hair instantaneously at the skin line. Micro-action operates *so fast* ... the number of vibrations per second is *so great* ... that you complete your shave in a *fraction* of the time you would normally spend!

Shave with a Gliding Action

Simply lather your face, plug the Micro-Electric razor into any outlet and let the razor head glide over your face. Your razor doesn't chop, pull or tug your skin. Instead it passes smoothly over face and neck, slicing hair positively as it vibrates. You feel *no* blade, *no* vibration, *no* irritation. Your face is left baby-smooth, without a trace of the redness or irritation so characteristic of other methods — no matter *how heavy, dark* or *stubborn* your beard may be!

Built to Finest Precision-Instrument Standards

Your Micro-Electric Razor is manufactured like a fine watch. The pencil-like

handle is man-sized and ridged for comfortable non-slip gripping.

The electric motor is safety-sealed within the handle where it is *completely waterproof* — never needs oiling. *Never* any danger of shock or other hazard. You use standard double-edge blades, and clean your razor as you would any regular safety razor. Unit weighs only 5 ounces — is 5¾ inches long. Has 6-ft. electric cord.

Try at Our Risk

Test this fabulous new way to shave at our risk by using Micro-Electric in your own home for 10 full days.

If you don't feel that your Micro-Electric outperforms your present razor in every possible way — return it for full and prompt refund.

#1954 MICRO-ELECTRIC SAFETY RAZOR

\$14.95
plus \$1 pp. & hdlg.



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Rush #1954 MICRO-ELECTRIC SAFETY RAZOR @ \$14.95 each plus \$1.00 p.p. & hdlg. If not completely delighted with results, I may return razor in 10 days for refund.

I enclose \$.....

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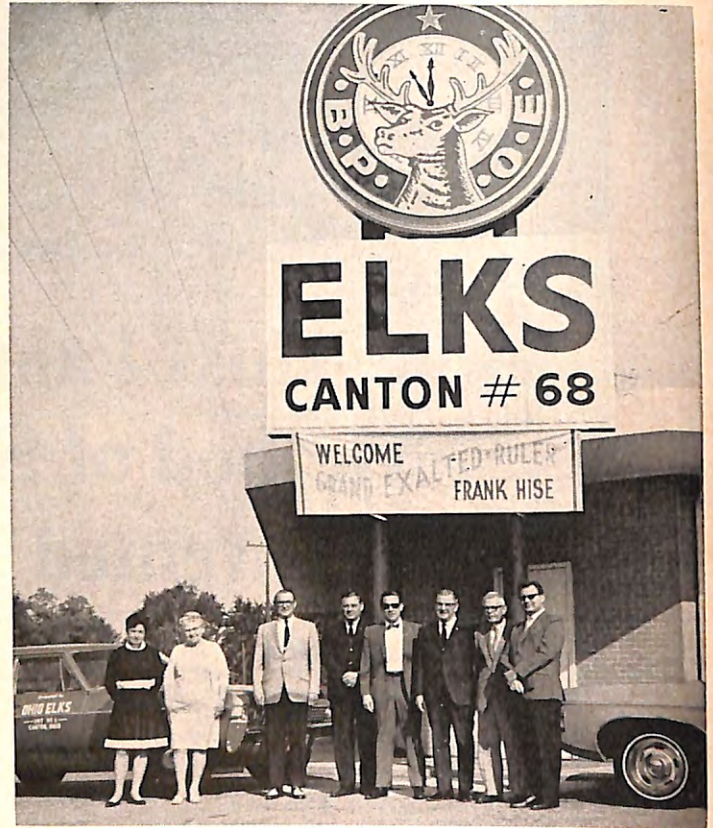
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LODGE VISITS OF

Frank Hise



GER Frank and Mrs. Hise attended the annual convention of the Montana State Elks Association in Butte, Montana shortly after his election to office. Chatting with Brother and Mrs. Hise are SDGER Ray Kelly and PDD John J. Cunningham, convention General Chairman. This was Brother Hise's first official visit as GER.

Canton, Ohio Lodge was visited by GER Frank Hise. From left to right are: Mrs. R. L. Navorska and Mrs. P. W. Rice; Grand Lodge Trustee E. Gene Fournace, Brother George Papadopoulos, Brother Harold DeHoff, GER Hise, Arthur Kline and ER K. Fred Klee.



A dinner was given by Madras, Oregon Lodge in honor of GER Frank Hise. From left to right are Brothers Norm and Gary Long, Frank Hise, Claude Kemp and Kevin O'Neill.



ER Melvin L. Klemann welcomes GER Frank Hise to Anaconda, Montana. The visit came while GER Hise was attending the 67th Montana Elks Association Convention in Butte.



Standing in front of Kentucky Elks Assoc. TB X-ray unit are from left to right: SP Ambrose P. Bell, GER Frank Hise, Past Grand Trustee Arnold Westermann, and PGER Edward W. McCabe along with director of the X-ray unit, Lawrence Hill.

Tomorrow's Weather?

Ask the Famous

Royal

Crystal Swan

... tonight ...

DELUXE
HAND MADE
MODEL **1⁹⁸**
PLUS
POST.

A Magnificent Example
of Crystal Art



What a beautiful and delightful way to tell the weather! Set up this sparkling *Royal Crystal Swan*. Place it on your TV, table, shelf, mantle-piece, near a window, etc. Then be prepared for a pleasant surprise! As you watch, the ruby-red liquid creeps up or down in a strange, almost eerie sort of way. If it surges up into the graceful swan's neck, you are forewarned: stormy weather is in the offing. But when the liquid drops, be of good cheer! A beautiful, fair day beckons. Young and old are entranced by the uncanny-like actions. *Soon everyone's asking:*

"WHAT MAKES IT WORK?"

The truth is, this Royal Crystal Swan is really a clever *Rudimentary Barometer* in disguise. The shimmering ruby liquid surges up or falls in direct response to atmospheric pressures. Exactly like weather bureau barometers in Washington, San Francisco, New York, Chicago, etc.

NOW . . . OUTGUESS THE WEATHERMAN!

It's such fun to be *your own* weatherman. Put this Royal Crystal Swan to work for you. Then see how you score against that faraway weatherman. See if you can't beat him in divining local weather conditions — within a radius of 25 miles of your home!

SO EASY TO OPERATE!

So easy to use! No complicated readings to interpret. No difficult adjustments. Yet this simple little invention

really works . . . it always reacts to changes in atmospheric pressure in the same manner as a \$1000.00 instrument.

A MASTERPIECE OF CRYSTAL ART

Our picture gives only a faint idea of the true beauty of this statuette. Note the finely detailed body . . . the long, majestic neck . . . the pure, gleaming crystal! Not stamped or mass produced from cheap, brittle plastic! Each and every one is individually blown and hand shaped by a clever, deft artisan. So exquisite! So truly aristocratic! But *you must see it* to really appreciate it. You will be delighted

to see how it adds new beauty and drama to any room!

MAIL COUPON TODAY FOR FREE TRIAL!

Send your check, m.o., or cash with this condition: you may enjoy it 7 days without risk or obligation! See how it fascinates your family and friends . . . how it lends interest and charm wherever you place it! You must be satisfied 100%. *Otherwise return it and get your money back quick!* For prompt shipment, rush coupon below. Please allow 7 to 14 days for delivery by your postman.

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Enclosed find payment for Royal Swan(s) as checked. Rush on 7 day free trial—with full satisfaction guaranteed or my money back.

Send ONE only—\$1.98 plus 32¢ shipping costs. Total: \$2.30

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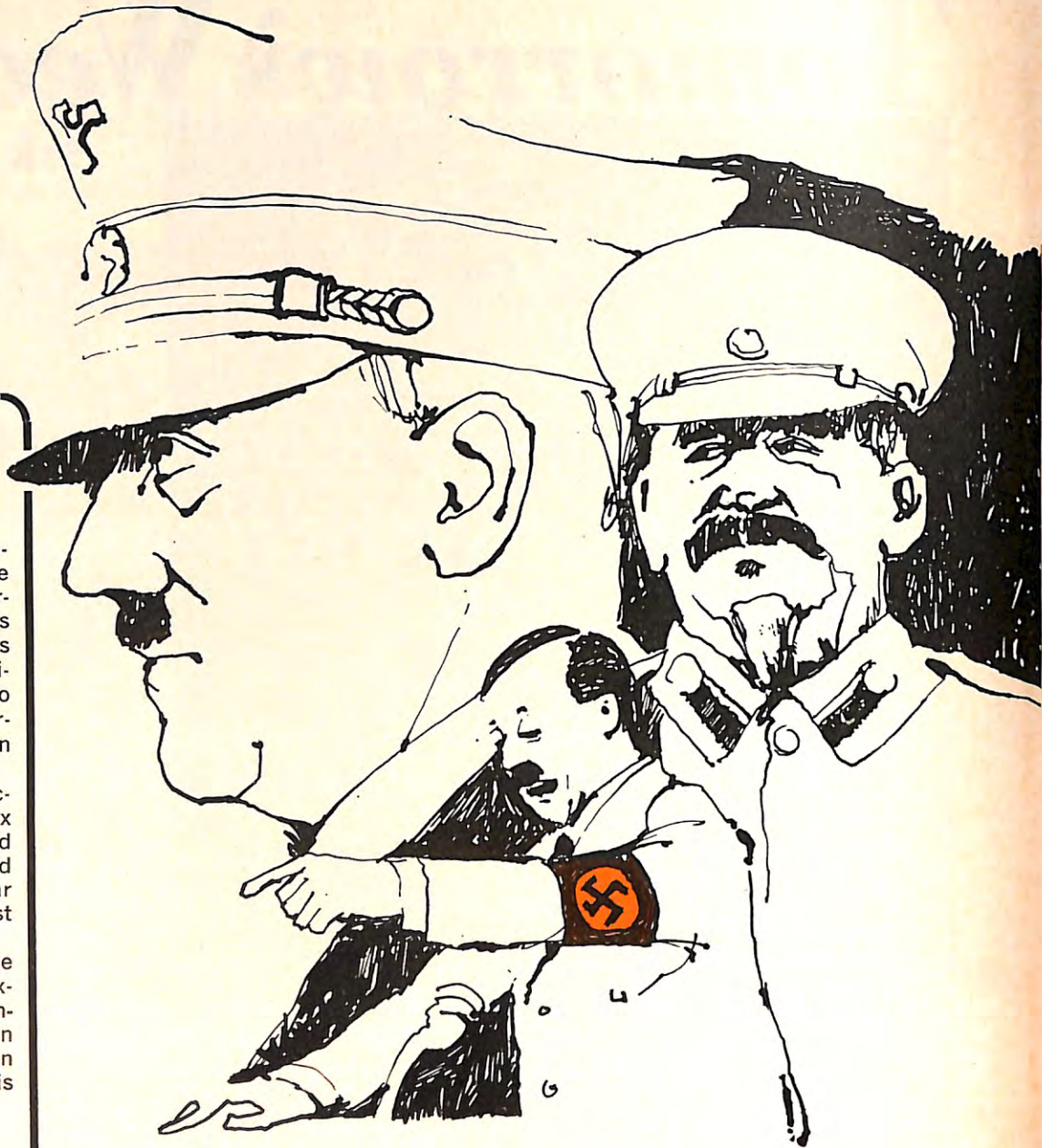
Royal Crystal Swans make thrilling gifts for friends, club members, etc.

A Look At the Record

According to recent official statistics, 700,000 members of the Soviet Communist party were murdered or perished in labor camps in the Soviet Union by Stalin's order or with his consent, in addition to the millions of peasants who were brutally starved to death during Stalin's industrial expansion program.

In Nazi Germany, Hitler and his accomplices murdered more than six million German men, women, and children, and plunged the world into the catastrophe of World War II, which proved to be the greatest bloodbath in all history.

Mao Tse-tung, in his betrayal of the Chinese people, has already exceeded by far the combined number of those slaughtered by Stalin and Hitler, and under Mao's chosen successor, Lin Piao, the worst is perhaps yet to come.



The Kremlin rulers, for all the ruthlessness they have displayed against such weak nations as Poland, Finland, Hungary and Czechoslovakia, are not insane. They have shown no taste for playing nuclear roulette with the future of their nation and the world. The right course now is to engage them in arms control talks looking toward a halt in this mad race, not its extension."

From an editorial, *New York Times*
March 28, 1969

CONTRARY to what the *Times* says, the Kremlin rulers have shown a decided taste for playing nuclear roulette. They provided Red China with basic equipment and technicians for production of nuclear weapons; they placed nuclear warhead rockets on Cuba as a direct threat to the United States.

The record indicates, moreover, that the Kremlin rulers are every bit as un-

stable as was Ivan the Terrible who 400 years ago massacred entire populations in areas of a hundred square miles at a time because of his nightmarish fantasies that somewhere among them were conspirators plotting against him.

Many nations of the world have, at one time or another, been ruled by leaders who were unquestionably paranoid, a form of insanity with several definite characteristics. First, the paranoiac cannot abide criticism, and has so great a need to dominate that the notion of equality is intolerable. A second characteristic is a persecution complex—an all pervading suspicion that the world is against him. A third is an exaggeratedly high opinion of one's own importance or omniscience, with which a sense of humor is utterly incompatible. A fourth is false rumination over past events, which conjures up conspiracies

Throughout history, from Nero's time to the present, nations have been misguided by unstable rulers.

WILL THE INSANE RULE THE WORLD?

by BRUNO SHAW



by enemies for countless years. A fifth is its absolutely logical character, once its warped premises have been granted, which places all its megalomaniac references in systematic order to prove paranoid convictions. A sixth, and perhaps most important characteristic, is the device of projection—to charge others with conspiring to cause injury, thus giving the paranoid a perfect self-justification for attack.

Such paranoiacs, and there were

many throughout history, from Attila, the terror of the world in the Fifth century, to Mao Tse-tung of our own time, whose thoughts are inspired revelation to 700 million Chinese, all had one thing in common: an insatiable drive to rule the entire world of their time.

Most school children have heard or read about the Roman emperor, Nero Claudius Caesar Augustus Germanicus, who lived in the first half of the first century, and who fiddled while Rome burned. To "fiddle while Rome burns" has since become a common phrase to describe procrastination in general and nothing more serious than that. But Nero, who was suspected of having set the city on fire himself, enjoyed watching the havoc and death he created and actually played the fiddle while others wept and died. Nero was a typical head of state of his time, a paranoiac who was constantly afraid of being murdered by those close to him, a man who had no scruples about murdering his own mother, and who then, at age 31, on June 9, 68, committed suicide.

Nero's preoccupations with war and murder were child's play, however, compared with those of Caligula Gaius Caesar, two generations earlier. He was a monster of cruelty and vice. Statues of Roman gods were numerous throughout

the city. Caligula had the heads of all of them chopped off and replaced by replicas of his own. He was to be the only god of the Romans, in marble as well as in life, a forerunner of what is now denounced by the Russians as "cult of personality" on the part of the Red Chinese leaders, and by the Red Chinese as "cult of personality" on the part of the Russians.

George III of England was on the way to losing the American colonies 12 years before Thomas Jefferson and his associates drafted the Declaration of Independence. In 1764 he was afflicted with a succession of illnesses: first melancholia, a state of extreme depression; then mania, a state of excessive mental activity and emotion; then complete breakdowns for period of many months, in which his subjects were told he was suffering from a cold. It was during one of these "colds" that the American colonies declared their independence from a king whose condition was considerably less than what was needed to cope rationally with such a situation.

Between those earlier times and World War I, known as the "war to end war", man's inhumanity to man was evidenced at frequent intervals in all four corners of the earth in local wars.

(Continued on next page)

(Continued from page 9)

The overthrow of imperial systems of government in Europe spawned a host of power-hungry leaders, some of them quite as mad as the Romans of two millennia before.

In due course we had World War II, brought about by men who were treated as rational human beings by the heads of other states, including our own. It was only after Hitler and Stalin were dead—Hitler in a suicide bunker in 1945 and Stalin a possible victim of palace intrigue in 1953—that the press of the world, again including our own, acknowledged that both were unbalanced.

These two men had one thing in common: each had publicly proclaimed his intentions to the world, Stalin in his book *Problems of Leninism* and Hitler in his *Mein Kampf*; but the world refused to believe them. In addition, at this time there was Premier Baron Biichi Tanaka of Japan, whose Tanaka Memorial to his emperor was a detailed blueprint of Japan's plan to conquer the world, beginning with an attack on the United States, but no one paid heed to that one.

It is also a sad commentary on foreign correspondents of American news media who had spent many years in Germany, Russia and Japan, that they never once called a spade a spade—never once described Stalin, Hitler, or General Araki of Japan as the monsters they were. Not

until they were dead. In an article in the *New York Times* of September 15, 1968, *Times* reporter Harrison Salisbury, who had spent ten years in Russia, some of them in Stalin's time, had this to say: "The Concept of the world as a prison comes naturally to a Russian—his world is a prison. So it was under the Czars. So it quickly became again in the flabby white hands of the paranoid Josef Stalin." And in the *New York Times Magazine* of August 10, 1969, *Times* reporter Henry Kamm, recently returned from the Soviet Union after two years there as the *Times'* Moscow bureau chief, used even stronger language. Describing how Nikita Khrushchev denounced his late boss, Josef Stalin, at the Soviet Communist Party Congress in Moscow in 1956, Kamm said that this marked "the first time that the Soviet Communist Party, the absolute and infallible guardian of the revealed truth by which 240 million Soviet citizens must pretend to live, confessed to the world that for three-quarters of the period of Soviet rule, that rule had been exercised by a megalomaniac madman." Now they tell us.

In the present decade, Communist China's rulers claim the right of apostolic succession to Lenin as true disciples of Marxism, and they are embarked on a crusade to bring Communism to all peoples of the world by means of vio-

lence, subversion, and terror. Mao Tse-tung has declared, and the Chinese Communist Party has affirmed, "China's revolution is a part of the world revolution" and "the heroes of the colonies and semi-colonies have to stand either on the imperialist front and play a role in the world counter-revolution, or on the anti-imperialist front and play a role in the world revolution. They must choose one of the two. There is not a third road."

Mao Tse-tung, in his *Selected Works*, which is to the Communist Chinese what Hitler's *Mein Kampf* was to Nazi Germany, outlines the Red Chinese program for remolding man and his environment in two successive stages: first, remolding the minds of China's 700 million people by compulsion until they become docile instruments for the execution of his master plan; and second, employing this tremendous force in a crusade to remold the minds and lives of all mankind.

During the Hitler rule of Nazi Germany, many of America's leading industrialists and political conservatives praised him unrestrainedly. "You could do business with Hitler." No action was ever taken by any responsible segment of our community to urge international action which could have stopped both Hitler and Stalin in their tracks.

Now we are confronted with the fact that Mao Tse-tung is unquestionably unbalanced, as were Stalin and Hitler. But, as with Stalin and Hitler, few in the non-Communist world have dared to breathe a word of it. On the contrary, we are being pressured by leaders in the academic world and in the Congress of the United States to repeat precisely the same error that was made with Russia and Nazi Germany—to destroy us, and

(Continued on page 12)

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by James L. Slattery and Richard Gosswiller



It's Your Business!

READY FOR A RECESSION?

Last July, Tilford Gaines, a vice president of Manufacturers Hanover Trust, the country's fourth largest bank, predicted that many businesses would fail in late 1969 and in 1970 because they wouldn't be able to weather the recession which he felt would be coming. Mr. Gaines was one of a number of business and financial leaders who believed a recession was in prospect.

At the time we are writing this article (August 1969) there is no clear sign as to whether there will or will not be a recession. Economists can't even agree as to whether inflation is being checked or is increasing. William H. Chartener, in one of his last statements before leaving his post as Assistant Secretary of Commerce for Economic Affairs, said that he saw no indications that inflation was slowing down significantly. On the contrary, he expected it to continue rising at about a 5% rate during the remainder of 1969. But Paul McCracken, Chairman of the President's Council of Economic Advisers, re-stated his conviction that the last part of 1969 would definitely "see some cooling off in the rate of rising prices."

Well, what's the typical businessman to do—flip a coin? One thing he can do is, like the Boy Scouts, be prepared.

Let's say your business is in the small-to-medium-sized range. If so, you may have more difficulty weathering a recession than a large business, because of some important differences between the two. For example, while assets, liabilities, income, expense, profits, and losses are similar in theory in both General Motors and a small department store in a medium sized town, the practicalities of the matter are quite different. In a very large company, there's simply a lot more scope for tricky, but completely legal, financial and accounting manipulations and adjustments than can be applied in the average small business. In your business a loss is likely to be just a plain old loss and it may have serious consequences for you. But in a really big business, certain kinds of losses can be quite useful.

Keep in mind too that the typical

large business, in addition to sales income, also has a large amount of investment income. If a recession knocks your company's sales income down 30%, will your company still be earning perhaps \$2.5 million a year from earnings on stocks and bonds?

For some time now America has had a high level of business prosperity and one quite natural result of that has been the growth of a lot of wasteful practices in small businesses as well as large. During a recession, waste in a small company can be really *dangerous*, not merely in itself but also because it's a symptom of overly casual or downright sloppy management.

Concerned with the prospect of recession a number of *large* companies had by mid 1969 already inaugurated austerity programs intended to cut down on waste and on unnecessary spending. But inflationary level customer spending was still in progress, and at least some of those austerity programs weren't really very serious.

The detection of some kinds of wasteful business practices requires the use of rather sophisticated kinds of business management methods. But plenty of others are as obvious as an overloaded garbage pail, that is, they're obvious to those business owners who *want* to see them.

In an inflationary period, or even in a mere general prosperity period, a lot of sales-people become mere order-takers . . . and sometimes even rather supercilious and unaccommodating order-takers at that. In a recession period there's a sharp cutback in customer demand but as the American socio-economy has developed in our time, there's likely to continue to be high employment and wage and salary levels. There's been talk about a recession—not about a major depression.

We've never forgotten a remark that was made to us some years ago by a manager in a certain company.

"Our business is rather unusual," he said. "When times are bad for just about everybody else, they're very good for us."

That company provided *sales improvement* services!

We saw an interesting business ad that asked "If Your Biggest Customer Goes Down—Will He Take You With Him?" Are you overly dependent on some one major customer so that a severe cut back on orders from him could have really serious consequences for you? Looking in the other direction, will a recession provide you with an opportunity to make an advantageous revision in your own sources of supply?

Another aspect of your connections with suppliers and customers is the effect a recession can have on your accounts-payable and accounts-receivable situation. If you're not careful, you might find yourself caught in an uncomfortable two way stretch here.

You may have noted that the suggestions we've made are for the most part sound *regardless* of whether there's a recession or not. So is the rule: Keep Calm and Cool. A business that has been managed in a careful cool headed way during prosperous times is likely to get along well enough during the kind of recession that may be in prospect. Frantic pushing of the *wrong* "We've Got to ECONOMIZE!" buttons is not what's needed to carry a business safely through a recession. Sound judgment is.

MANAGEMENT MEMOS:

The Youth Revolution Marches On. When 300,000 young people assembled, last August, at a rock music festival at Bethel, N.Y., the event generated some strong expressions of unsympathetic editorial opinion in such papers as the *New York Times* and *The Wall Street Journal*. We're not taking sides in this matter but we do wish to comment on a *business and marketing* aspect of the rise of the hippie movement. This movement has exerted and is continuing to exert a powerful and many faceted economic influence outside the hippie world itself. It's been most obvious in the area of clothing fashions, hair styles, entertainment trends, etc.; and that represents a big piece of the American economic pie. So, even if it makes you shudder, keep an eye on it. ■

(Continued from page 10)

to bring Red China into the United Nations so as to destroy that organization as well.

The challenge that confronts the non-Communist world today is this: When dealing with a paranoiac who is in possession of thermonuclear weapons and a missile system capable of delivering them across the seas, can the fact that we have a preponderance of such weapons act as a deterrent? The answer unquestionably is: In confrontation with such a leader, our preponderance of supply of these weapons of vast destruction would have no deterrent value whatever. And the corollary to that should be: Isn't it high time for the non-Communist world to awake from the euphoria it has talked itself into, and act in a manner that will keep it from becoming a contributor to its own destruction.

Lord Bertrand Russell, now age 97, is a mathematician and philosopher of great renown whose views now are dismissed by some Americans as "senile" because of his violent criticism of United States action in Vietnam.

It has been Bertrand Russell's fear, ever since the first explosion of an atom bomb, that scientists had created an instrument of such vast destruction as to lead to the complete extinction of the human race. And this, he believes, must

be prevented at all costs. But on the way to arriving at this point of view, he has switched trains, as he puts it, quite often.

On March 8, 1958, in response to an inquiry about his stand on peace and war, Lord Russell gave his views on the kind of people he deems to be insane. He wrote, in a letter I have before me: "I have pursued one consistent purpose, namely, to prevent all-out nuclear war in which both sides possess nuclear weapons. At one time there was one method by which this could be achieved; at another, another. There was no more inconsistency than there is when a man gets out of a train after an accident because the train is not going to reach its intended destination. If it can be secured that only the U.S. and the U.S.S.R. have nuclear weapons, I favor negotiations between them for abolition of nuclear weapons by both sides. I do hold, however, that, if negotiations prove futile and no alternatives remain except Communist domination or extinction of the human race, the former alternative is the lesser of the two evils. As for your accusation that the policy I have advocated has changed from time to time: it has changed as circumstances have changed. To achieve a single purpose, sane men adapt their policies to the circumstances. Those who do not are insane."

What we will have to learn, if we are to avoid either of the calamities Bertrand Russell envisions for us, is to learn from history. What the Red Chinese call their Cultural Revolution is a form of behavior which parallels that of Nazi Germany. It is unmistakable in the colossal Red China pageant in which hundreds of thousands participate, in massive seas of humanity bearing thousands of portraits of Mao Tse-tung, waving the Little Red Book of the "thoughts of Mao Tse-tung" and chanting verses from it. Screaming in unison at the now rare appearances of their Chinese Fuhrer, they display a frightening collective response to their leader's thirst for adulation.

Demand for appeasement of the threat of Red China is a repetition, in almost precisely the same terms, of the arguments that were advanced for the appeasement of Nazi Germany in the 1930's. "You cannot ignore 60 million German people; Nazi Germany will calm down if it is given a chance to become a member of the international community." And so Nazi Germany was invited to join the League of Nations. It did so. And it went on its berserk rampage with the help of its self-deluded victims, ourselves among them. Now we are being told, "You can't ignore 700 million Chinese. . . ." and so on, and so on.

Do we have to prove once again in our time what the German philosopher, Georg Wilhelm Friedrich Hegel, wrote a century and a half ago?: "Peoples and governments never have learned anything from history, or acted on principles deduced from it."

I hope not.

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ELKDOM'S DAY OF REMEMBRANCE

Sunday, December 7, has been set aside as Elks Memorial Sunday, in order that we may honor the memory of our "Absent Brothers."

Awards will again be presented by the GL Lodge Activities Committee to lodges in each of five membership divisions whose brochures are judged to be most fitting. Report forms have been mailed to all Exalted Rulers.

Your lodge's tribute to its departed members should be one of the most beautiful and meaningful of all our special services. Brochures concerning these services should be submitted *no later than Saturday, January 17, to:*

Robert M. Bender Sr., Committeeman
12 Putnam Street
Albany, New York 12202



NEWS

OF THE

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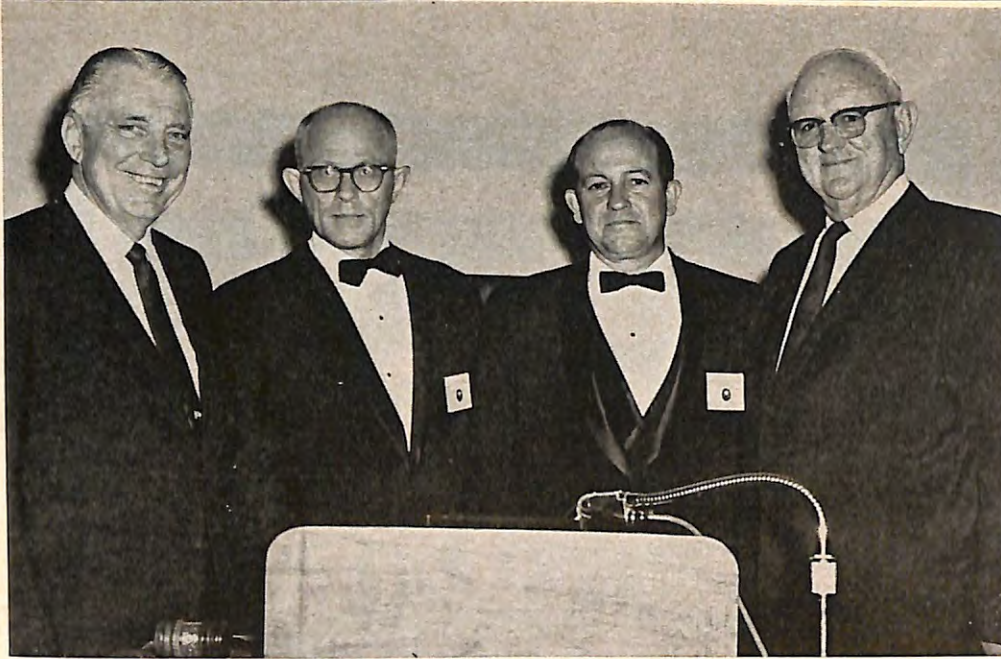
GRAND EXALTED RULER Frank Hise participates in the dedication of North Canton, Ohio, Lodge's new \$100,000 addition. Also on hand for the event are (from left) PDD and Secy. Aaron F. Schontz, ER G. R. McIntosh, PER Harold P. Abney, who served as chairman and master of ceremonies, DDGER Nick M. Kovic, of Warren, Ohio, and Ohio SP E. Paul Howard, of Alliance. The ceremonies were followed by a buffet luncheon served by the Elks' ladies. Approximately 500 guests attended. Brother Hise received several welcoming gifts, including a key to the city presented by North Canton Mayor Charles B. Strausser, an Elk.



THE INSTITUTION of California's 168th lodge—Milpitas Lodge No. 2400—calls for a congratulatory handclasp between Charter ER Clark B. Eppert (second from right) and the district new lodge chairman, Salinas PER Frank J. Reed, who helped the new lodge organize. Looking on with evident approval are PGER Horace R. Wisely, who delivered the main address on the occasion, and DDGER Richard H. Bartels, San Jose, who officiated at the institution. Milpitas Lodge was instituted with a charter membership of 289, in ceremonies on July 26 at nearby Palo Alto Lodge.

NEVADA ELKS' recent presentation of a \$21,978.45 check to the Easter Seal Society for Crippled Children and Adults of Nevada is followed by a check of mobile speech therapy equipment. Showing an audiometer to SP Earl Nygren (left), Fallon, and PDD Louis J. Capurro (right), state major project chairman, is the Society's executive director, Richard W. Rhyno. One half of the donation, matched by a like amount from the Nevada Easter Seal Society, will continue to finance the two therapist rural mobile unit program supported by the Nevada State Elks Association for the last 15 years. The remainder of the Elks' grant will supply a third therapist for the program to provide much needed services in the state's major population areas of Reno and Las Vegas. Nevada Society President John H. Guevin of Sparks accepted the check.





DURING an impressive dedication ceremony climaxing Gilroy, Calif., Elks' long and arduous campaign for a new lodge home, ER Charles Parker (second from left) accepts congratulations in behalf of lodge members from Grand Lodge dignitaries on hand for the recent festivities: DDGER Richard H. Bartels (second from right), San Jose, who conducted the dedication; PGER Horace R. Wisely, and the keynote speaker, PGER R. Leonard Bush.



PHOENIX, Arizona, ER Jack W. Merrell (left) congratulates the committee that brought the lodge national honors by staging the 1969 Elks Youth Week that was judged best in the nation in the category of lodges with more than 2,000 members. Displaying the award plaque as he shakes hands with Brother Merrell is Chairman Wes Wise; the committeemen looking on are (from left) Brothers Robert D. Benson, Gerald Cooley, Joe D'Angelo, and Don F. Waggoner.



FLORIDA'S South District lodges raised a total of \$1,052 in cash, two truck loads of clothing, and several thousand pounds of food for victims of Hurricane Camille in response to an appeal by DDGER Daniel C. Satin (fifth from right), of Miami. The goods were assembled at Miami Lodge on the occasion of a District Deputy clinic held there and presented to the Salvation Army for distribution in the blighted areas of Mississippi, Louisiana, and Virginia. Representatives of the nine lodges in the district are shown after the presentation as they posed for a photograph with District Deputy Satin, Major Fred R. Smith (fourth from right), city commander of the Salvation Army, and Grand Est. Lead. Kt. Chelsie J. Senerchia (sixth from right), also a Miami Elk.

BREAKING GROUND for Santa Barbara, Calif., Lodge's new home are (on left) former Grand Trustees Chairman Vincent H. Grocott, a member of the lodge, and PGER R. Leonard Bush and (on right) architect Bill Hall and ER Thomas Friscoe. The first phase of construction is scheduled for completion by December 1; the complete facility is to include lodge rooms, a restaurant and lounge, a billiard room, a gym, sauna baths, and swimming pool.



A BATH, Maine, Elks crew works on the construction of a shelter for handicapped children at Camp Davenport. Using \$800 contributed by the Davenport Trust Fund, the Elks built the structure from the ground up and finished the interior, to the delight of the youngsters who use the shelter for rainy day activities. Making up one of the weekend work parties as the project nears completion are, smiling from the rooftop, Brothers Carl Fortier, Warren Rogers, Justin Ingersoll, Dana Snow, Paul Pecci, and Edward Jones and calling directions from below, Brothers Charles Murray, Elliot Munsey, and PER John Sturtevant.



GER Samples Life at Elks' Home

Life at the Elks National Home in Bedford, Va., proceeded with an even more than usual amount of zest recently when GER Frank Hise joined the Brothers at the Order's "home away from home" for a few days' visit.

The Home's 180-acre setting in the heart of the Blue Ridge Mountains provided a picturesque backdrop for the good fellowship enjoyed by Brother Hise as he mingled with the retired Elks residing at the Home and shared with them their many and varied activities.



The Grand Exalted Ruler discovers a late blooming flower or two on a stroll through the Home's garden with (from left) Brothers Robert Halliday, of Rochester, N.Y., William L. Holland, of Pontiac, Mich., and Gustave Kuehnle, a Baton Rouge, La., Elk.



A long quiet afternoon calls for a friendly game of cards with (from left) Brothers Francis C. O'Brien, a PER of Watertown, N.Y., Lodge; Joseph H. Dille, Lima, Ohio; Kemper H. Jones, Roanoke, Va.; Albert J. Becher, Wheeling, W. Va., and, next to Grand Exalted Ruler Hise, Clarence M. Sherlock, Pontiac, Mich.

LODGE NOTES

PULASKI, Va. Lodge members are justifiably proud of their own Brother Alex M. Harman Jr., a member of the GL Committee on Judiciary. Brother Harman was recently appointed by Virginia Gov. Mills E. Godwin Jr. to the Virginia Supreme Court of Appeals.

Justice Harman's new bench on the Virginia high court follows several years of service as one of the two judges of the state's 21st Judicial Circuit.

HOULTON, Maine. A longtime lodge member—PER Alpheus Aaron "Allie" Hutchinson—recently marked his 97th birthday. Brother Hutchinson, who joined the Order as a member of Houlton Lodge in 1911, served as the lodge's Exalted Ruler for 1917; Houlton Elks believe he may well be the oldest living PER in all of Elkdom.

HELENA, Mont. PER Howard C. "Chap" Hill was the subject of a recent article in "News One," a regional publication of the Mountain States Telephone Company.

Brother Hill, named an "outstanding young man of the year" for 1968 by the Jaycees, devotes a great deal of time to young people, and firmly believes in the GL Americanism Committee's "Love it or Leave" slogan.

ANACONDA, Mont. A recent patriotic observance at the lodge featured a stirring speech by Tom Fitzpatrick, a 17-year-old graduate of Anaconda High School. Young Fitzpatrick walked away with local honors in both the Youth Leadership and Most Valuable Student contests, and received an \$800 national award as well.

Lodge members are justifiably proud of this young man and others like him who promise to be the great leaders of the future.

PLAQUEMINE, La. A festive chicken barbecue was the latest affair held by the lodge to benefit the retarded children of St. John's Special Education Class of Plaquemine. Proceeds of the dinner—\$800 all told—will go to purchase classroom equipment for the youngsters.

ER Frank Aidone treated the members of the dinner committee to a supper, at which time he thanked them for a job well done.

ROCHESTER, N.Y. Exalted Ruler Kenneth Weil, acting on behalf of the lodge, recently presented U.S. Savings Bonds to two lovely young ladies—Misses Susan Marie Mangan and Muriel Elizabeth Mahoney—for their fine performances in the lodge Youth Leadership contest.

SAN FERNANDO, Calif. Brother Bill Eckert, a Los Angeles City Park ranger, recently escorted 18 Boy Scouts from the Sylmar Juvenile Facility on a tour through Griffith Park and the zoo.

San Fernando Lodge is unique in its sponsorship of this particular Boy Scout troop; it is the only lodge in the nation to sponsor a troop in such a facility. The Elks are proud and pleased with the good results obtained by offering these problem youngsters a role in scouting. The boys are encouraged to join other Boy Scout troops after they leave the juvenile facility; many have done just that, and are now well on the way to becoming the good citizens of tomorrow.

SOUTH MIAMI, Fla. Delicious food and plenty of it—barbecued ribs and chicken, corn on the cob, cole slaw, and many other "extras"—highlighted the Elks' recent annual community barbecue. The day of fun also included games and treats for the many children present, with proceeds slated for the Harry-Anna Crippled Children's Hospital.

NEWPORT, R.I. Lodge members recently awarded \$200 nursing scholarships to three happy young ladies—Miss Susan Freeman, Miss Cathleen McCarthy, and Miss Susan Harpin.



CHARTING NORTH TONAWANDA, New York, Lodge's 16th annual cruise for disabled veterans and other handicapped persons are PERs Wayne H. Cartwright, Charles B. Roberts, and David McNeillie, and ER Arthur Witkopf. More than 200 persons enjoyed the recent four-hour cruise up the Niagara River into Lake Erie and then back to the lodge quarters, which are located on the New York State Barge Canal in North Tonawanda. The U.S. Swift-water Power Squadron furnished some 40 cruisers for the trip.



PANAMA CITY, Florida, Secy. Richard E. New is shown making out checks slated to help Biloxi and Gulfport, Miss., Lodges in their relief program for Hurricane Camille victims, as ER Aubrey L. Callaham (left) and Est. Lead. Kt. Jack E. Stout smile their approval. Panama City residents themselves escaped the disaster: the hurricane changed its course overnight and missed the city.



BIDDEFORD-SACO, Maine, Lodge's Brother Francis Cote (center), charity committee chairman, presents a \$500 donation to State Rep. Elmont S. Tyndale, member of the board of directors of the Waban Association for Retarded Children. The Elks' gift represents the proceeds of a lodge-sponsored benefit play, "Cinderblossom," and will be used to cover the transportation costs of the youngsters at Camp Waban, located on Bouneg Beg Lake in Sanford, Me. Also on hand for the presentation are PER Arthur J. Lambert (left) and (on right) ER William J. McNally and Brother Francis Murphy, co-chairman of the show.



GUYMON, Oklahoma, Elks will be proud to display this trophy, the Oklahoma Elks Association's Major Projects award, being presented to ER Everett Holland (right) by DDGER Roy M. Kilpatrick, a Guymon Elk. Guymon Lodge won the trophy for contributing the highest per capita amount—totaling at \$1,500—to the state major projects programs.



WOODBRIIDGE, New Jersey, Elks Day at Monmouth Race Track results in another successful fund-raising event for the lodge, as reflected in the happy expressions of ER Walter Kopcho (third from left) and Mrs. Kopcho, PER John Nagy (second from right), and Brother Herman York. Equally satisfied appear (on left) trainer E. Yowell and jockey C. Baltazar; their "Dot's Imp" was the winning horse. After the race all the winners celebrated with a dinner-dance while the losers sought consolation in the lodge's Colonial Room.



NEW JERSEY PSP and PDD Harrison S. Barnes (right), of Plainfield Lodge, last year a member of the GL New Lodge Committee, presents a smiling **PGER William J. Jernick**, also a New Jersey Elk, with a special citation recognizing the state's record number of new lodges—five in all, the top number in the nation. Looking on is state New Lodge Chairman **Alvin E. Clayton**, Toms River. The plaque originally was presented to Brother Barnes by GL New Lodge Chairman **Alex A. McKnight**, of Dallas, Tex., Lodge.



IT'S A TRIPLE HANDSHAKE for GER **Frank Hise** and visiting Indiana Elks as they are welcomed at the Ohio Elks Association's 40th annual fall reunion in Columbus. Engaged in the fraternal greeting are (from left) Ohio SP **E. Paul Howard**, Alliance; Grand Trustee **E. Gene Fournace**, Newark, Ohio; Brother **Hise**; Former GL Judiciary Chairman **Glenn L. Miller**, Logansport, Ind.; Indiana SP **William H. Collisson**, Linton, and Ohio VP **M. B. Letzelter**, Steubenville. GER **Hise** was guest of honor and featured speaker at the fall conference.

SANTA BARBARA, California, Elks pay a tribute to a distinguished lodge member—Brother **Vincent H. Grocott** (background, second from left), chairman of the Board of Grand Trustees for 1968-1969—by initiating this class of 34 candidates in his honor. The dignitaries on hand for the memorable occasion are (background) **PGERs R. Leonard Bush** and **Horace R. Wisely**, California-Hawaii SP **Paul R. Haines** (right) of Pasadena Lodge, and **ER Thomas Friscoe** (center).



ONE OF A SET of Rockville, Conn., Lodge's historic flags arouses the curiosity of several of the youngest visitors to the Rockville Public Library, as lodge Trustees Chairman **George Russell** (right) and **ER Jon-Paul Roden** stand by to answer questions. The flags were made available to area schools and libraries by Rockville Elks as part of the lodge's patriotic activities.

PENNSYLVANIA ELKS' LEADER—SP **Ronald C. Wolfe** (left) of Kittanning Lodge—is among the first to contribute to the association's cerebral palsy fund-raising program, the state major project, as well as to the Elks National Foundation. Looking on as Brother **Wolfe** makes out his check to Kittanning Lodge's CP "500 Club," which consists of lodge members who donated five or more dollars to the program, are state CP Chairman **Richard L. McCandless** (seated) and state Foundation Chairman **Donald O. Oesterling**, both of Butler Lodge. Pennsylvania Elks State Association set a goal this year of \$143,000, with a challenge goal of \$215,000, for the cerebral palsy program; the Foundation aim is \$68,000, which would boost the group's total contributions to the one million dollar mark.





GER FRANK HISE becomes an honorary member of the Ohio Past Exalted Rulers Association as he receives his card from PDD Willard N. Miller of Troy, president of the PERs association.



ORLANDO, Florida, Elks do their part for the relief of Hurricane Camille victims by collecting clothing, food, water containers, and cash. Shown here are ER Sidney D. Heagy (center) and Brother Jack Morgan, chairman of the drive, as they receive a number of useful items from contributor Gary Harness.



LONGTIME MEMBERS of Sharon, Pa., Lodge—Brother Frank W. McIntyre (second from left), an Elk since 1916, and Brother Fred L. Sperry (second from right), who joined the Order in 1918—receive 50-year membership pins from ER Michael W. Holliday and PDD and Secy. T. M. Gibbons, respectively, during a recent ceremony at the lodge. Another Elk old-timer, Brother David W. Campman, who was initiated in 1917, was unable to be present for the photograph and received his pin at his home. Sharon Lodge now boasts seven members with an impressive record of 50 years or more.



THE ELKS' cooperative relationship with America's Girl Scouts is illustrated during a recent patriotic observance at Leominster, Mass., Lodge: a new Brownie troop and a Junior Girl Scout troop are presented with American flags. Pictured during the presentation ceremony are ER Arthur P. DiGeronimo, Junior Girl Scout Cathleen Lemoine of Troop No. 813, Brownie Bonnie Lynn Brooke of Troop No. 811, and Post Commander Walter M. Chase, American Legion Post No. 151.



CHICAGO (SOUTH) LODGE'S memorial class of 59 candidates, recently initiated in honor of the late Brother Elbert W. Sayre, who died last year during his term as District Deputy, is shown in a post-ritual photograph with ER Stanley Niels and a distinguished lodge member—Grand Est. Loyal Kt. Maurice W. Lee (second row, extreme left and right, respectively).

(Continued on page 57)



BY BILL TRUE

World Professional Casting Champion

Often-Asked Archery Questions

A lot of new people are taking up archery these days and as with anyone trying a new sport there are questions that come up again and again. With this in mind I checked with a leading manufacturer of archery equipment for the answers to a few that are most frequently asked. If you're thinking of getting into this great sport I think they'll help you.

"What weight bow should I buy?"

This is a question that comes up often and one of the most difficult to answer. There are some general guide lines, however. First, because archery is a test of skill not strength, do not buy a bow that's more than you can handle. You can't have much fun if you can't hit the target or if you have to struggle just to pull the string back. So, for recreational shooting (back yard, camp, school, etc.) use a bow weight that you can hold for 20 seconds without excessive shaking. A general rule is 20 to 25 pounds at 28 inches for women; 25 to 35 pounds for men and 15 to 20 pounds for children. For hunting, use as heavy a weight bow as you can shoot accurately. Accuracy is much more important than weight in hunting, but heavier weights increase your chances of downing game more quickly and efficiently. Generally, 30 to 40 pounds for teens and women and 40 pounds and up for men, but be sure to check your local game laws for weight minimums.

TIP OF THE MONTH

Lots of archers would like to find out about archery organizations in their own area, or they have questions about archery in general. A good source for both types of information is the American Archery Council, RD#1, Box 119, Bechtelsville, Pa. 19505.

"How do I know what length and weight string to buy for my bow?"

Most bows have the length and weight marked on the face or side below the grip. When buying a string use this information. For example, if you have 40-pound bow that is 62 inches long you buy a string for this weight and length. Some strings are marked by actual string length. Generally strings are $3\frac{3}{4}$ inches shorter than the marked length of the bow.

"My arrows don't fly straight out of my bow. Some shoot left and some shoot right. What is the matter?"

Probably your arrows are not spined (matched) to your bow weight. For the best accuracy, your arrows' spine weight must be within 5 to 10 pounds of the draw weight of your bow. For example, if you have a 40-pound bow you should buy arrows that are marked either 40/44 or 40/49. The spine of an arrow refers to the amount of deflection (or bend) of the shaft. An arrow bends when you release the bow string due to the sudden thrust. It follows that if one arrow is weaker than another shot out of the same bow it will bend more. Matched arrows all bend the same and are matched for a bow of the weight given on the arrow box.

"How and where do I put on a nocking point?"

A nocking point is a very essential part of shooting a bow as it assures that the arrow will be placed on the string at the same spot each shot. There are commercial nocking points on the market, but a few winds of dental floss will suffice for a temporary nocking point. This point is $\frac{1}{8}$ of an inch above 90 degrees from the arrow shelf.



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Bowl with Your Brain

By Raymond Schuessler

DO YOU THINK that high-average bowling is merely a mechanical matter of learning to hold and release the ball with the proper spin on the right spot with the proper body position known only to the pros who teach only a portion of the secret for endless fees?

Not so.

Together with the fundamental physical skills a good bowler must learn how to think like a high-average bowler.

"There certainly is a mental side to bowling," agreed a group of old pros at a round table discussion we had arranged on the subject. Such stars as Buddy Bomar, Joe Wilman, Buzz Fazio, Joe Joseph, Tom Hennessey, and Ray Bluth have bowled the money circuit for years and know that good mental habits make the difference not only among average bowlers, but also decide who takes home all the marbles among the 200-average stars.

Winning scores are made in any league with head and nerve control, for only then can the proper physical functions pay off consistently.

To a shrewd pro the only difference between a bowler who consistently throws around 200 and the one who cannot hurdle the 160 or the 180 average lies in the imagination. Imagination is an important adjunct to concentration and one that is little understood. Imagination is not just daydreaming. As Joubert explained, "Fancy is an animal faculty very different from imagination, which is intellectual. The former is passive, but the latter is active and creative." Freud also explained that there are two definite types of reverie, one the turning backward, which prevents a man from doing his best, an immature and sleepy sort of day-dreaming, while the other is a dynamic and forceful battery which is found in all successful people.

"I know two bowlers," recalls Bomar, "who learned the game together. They were both good athletes and got equal periods of practice. Yet one would shoot almost championship scores while the other one shot around 175. The former has images of brilliant

pick-ups and scores, and the result is that he will produce such scores because he believes in them. The other had fallen into the habit of shooting just so well, got used to it, and became resigned to a certain subconscious extent. He is not really trying hard enough to improve but seems to depend on luck to make more pins fall; I guess you might say he is a fatalist."

Why do some bowlers develop good mental habits and some do not?

Fazio: "Because some have the ability to concentrate and analyze their own personal game."

"I believe," said Bomar, "that one must have a confident imagination of success throughout the game, but it must not be so dominant as to interfere with the concentration upon form, rhythm, and direction. For example: if a cocky imagination runs riot, your silly mind will probably be thinking 'Of course, I can get this simple spare, it's easy—right in the middle, and they'll all say how deadly I am on spares, it's as good as in.' With all that ego pour-



ing out you won't be able to concentrate as well as you should upon the execution of a good, smooth, coordinated delivery."

The concentration must be on the movements and the imagination on success. But be sure that the concentration on form is the stronger force, with your imagination as the constant backdrop to the entire scene. Let the mind be in the immediate present of the easy grip, slow backswing, and smooth follow-through along the proper line. Do not think of the pins falling, but of hitting the pins properly.

"In a highly-concentrated contest," Bomar points out, "You use a form of self-hypnosis to shut out everything from your mind: noise, movements, fans, fear of failure, everything."

"That's true," said Joseph, "and you've got to forget your mistakes too. You must not permit any defeat or failure such as a lost match or a run of missed spares to unnerve you, to start you worrying about a certain spare pick-up which you might have missed. I believe any champion in any sport develops a form of self-hypnosis where failures just don't register on his mind. That's why an alibi isn't such a bad thing. If you ever come to admit you are capable of mistakes, mistakes will come more easily and more often."

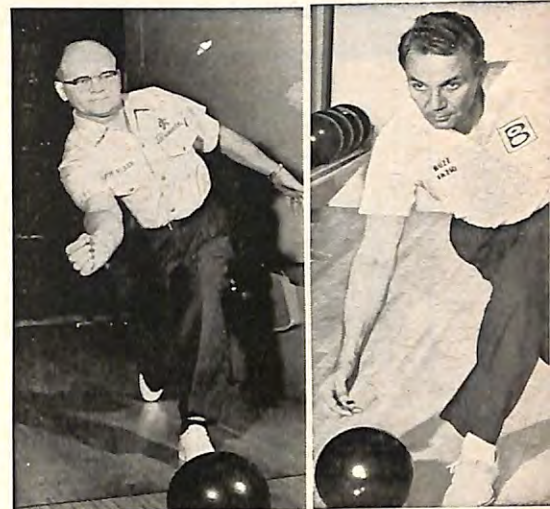
If you don't think self-hypnosis has anything to do with good concentration and performance in bowling, look at what a practicing hypnotist did for this bowler. George Martin, an instructor in hypnosis and part owner of a bowl-

ing center, used post-hypnotic suggestions in transforming a woman named Irene Riggs from a novice averaging 110 pins to a 254 performer in one lesson. Under hypnosis Mrs. Riggs was told that she would awaken and simulate a style of the champion Marion Ladewig, and once she found the strike zone she would continue to throw strike strikes. She went on to throw six straight strikes and finished with her 254.

Martin believes that when a bowler's trouble lies in lack of concentration and coordination, he can be helped through hypnosis, but that it would be impossible to take a beginner and induce him to bowl sensationally. In any case, the idea of thinking positively and confidently means much to champions and it certainly can do as much to once-a-week bowlers.

Psychologists know that each person has an ego and an alter ego. In the alter ego we store all unpleasant memories, and the most successful people have used this storehouse most advantageously to store even small failures. In short, it makes for confidence, poise, and a minimum of "nerves" under pressure because you can't remember ever having failed before.

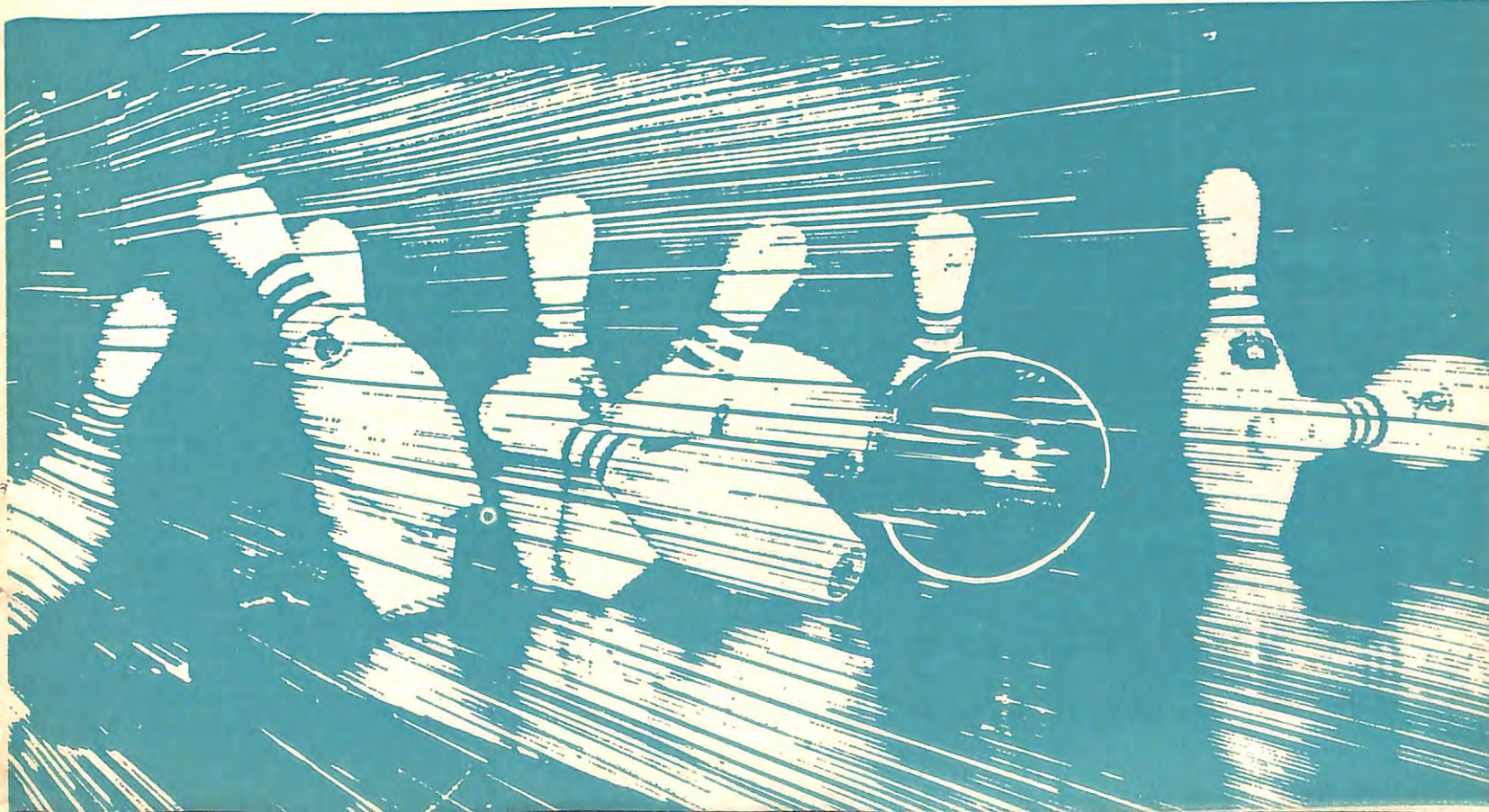
We must learn to accept losses with a sense of humor and immediately lock them in the alter ego; if we don't, we will find that a depressive reaction to failure merely brings about a rash of more failures. No man can amount to anything if he cannot forget. The unpredictable "breaks" cannot be con-



Joe Wilman and Buzz Fazio, members of Bowling's Hall of Fame, demonstrate their mastery of rhythm and control that has made both of them champions.

trolled, of course, but we can control the effect these breaks have on us. The best lesson we can learn from these stars, then, is a constant attitude of acting as if it were impossible to fail, even when we do "accidentally" fail for a moment.

Since many 160 average bowlers miss their spares because of nervousness we inquired: *When you first began to break into the national limelight, how*
(Continued on next page)



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St. Cloud Chader Business Equipment Co.
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Cape Girardeau Carron Typewriter
Springfield Kolar's Business Machines, Inc.

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Beatrice Goodenough's
Grand Island Nebraska Office Service Co.
Holdrege Bee Printing & Office Supply
Lincoln Exon's
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NEW JERSEY

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Newark J & D Office Machines
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TEXAS

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Amarillo P & C Office Equipment
Dallas Emory Booty
Houston Wallace Duplicating
Houston Wilson Stationery & Printing
Odessa Periman Office Equipment
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Salt Lake City Universal Copiers

VERMONT

Bennington Evan's News Office Equipment
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VIRGINIA

Galax Blue Ridge Office Supply
Lynchburg Brown-Morrison Company
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Bellingham Pacific Duplicating Co.
Tacoma H. D. Baker

WEST VIRGINIA

Bluefield Commercial Printing
Morgantown Barry's Office Service

WISCONSIN

Butler Arrow Office Supply
LaCrosse Rowley Office Equipment
Milwaukee Badger Copy Supply
Stevens Point Emmons

(Continued from page 21)

did you overcome your nervousness, and can one be too nervous to be a good bowler?

Fazio: "I have never been able to overcome the feeling of nervousness during competition. But champions are made up of nervous temperaments. The secret lies not in stifling your nerves, but in controlling this force. It's one thing to be highstrung and quite another to let your nerves get the best of you."

Bomar: "By concentrating on the mechanics of throwing the ball properly. If you do this you won't have time to worry about whether you will miss or not. If you leave your mind blank, or just hope, you leave your mind open to doubt."

"Concentrating" is a pretty vague term sometimes, so we asked, *On what do you concentrate mostly when bowling?*

Some concentrate on the mechanics, some on rhythm, and some actually on staying loose. Many high-strung athletes in other sports as well, especially baseball, find it best to concentrate on relaxation. They figure that if they can keep their bodies loose, that the physical act of throwing or hitting a ball will be handled well subconsciously from the thousands of hours of practice.

This is not to say, however, that all bowlers do not think about the speed and "take" of the lane or personal mal-adjustments on off-nights, because they do. But these are minor computations which take only a small fraction of their whole concentration.

How then do you learn to read a lane and what do you do for each peculiarity you discover if you are smart enough to read one?

The truth is, there are more lanes of varying conditions than there are baseball parks of different distance fences. You not only have a lane that is generally "running" or "holding," dry, medium or very oily, or lanes that have thick or worn out finish which may make your ball hook more or less, but within any one lane are slick, grainy or dry boards and spots that will affect your ball erratically on its way to the pins.

"When I start to bowl, I usually stand on a certain board," says Joe Joseph. "If my ball consistently finishes high on the head pin, I move the position of my feet to the left. If my ball finishes light on the head pin I move to the right."

Is this the only way to adjust to any lane?

"No," says Joe. "At times I will try to put either more speed or less on the ball rather than move the position of my feet."

Tom Hennessey suggests another way to read a lane. "See if the ball

track is worn on the lane. If so, try to roll your ball in the track adjusting your speed and angle."

Another surface reader is Al Savas who joined our discussion. "I look at the surface from foul line to head pin first to determine whether lanes are dry, medium or highly oiled. Second, I examine the ball path area—8th to 13th boards—for dark and light boards which determine hooking and holding spots."

(And you thought all you had to do was roll the ball!)

Does the color of the wood actually have anything to do with the way a ball acts?

"It sure does," says Savas. "On red or dark boards the grain is prominent and harder which means your ball doesn't grab and hook as rapidly as on white or soft boards."

Suppose you have determined whether the lane is "holding" or "running"; how can you adjust to it?

"A holding lane is one that doesn't hook too much," says Bluth. "If you try to hook the ball, it usually will come up light on the pocket. Normally, I move to the right in order to acquire additional angle to the pocket. Sometimes I don't try to hook the ball—I just use a straighter line."

"When my ball hooks more than usual I know I've got a running lane," says Bluth. "Usually I will move my standing position to the left and hold my original target. This creates an angle, giving the ball additional room. If the ball still hooks high on the head pin I move additional boards to the left. Each time I move two boards left I move my target on the lanes one board. This is a two-to-one ratio."

Bowlers, like all athletes sooner or later during the season, will fall into a slump. The smart bowlers know how to get out of one, while the others waddle and groan in its trap for weeks. Are there two types of slumps, physical and mental? "Very definitely," says Chuck Wagner. Tom Hennessey and Wilman agree. Ray Bluth says: "A bowler can have a mental slump and convince himself that he can't bowl on this type of lane, condition, or opponent, or that the pins are too heavy, etc., and this too can cause a prolonged slump in the head."

"You can't put your finger on any one reason," says Tom Hennessey, "but we do know it is tied up with our moods, our energy and our timing. Let any one go off the track and you will slump. How long it lasts depends on how soon you manage to discover it."

What to do about a slump—lay off or practice more?

Bowl more, is the consensus, but sometimes a layoff helps too, depending on how much you have been bowling up to that time.

(Continued on page 28)

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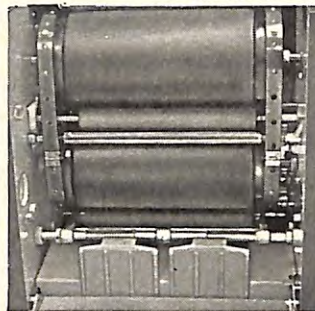
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News of the State Associations



Nebraska State Elks' 57th annual convention in Omaha occasions the gathering of prominent Nebraska Elks: (from left) PSP Paul D. Zimmer, of Falls City Lodge, who presently serves as assistant to Grand Secy. Franklin J. Fitzpatrick in Chicago; PGER H. L. Blackledge, of Kearney Lodge; immediate PSP Max C. Stanley of Omaha (since deceased); SP Orvel Holt, York, and ER C. Lee Brady Jr. of Omaha Lodge.

ELKS NATIONAL HOME Superintendent Doral E. Irvin, a PDD and member of Lynchburg, Va., Lodge, was chosen to head the Virginia Elks Association for 1969, during that state's annual convention August 16 through 18 at Norfolk Lodge. Brother Irvin will be joined in this endeavor by VPs Herman C. Anderson, Arlington-Fairfax, John T. Curran, Portsmouth, and Mack W. Taylor, Martinsville, all PDDs; Secy. Charles F. Curtice, Petersburg; Treas. Cecil T. Duffee, Norfolk, and Judge and PDD Benjamin L. Campbell, Petersburg, who was elected to a five-year term as Trustee.

Distinguished visitors attending the three-day conference included GER Frank Hise, PGER John L. Walker, Judge Alex M. Harman, Jr., a member of the GL Committee on Judiciary, and

Daniel Thornton, president of the City Council of Norfolk, Va.

Reports indicated that during the past year 480 boys had attended the Virginia Elks Boys Camp Inc., the state's major project, at a cost of approximately \$32,000. Total charity expenditures during 1968 were approximately \$75,000, it was learned. This figure represents an increase of more than \$1,000 over the preceding year's total.

Ritualistic honors fell to Norfolk Lodge, with the team from Suffolk Lodge coming in a close second. The Morris Masinter Memorial Award went to Bobby Nuckols of Pulaski Lodge for his outstanding job in connection with the Boys Camp.

Virginia Elks were to assemble at Hampton Lodge for their fall meeting, with the spring meeting set for Harri-

sonburg Lodge in May. Lynchburg will be the site of the association's next annual convention, to be held August 15 through 18, 1970.

BEAUTIFUL Jekyll Island was once again the site of Georgia Elks' annual convention, held June 11 through 14.

Attendance at the three-day affair reached approximately 1,000 persons, including Elks, their families, and guests. The convention-goers were addressed on several occasions by PGER Robert G. Pruitt, the association's guest of honor.

The state ritualistic prize went to Decatur Lodge, with Cascade-East Point ER Donald F. Sikes garnering the 11 O'Clock Toast trophy.

Various activities, including a luau and seafood cookout, enlivened the eve-



Virginia Elks' annual convention, held Aug. 16 through 19 in Norfolk, prompted this informal photo of a very special group of guests—Brothers who are residents of the Elks National Home in Bedford, and Home Superintendent Doral E. Irvin (standing, second from right), a Lynchburg Elk and newly-elected State President—who share the photographic honors with another guest—GER Frank Hise.



A host of smiling dignitaries assembled for West Virginia Elks' 61st annual convention, held August 7 through 9 at Fairmont Lodge, strike a pose for a group photo marking the meeting. The Brothers are: (first row) DDGER L. Dale Tippens, Parkersburg; immediate PSP James V. Pallotta, Fairmont; SDGER Dewey E. S. Kuhns, Charleston; DDGER Calvin Smith, Grafton, and Carl A. Schimmel, Fairmont, convention chairman, and (second row) GL Judiciary Chairman Thomas A. Goodwin, Wheeling; GER Frank Hise; PGER Wade H. Kepner, a member of Wheeling Lodge, and West Virginia SP John W. Saunders, Beckley.

ning sessions of the conference; these activities were climaxed by a Grand Ball at the Aquarama, a beautiful ocean-shore spot.

The association's new chain of command includes SP Joe L. Lee, Valdosta, a PDD; President-elect Emmett Fling, La Grange, a PDD; VPs Warren Stewart, Augusta, James Lee, Fitzgerald, Allan Lipsey, Thomasville, and William H. Carlson, Atlanta; Secy.-Treas. Roderick M. McDuffie, Cascade-East Point, a member of the Board of Grand Trustees; Sgt.-at-Arms Hubert Deaton, Gainesville; Chap. Veran Blackburn, Valdosta, a PDD, and Tiler A. T. Tom Knight, Tifton.

Next year's convention is scheduled for June 10 through 13 at Jekyll Island, with the fall meeting set for October 18 and 19 at Dalton; the winter

meeting January 17 and 18 at Waycross, and the spring meeting March 21 and 22 at Gainesville.

MESSAGES from Connecticut Gov. John N. Dempsey, an Honorary Life Member of Putnam, Conn., Lodge, and PGERs Edward W. McCabe and Ronald J. Dunn welcomed delegates from 34 of 40 Connecticut lodges to their state association's 40th annual convention, held June 6 and 7 in Groton. Special guests on hand for the two-day affair included Grand Treas. Edwin J. Maley, New Haven, and SDGER Arthur J. Roy, Wilimantic.

Convention-goers learned that \$34,537—the largest total contribution in any one year—was contributed to the Elks National Foundation during the past year, for a per capita figure of \$1.32.

Bristol Lodge led the state in contributions with \$4,193, followed by Norwich Lodge with \$3,570.

An expenditure of \$60,000 was authorized by the delegates for the state's pledge of \$300,000 to the Newington Crippled Children's Hospital. This is double last year's figure of \$30,000 for this purpose.

Norwich Lodge's team emerged victorious in the ritualistic contest, having added the New England Ritual Contest title to its laurels, as well. A trophy was also awarded New London Lodge for sponsoring the best overall youth activities program in the state.

The association's chain of command for the coming lodge year will include SP Francis G. Adams, New London; VPs Francis J. Adams, Branford, and Henry E. Kuryla, Milford, and Francis P. Hines Sr., Bristol, both PDDs; Secy. Thaddeus J. Pawlowski, a former member of the GL New Lodge Committee, Norwich, now serving his fourteenth term, and Treas. Edward Kligerman, a PDD, Branford. Elected to a five-year term as Trustee was PDD Louis I. Olmstead of Southington Lodge. Appointees included Chap. Raymond Gruza, Bridgeport; Sgt.-at-Arms Anthony Payne, New London; Tiler Samuel Brown, Enfield, and In. Gd. Frank Rich, West Hartford. All the new officers were installed by SDGER Arthur J. Roy.

Selection of a site for next year's convention was referred to the Board of Trustees, who will announce their choice at a later date.

FAIRMONT LODGE flung wide its doors recently to welcome approximately 650 West Virginia Elks and their ladies to the state association's 61st annual convention, held August 7 through 9.

Distinguished Brothers in attendance at the three-day meeting included GER Frank Hise; PGER Wade H. Kepner; GL Judiciary Chairman Thomas A. Goodwin, a member of Wheeling Lodge; SDGER Dewey E. S. Kuhns, a member of Charleston Lodge; GL State Associations Committeeman W. Ray Malone, a member of Wellsburg Lodge, and Fairmont Mayor Albert F. Robinson, a member of Fairmont Lodge. The gathering also included 15 Past State Presidents.

Conventioners learned that the state's 24 lodges expended some \$87,000 during the past lodge year for direct charities, general welfare, and patriotic activities. It was decided that the state's \$1,000 contribution to the Elks National Foundation will be continued for the coming lodge year.

On the social side, hospitality rooms
(Continued on next page)

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were maintained by various lodges; the conferees were also treated to several dances and cocktail parties, with a style show and breakfast entertaining the ladies. A banquet for Past Exalted Rulers was also on the agenda.

Heading the list of officers for the coming year is PDD John W. Saunders of Beckley Lodge, named State President. Brother Saunders will be assisted by VPs Ralph H. Barnes, Wellsburg, and Douglas W. Gregory, Martinsburg, both reelected, and VP William H. Rosen, a PDD, newly elected; Secy. and PDD Garnett W. Shipley, Martinsburg, and Treas. Ralph C. Adams, Huntington, both reelected. Appointees included Chap. Warren B. Brigham, Parkersburg, and Tiler W. F. Keller, Wheeling, both reappointed; Sgt.-at-Arms Robert C. Fleming, and In. Gd. Frederick F. Friar, both of Beckley Lodge.

Immediate PSP James V. Pallota, Fairmont, was elected to a five-year term as Trustee, joining Brothers R. Wayne West, Moundsville; William T. Perri, Clarksburg; A. S. "Buddy" Ammar, and PDD Timothy Murphy, both of Logan, in this capacity.

The association's semiannual meeting will be hosted by Williamson Lodge in April, with Princeton slated as the site of the 1970 convention, to be held in August.

HIBBING LODGE hosted the 1969 annual convention of the Minnesota State Elks Association on June 12 through 14, with outgoing SP William Thompson of Hibbing presiding.

The approximately 200 delegates representing the state's 31 lodges

learned of the great strides made in improving the association's major project, the Elks Youth Camp on Pelican Lake near Brainerd. A memorial fund has been established for the purpose of sponsoring campers without assessing the lodges. The interest from \$22,500 now in the fund financed one camper from each lodge.

In other business, final legislation was adopted to divide the state's three districts into four, a move dictated by the additional number of new lodges.

The Bemidji Lodge team won the ritualistic contest.

Impressive Flag Day exercises, featuring State Rep. Bernard Bischoff as guest speaker, highlighted the three-day meeting.

The election of officers gave the reins of leadership to the following: SP Steve Sadowski, Winona; VPs V. M. Gysland, Hopkins, Floyd Spence, Crookston, James Metcalf, Fergus Falls, and Kenneth C. Hanson, Owatonna; Secy. George C. Carlson, St. Paul—all PDDs; Treas. Cecil Brown, Rochester; Trustees Orval V. Hopfe, Austin, a PDD, and Warren M. Welton, Brainerd, and Rochester Welfare Representative L. R. "Bennie" Benson, Rochester, a former GL committeeman.

At a banquet in their honor, the newly elected officers had the opportunity to hear speaker Jim Klobuchar, columnist and feature writer for the Minneapolis Star.

Other social functions on the agenda included nightly dances, an evening barbecue, and a two-hour parade.

The 1970 convention was awarded to Winona. ■



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Helen Delich Bentley, former recipient of an Elks National Foundation scholarship, has recently achieved national renown. As a reporter for the Baltimore Sun, she saw history being made aboard the ice-breaking oil tanker SS Manhattan, as it broke through the Prince of Wales Strait to establish the fact that ships could negotiate a Northwest Passage in spite of gigantic ice floes. Mrs. Bentley has been nominated as Chairman of the Federal Maritime Commission. Mrs. Bentley has distinguished herself throughout an exciting career. She is the only woman to make her mark as a maritime editor. She has had the rough and ready job of covering the waterfront for the Baltimore Sun since 1958. Now she is considered the foremost journalistic authority in the United States on maritime affairs. This will prove to be valuable experience if her nomination to the Chairmanship of the Maritime Commission is approved. Award winning on a national scale really began for her in 1941 when the Elks National Foundation selected her as the winner of the Most Valuable Student Award and presented her with a \$500 scholarship to the college of her choice. Mrs. Bentley readily admits that the Elks scholarship started her on a path that has led to national recognition of her talents.



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A \$1,500 CHECK for the Elk's National Foundation in one hand and a new \$100 trophy in the other, Los Angeles, Calif., Lodge's Bob Millar, who scored first in the recent state-wide California Elks National Foundation Bowling Tournament, celebrates his success with congratulations from ER Robert W. Thompson; Chairman Hal Marquis, Southern California Bowling Tournament Assn., and President Jack Ray and former President Ted Quist, Los Angeles Bowling Assn.

Bowl with your Brain

(Continued from page 23)

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"You've got to go back and concentrate on the fundamentals," says Wilman.

"What helps me most of all," says Bluth, "is to slow up my footwork."

Wagner tries to practice more first and if that doesn't help he rests completely.

Do other activities during the day affect your bowling at night?

"Yes," says Bomar. "Too much activity during the day can leave you tired and sluggish at night."

"Running and shovelling snow can cut my score at night," says Hennessey.

Do you find that there are some nights when you are in a sluggish mood and you just can't make the effort?

"That's when you've got to give yourself a pep talk," says Bluth. "The pins can't read your write-ups so you have to go to work and concentrate harder. The best way is to bowl in a good competitive tournament or jackpot often to teach you to bear down all the time."

Do you have more confidence on some days than you do on others?

Most of them agree, but they don't know exactly why. Bluth says to be at your best you must have rest and be physically fit. "Some days you are in better physical condition and for some reason you have a good outlook."

If you would like to improve your bowling, then, stay in good physical condition, let your wife shovel the snow, keep your mental outlook positive, don't worry yourself into prolonging your slump; study your style and the style of good bowlers so when you do slump you can take your game apart like an engine and put it back together in proper order or have some one do it for you; don't let down in casual matches because it can spoil the tenacity of your concentration over the long run. Every ball thrown down that lane should have your best rhythm and your most intense mental concentration in a relaxed physical package. ■



"IS YOUR MOTHER HOME?"

For Elks Who Travel:

The Caribbean



As trees shed their leaves and the days grow cooler, lovers of sun, sea, and fresh air are escaping to the Caribbean where there is a vacation for every budget.

By JERRY HULSE

IT HAPPENED just as they had predicted. The forecasters of such trivia insisted that Hilton would stake his claim in the Caribbean, which he did, and later they hinted that Club Mediterranee, the cut-rate vacation combine, would be close behind. The result of all this patter is that the soothsayers were on target. Club Mediterranee's newest annex has opened on the French island of Guadeloupe, off in the Caribbean—designed, it would seem, for the express purpose of dissolving all inhibitions. It is a bit of St. Tropez with a Caribbean accent, with myriad beaches and breath-taking distractions. Consider Sophia Loye, a green-eyed brunet with a striking resemblance to Liz Taylor: Sophia beyond question is the liveliest receptionist this side of the Folies Bergeres—her uniform a bikini, her smile a neon flash, her figure a dream. Sophia, who is 23, came to Club Mediterranee on vacation and was coaxed to remain when her plane turned back to

Paris. Then there is petite Lily Decorte, who at 26 sailed her own boat all the way from Europe. She, too, is a receptionist—blond, bikinied and, like Sophia, a 5-foot, 2-inch dream. The manager—he is called le chef de village—is 44-year-old Michel Gallet. Says Gallet, "You Americans take people to the moon; we French take them to the sun." And sun there is in Guadeloupe.

Club Mediterranee, which operates 34 other resorts around the world from Morocco to Tahiti, is keyed to the tourist who is looking for an escape. There are no radios, no TV, no newspapers. Indeed, the whole world could disappear and the guests of Club Mediterranee would not have the slightest hint. Not even transistor radios are allowed in rooms or on the beach. If you happen to turn one on the staff will turn it off. Club Med here and elsewhere offers a simple philosophy: a cheap vacation with a total lack of formality. It is not for everyone. Club Med obviously is geared to the swinger and the tourist who aspires to be a swinger. You may, if you wish, wear nothing more than a pair of swim trunks or bikini—from sunup till the night club closes at 3 or 4 o'clock in the morning. It is a hedonistic society totally divorced from the world of the atom and other frustrations of 20th-century living.

The club occupies the \$4 million Fort Royal Hotel on a promontory overlooking the sea, with other guest cottages and great sweeps of beach reaching out on either side. Beyond, black volcanic rock flows to the green waters of the Caribbean, the shore alive with palms and keawe trees rising from a series of coves. The skin diving is magnificent on Guadeloupe. Cost of a vacation at Club Med starts, for example, at \$252 from Miami and includes the jet ride with Air France, hotel, all meals, wine, entertainment and sports—Scuba diving, snorkeling, yachting, fishing, sailing school, swim lessons, yoga, tennis, volleyball and body build-

(Continued on next page)



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(Continued from page 29)
 ing. Everything is free, from the yacht to the volleyball.

So what sort of tourist responds to the call of Club Med? Well, there is blond stock broker Joyce Bessell of New York. She took a jet after a friend told her all she needed for a "wonderful vacation" were a bikini and suntan lotion. Veronica Turk, a 23-year-old swivel-hipped dream from Philadelphia said she came on a "dare." Not everyone is young and free, though. Frank Dooley, 72, arrived with his wife—and while not young in years remains young in heart. Besides its French members, the staff includes Americans, Swedes, Spanish and Dutch. When I visited Club Med a few weeks back the assistant chef de village was Harry Oppenheimer, a Stanford graduate from Beverly Hills. Oppenheimer, an ex-stock broker, was working in New York when he saw an ad in the Greenwich Village Voice for "40 responsible escapists." Says Oppenheimer, "It was like seeing my name in neon lights," for he's been trying all his life to avoid conformity. Harry Oppenheimer wore a pereau and gave this opening spiel to incoming tourists: "Why read a newspaper or listen to the radio? The news will be bad, right? So why bother?" He suggested they remove coat, tie, girdle and get with the joie de vivre dress-as-you-please atmosphere. You buy the entire package to Club Med before ever leaving home, so there are no money involvements from the day you arrive till the day you leave. The only extras are the purchases made in the boutique, plus your bar bill.

Across on the other side of Guadeloupe, guests are welcomed at the Caravelle Beach Hotel at \$18 a day, with breakfast and dinner included, during the low season. Starting Dec. 15 the rate jumps to \$28. The Caravelle boasts how it offers a bit of la belle France in the West Indies. Club Med on the other hand is a trifle like Montmartre—sassy and sophisticated. Soon to be launched on the other French Caribbean isle of Martinique will be a second Club Meditteranee. It is due for a Christmas opening—and none too soon. There is dire need for a reasonable resort, for life on this particular island is just a barrel of francs.

If there is one lesson the citizens of Martinique have gleaned from their French cousins it is how skillfully to extract from a tourist both his silver and his gold. During the fashionable December-April high season the price of a hotel suite figures out to something resembling our own national debt. A voyageur gets the impression he's run headlong into Paris with palms. Later, during the May-to-November off-season prices dip appreciably. Arriving at the same time is the secretary set and oth-

ers seeking sun and sea at a reasonable ransom. During winter, though, a room with breakfast at the fashionable new Diamond Roc Hotel ranges from \$45 to \$65 a day, single. The same shelter in the off-season is available for as little as \$28. Besides its own beach, the Diamond Roc possesses the largest swimming pool in the entire Caribbean. This, at least, is the claim of the innkeeper. The hotel faces the offshore Emerald Rock which furnishes its name and which the British fortified while harassing French vessels in 1800. Later the French retaliated by supplying the British with great quantities of rum. After Her Majesty's troops were happily anesthetized the French moved in, driving the British out. They've remained on Martinique ever since.

As a result, the island's populace speaks French, sips Chablis, orders bread at la boulangerie and buys corn flakes at l'epicerie. Restaurants serve snails while shops sell Chanel and other French perfumes. Roger Albert at 7 Rue Victor Hugo is the most famous store in Ft. de France. Besides perfumes, it is stuffed with Hermes silk ties, Swiss watches, French crystal and other duty-free merchandise, much of it below Paris prices and up to 50% under U.S. costs. Shoppers with Traveler Cheques get an extra 20% bonus.

Martinique's real fame, though, originated with France's Empress Josephine who was born on this Caribbean island. As a result, tourists flock to her birthplace at Trois Islets. Although Josephine's home was destroyed by a hurricane, the foundation remains alongside a replica of the original house. While her parents were intoxicating the island with rum from the family distillery, Josephine ran off to Paris at age 16 to become the bride of Alexandre de Beauharnais who eventually lost his head in the French Revolution. Josephine herself barely escaped the guillotine. Later she met and married Napoleon, ascending to the throne in 1804. In Martinique her home is filled with various mementos, among them her baptismal certificate, her baby crib and marriage licenses. Josephine proved herself as vain as any commoner by altering her age on the marriage license to Napoleon—the reason being, she was five years his senior.

After visiting Trois Islets and Josephine's home, tourists make the pilgrimage to St. Pierre, the island's former capital—the Pompeii of the Caribbean which vanished in a volcanic explosion 67 years ago. Every last resident perished, save one man. The sole survivor, a prisoner, was spared because he was doing time in an underground dungeon. Thirty thousand persons died—every man, woman and child. The town is a sobering reminder of what the world could expect in an atomic war. Mt.

Pelee exploded. The force, along with 2,000-degree heat, killed the 30,000 residents instantly. Evidence of the intense heat accompanying the explosion is found in a small museum containing twisted crucifixes, carbonized clothing, newspapers, and melted watches—their hands all pointing to 8 o'clock, the hour of the hell storm.

The best restaurants in Ft. de France are Gerard's on Rue Victor Severe and Le Foyal at 4 Rue Ernest DeProge. Le Foyal's proprietor, Robert Provost, is formerly of Maxim's in Paris, and his bartender, Michael Tolis, mixes the best martinis in the entire Caribbean. The menu runs from snails in Armagnac to pepper steaks in cognac sauce, all of it served in a cozy second floor walkup a few steps beyond the waterfront. Off on a rainbow beach is a honeymooner's hotel, Cap Est, where even in the high season the bride and groom are offered shelter and two meals a day for \$42, or in the off-season, \$24. Should you stay a seventh night both meals and room are free. Cap Est welcomes not only honeymooners but others as well—the individual cottages facing the sea. A reef protects the beach and there are five small islands to explore, along with a sunken galleon which spilled its treasure in the rollicking days of the Spanish Main.

Likewise reasonable is Hotel Lido

where a cottage with two meals comes to \$20 single and \$28 double between now and December. The chef hails from Paris and the atmosphere is a marriage of Cannes and the Caribbean. If much more of France comes to Martinique, the question is—what reason is there for the tourist to go clear to Paris?

Flying home from these French islands I stopped off at Haiti where a new invasion is under way, but not the sort Papa Doc fears. After being frightened by stories of terror in Voodoo land, the tourists are returning. Hotels are filling up, shops are turning out all manner of native art. Vintage taxis puff uphill to Petionville and beyond. What helped to trigger the tourist revival was Papa Doc's order for the Ton Ton Macoutes to cool it. Put away the hardware, Papa told them. The Ton Ton Macoute is his civilian guard. Haitian bogeymen. Obviously, these guys with the shoulder holsters scared off the tourists. Now it's practically impossible to find one of the Caribbean Capones. A British Broadcasting Corp. team searched for an entire week. Finally they stumbled onto one who had gone into the hotel business.

So Haiti is back on the Caribbean tourist carousel and now Papa Doc has an official greeter, Aubelin Jolicoeur. In Graham Greene's novel "The Comedians" (Continued on page 54)



Deluxe 20th Century Set—One coin of each type minted from 1864 Ind'an Cent series through 1968 J.F.K. bi-metal 1/2 dollar and scarce 1964 silver 1/2. A total of TWENTY-THREE different coins arranged by series. Included are one Peace Dollar and one Morgan dollar over 80 yrs. old in uncirculated condition plus 10 other ass'd. collectors coins in new mint condition. Set is mounted under crystal clear protective lucite beautifully displayed in 10 x 12 walnut finished frame with gold trim. Easel back, will stand or hang as decorative work of art for home or office. A sound investment, educational gift or conversation piece which will increase in value. Order now supply limited. Priced at a low \$29.50. Sold on money back guarantee. Send \$5.00 deposit on C.O.D. orders. Not available in stores. Novel Numismatics 31-2nd Ave., Dept. A60, N. Y., N. Y. 10003.

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DEPARTURES

The Sept. group will visit MUNICH instead of Berlin in order to take part in the

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Tom Wrigley

TW TW TW TW TW TW TW TW TW

MOON MAPS are selling at a rapid rate here. They are in full color and in various sizes. It is estimated over 20 million will be sold in the U.S.A. before Christmas. There also are moon globes which are expected to top 125,000 in sales during this year. Meanwhile Pan American World Airways has received over 40,000 requests for seats on the first commercial flight to the moon.



GIRL WAS WHIPPED by her mother in an Arlington County courtroom just across the Potomac from the District at the request of the Judge. The 18 year old girl faced a second charge of shoplifting. County Court Judge L. Embrey said that instead of imposing a sentence of conviction to mar her record a whipping would serve as a deterrent for further shoplifting. The mother agreed. A man gave her the belt from his trousers. The girl sat on her mother's lap and was whipped.

FOR AIR PASSENGERS. Under a ruling of the Civil Aeronautics Board a passenger with a reservation unable to board the plane because it is overbooked may collect a penalty ranging from \$25 to \$200 according to the flight. If the passenger is not taken to his original destination within two hours of the original arrival time a penalty is due.

MISS ZIP is the P. O. Dept's idea of boosting the Zip Code to speed up mail delivery. Posters showing Miss Zip standing in a mini-skirt and wearing a "Miss Zip" streamer have been sent to P. O. lobbies across the country. It is a most attractive poster. However a postal distribution clerk, Miss Floras Hicks, in the Chicago post office was sent home in the middle of the day for wearing a skirt her bosses deemed too

short. Deputy Postmaster General E. T. Klassen won popular approval when he said "If a girl has good-looking legs, she can wear any length."

OUR INDIANS are getting better cooperation from the government and representatives of the tribes coming here are hopeful they will secure better housing, better schools and teachers. Louis Bruce, a Mohawk, is the new Commissioner of Indian Affairs administering help to 420,000 American Indians.

CIVIL DEFENSE TRAINING has many busy programs through November. The staff college of the Office of Civil Defense at Battle Creek, Mich. announces that from October 28-November 7 a Civil Defense Field Officers Institute will be held. November 13, 14 a course in Employee Orientation is scheduled. November 17-21 instruction will be for Shelter Management Instructor and the same week a course will be held on Industrial Defense Management.



RADIATION WARNING comes from Federal Trade Commission joining the Public Health Service in cautioning color television viewers to sit no closer than 6 to 10 feet from their sets because of possible radiation emission. Following past warnings the FTC said appropriate steps will be taken later to assure safety to consumers if results permit. Meantime viewers are asked to stay well away from their sets and also avoid exposure to the side and rear of a television in operation.

SEX MOVIE TAX, proposed in a bill by Sen. Ralph Hall in the Texas State Legislature has created some discussion here. His proposal would place a

WRITES FROM WASHINGTON

TW TW TW TW TW TW TW TW

special 50 cent admission tax on all motion pictures rated "X" which are advertised as not admitting any persons under 18. Regular movies but still on the sexy side would be taxed an extra 25 cents under his bill.



YOUR WASHINGTON, greatest Capital in the world, is a city of contrast. It has a per capita income higher than any of the states. It is \$4425 compared to the national per capita income of \$3421. Connecticut is next with \$4256 and Mississippi low at \$2081 per capita. High salaries in government may have much to do with this. On the other hand crime this year has increased in the District by over 30 percent with rapes and murders leading the list. Armed robberies rose to record levels along with burglaries and larcenies. This has occurred in spite of an increase in the police force and with an increase in the District's public safety budget from \$102 million to more than \$132 million this year.

AIRLINE STEWARDESSES are perked up over decision of French Airlines in ruling their girls can keep on flying until they are 50. Naturally they must pass physical tests and also have good looks and style. Until now they have been forced to retire at the age of 40, the same retirement age on many U. S. airlines.

WILD LIFE PORTRAITS in beautiful natural color have been issued by the Government Printing Office. They are the first prints produced by the Bureau of Sport Fisheries and Wild Life. The ten prints 14" x 17" are suitable for framing and can be had at \$2 per set obtainable by ordering through the Supt. of Documents, Government Printing Office, Washington, D. C. 20402.



The Death Valley Test.

Some of the guys at our advertising agency wanted to find out for themselves if our *Better Pouch* is as good as we say. So they buried one—in the middle of the desert. Then five months later they dug it up. And smoked the still-fresh pipe tobacco inside! How did it stay fresh so long?—The pouch is sealed. Air-tight. Nothing gets in or out. But don't you take our word for it either. Get a FREE pouch of Kentucky Club Mixture and see for yourself. Just send us the coupon, and an empty pouch of what you're now smoking (any brand but ours). And get a fresh start with our *Better Pouch*.

FREE OFFER TO PIPE SMOKERS

Mail to: Fresh Tobacco, Box K
Wheeling, W. Va. 26003

Gentlemen: Here's my ordinary pouch. Now I'd like to try a full-size package of Kentucky Club Mixture with that *sealed-in freshness* you promise.

Name _____

Address _____

City _____

State _____

Zip _____



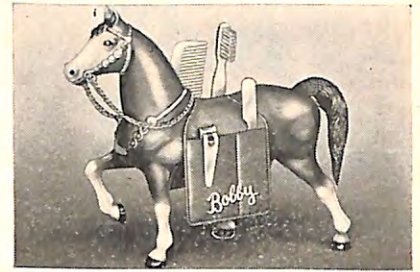
Offer good in U.S.A. only, and expires January 31, 1970. Sorry, only one to a customer.

Elks

FAMILY SHOPPER CHRISTMAS SHOWCASE



LAST SILVER COIN SET—\$3.00. 1964—the ONLY Kennedy half dollar with full silver content. (10 sets are \$28.50.) Other silver sets: 1963P, \$4.00; 1962P, \$4.45; 1961P, \$5.25; 1960P, \$5.85; 1959P, \$6.25; 1958D, \$6.85; 1957D, \$8.00; 1956P, \$9.00. (All 9 years—\$50.00; 1960 through 1964—\$22.00.) All housed in lifetime plastic holder. Order from Centre Coin Co., Box 5490, Dept. K, Sherman Oaks, Calif. 91413.



PALOMINO GROOMING KIT. Personalized gift to delight that "special" boy or girl. 2 saddle bags hold comb, toothbrush, nail file, nail clipper. Encourages tidiness! Graceful horse has gold color chain bridle and snap-off saddle. 8" x 7 1/2". Specify child's name when ordering. \$3.50 ppd. EDMAR ENTERPRISES, E-11, 1331 Jody Ln., N.E., Atlanta, Ga. 30329. (Ga. res. add 3%).



VESTS ARE "IN"—Men's or ladies' in soft, wool blend. White with black, brown, red or purple hound's-tooth checks. Fully lined. Hand wash or dry clean. Give a matching pair for a grand and brand new gift idea. State whether men's or ladies', size, color (give 2nd choice). Enc. \$8.95 each or two for \$17.45. Ppd. Custom Creations, Dept. 11-E, Box 851, Big Bear Lake, California 92315.



FAMILY BIRTHMONTH PIN. Perfect gift for mother or grandmother. Beautiful crown-shaped pin of sparkling aurora borealis and simulated pearls tells the story of the children she loves. We hand set up to 12 correct colorful imitation birthstones (specify birthmonths desired). Beautifully gift boxed, airmailed immediately. \$10.95 ppd. Monarch Mail Order Co., P.O. Box 548, Dept. E, Brainerd, Minn. 56401.



MARK-A-BALL . . . MARK-A-TEE—Designed by Golf Professionals. A golfing must. Imprinted with your name or business in choice of colors. A perfect personalized gift or advertising give-away. Unique, colorful, inexpensive. Also tee and ball marker paks, personalized golf items, new cleat cleaner and ball mark repairer. Free samples and information. Mark-A-Ball, Inc., P.O. Box 22154, Portland, Ore. 97222.



UNIQUE ETCHED PRODUCTS make perfect Christmas gifts. Classic engravings by early American artists, famous historical documents and custom portraits are etched in brass finished metal plates, mounted on genuine velveteen, and framed. Choice of durable etched residence signs. \$9.95-\$17.95. Catalog 10¢. Prompt response. Order by Dec. 1 for Christmas. DynaProcess Corp., Box 126, Bellefonte, Pa. 16823.



LOVER'S RING. The most in originality. His and/or Her Birthstones joined in a trend-setting 14 kt. solid gold embrace. Yellow gold, \$39.95; white, \$42.95; 2 rings, \$72.00 for yellow; \$77.40 for white. Add 50¢ for air mail. Specify birthstones or months and ring size(s). (Our Free Catalog contains other unique items at moderate prices.) Colonel Jewelry, P.O. Box 324, Woodbury, N.Y. 11797.



ATTENTION GOLFERS! Get added distance with the new "Follow Through." Lets you stay down and swing through. The "Follow Through" can be moved to the extreme left to correct slice, to the extreme right to help correct hook and back center for longer drives and iron shots. Men or Women. \$4.95 ppd. (Air Mail 50¢ extra). Cinderella Footwear, Dept. E, 929 Silverado, La Jolla, Calif. 92037.



SURPRISE YOUR FRIENDS WITH THIS CLEVER IDEA. Send any photo and receive 100 jumbo glossy perforated gummed-back photo stamos—1" x 1 1/2". Hundreds of uses. \$3.98. A "Blow-Up" poster (20" x 30") is a great wall decoration. \$3.98. Save by ordering stamp AND poster from same photo. Both, \$6.98. Orig. returned. Add 50¢ post. Hollywood Photo Stamp Co., Dept. E, Box 69780, Los Angeles, Calif. 90069.



MODEL ANTIQUE SHIP REPRODUCTIONS reminiscent of early days. Exact replica of Columbus' ship. Great decor for home or office or for the collector. Your choice of "Nina," "Pinta" or "Santa Maria," each \$7.00—or get all three for \$20.00. Add 50¢ each for handling & postage. Send 15¢ for beautiful color catalog of over 300 gifts. Youngland Stores, P.O. Box 124, McLean, Va. 22101.

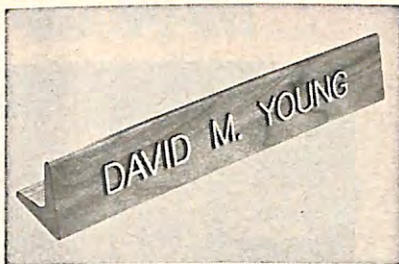


PROFESSIONAL POWER-SNAKE. New design, low cost Power-Snake. Compact and lightweight (only 27 lbs. complete with cable). The King-Snake Model K-38 is so easy to use for clearing those unexpected stoppages in a jiffy. Used by plumbers, commercial and rental stores through the U.S.A. Save on Factory Direct prices. Write today! King-Snakes, P.O. Box 415-E, Tujunga, Cal. 91042.

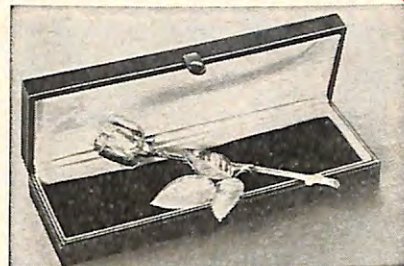
(Advertisement) All merchandise shown on shopper pages can be ordered direct from the companies listed. Enclose a check or money order.



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A HANDSOME DESK NAME PLATE is the ideal gift for your favorite ELKS-ecutive. Finely hand-crafted walnut with three dimensional letters in gold finish. Each letter is individually hand-set for lasting beauty. 11 inches long. \$6.95 post paid, add \$2.00 if title line is desired. You must be satisfied or your money back. All Orders shipped within 48 hours. Century Products, Box E, Denver, Colo. 80209.



ONE PERFECT ROSE—real and preserved forever. Go ahead—have the courage to be romantic. She'll cherish this gift like no other. It's a real rose bud, leaves and stem hardened by a secret process, then plated in 14 K gold. Truly unique. About 6" long. Satin and velvet presentation box. Only \$14.95 plus 30¢ handling and postage. CLOVER, 407 Crown View, Alexandria, Virginia 22314.



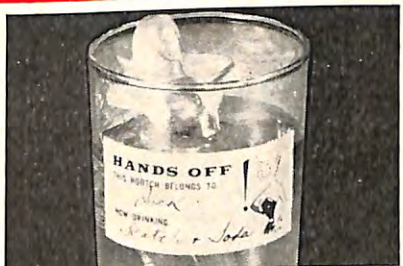
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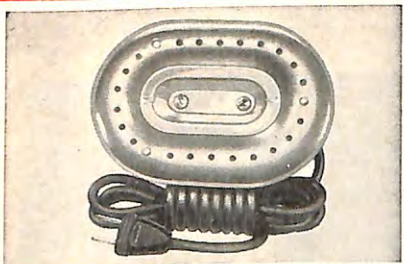
WHOSE BOOZE? New IDENT-DRINK party labels are decorated with cartoons and funny gags. You write guest's name and what he is drinking on label. Guest keeps same glass all evening. Easily removed without marring glass. 100 assorted cartoon labels, \$1.25 ppd.; \$2.00 for 200. Del. before Xmas guaranteed. Money-back guarantee. MATTHEW-PADUA, Dept. E, 830 Northern Blvd., Great Neck, N.Y. 11021.



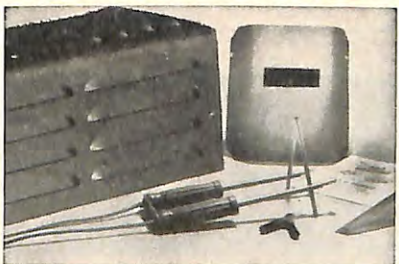
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NEW FAST-WAY electric portable water heater provides hot water quickly, easily, conveniently. Just place in water, plug in socket, turn on switch. A must for farms, campers, stables, many other uses. Complete directions for safe use included. In red or coppertone at \$3.59 each ppd. At your dealer or send check or M.O. to A.C. Visel Mfg. Co., P.O. Box 190, Bronson, Michigan 49028.

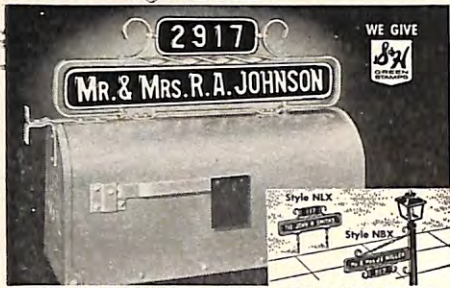


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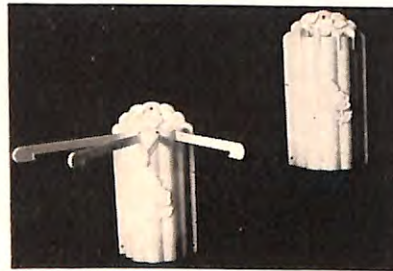
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BONNIE WEE VASES OF GENUINE CRYSTAL are perfect to hold short stem flowers or buds, toothpicks or matches. You can also display them on a shelf or on a window sill to catch the light in their lovely prisms. Hand made of full-leaded crystal in West Germany. 2 1/2" tall. Set of 3 assorted. \$2.50 ppd. Downs, Dept. 3311, Evanston, Ill. 60204.



PAIR OF THOROUGHBREDS to delight horse lovers. Dark brown American Saddlebred horse in "show stance" and frisky little colt are fine glazed ceramic. Horse, 6 3/4" high; colt, 4 1/2" high. #6028 Saddlebred Horse Set. \$4.95. Also, white Arabian Horse Set (same sizes). #6027. \$4.95. Ppd. Empire, Dept. EL-1169, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



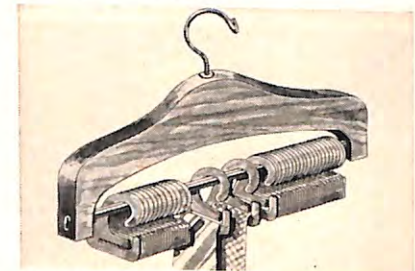
HIDDEN HOSEY DRYER looks like a lovely wall decoration. Pull out the hidden hangers and it holds hosiery and lingerie to dry—small towels and wash cloths too. Hangers fall back with a flick of the wrist. Self-adhering. White or pink. \$1.50 ppd. (Calif. add 5% tax.) Shafer & Son Specialties, Dept. EL-11, P.O. Box 602, Rosemead, Calif. 91770.



SUSAN END TABLE STORES EVERYTHING. It's a bar, a record cabinet, a bookcase, a sewing cabinet, 6-sided knotty pine end table has 3 doors for easy access, swivels on strong steel ball bearings. 24"W, 26"H. Honey tone or maple, antique pine or walnut finish. \$47.50, exp. col. Kit. \$32.95. Yield House, Dept. K-11, No. Conway, N.H. 03860.



GREAT MOMENTS OF HISTORY recaptured in a fascinating collection of newspaper front pages with the original coverage of historic events. Chicago Fire, Battle of the Marne, the Johnstown Flood—24 events in full size newspaper sheets come in handsome folder. \$3.98 plus 85¢ post. Harriet Carter, Dept. EK-11, Plymouth Meeting, Pa. 19462.



TIE VALET keeps ties neat and separate for easy selection. Mi-Tie Hanger has individual removable riders on which you hang ties. Hanger is solid walnut with brass cross bar. 3 sizes: 6" for 25 ties, \$5.50; 10" for 50, \$7.50; 16" for 100, \$9.50 Ppd. Extra riders incl. Sleepy Hollow Gifts, 3023 Crane Drive EL-119, Falls Church, Va. 22042.



ELKS CUFF LINKS and TIE BAR

Here is one of our many fine quality jewelry accessories emblematic of ELKS membership. ELKS everywhere will welcome a gift of this handsome Hamilton gold polished tie bar and sandblast cuff links with polished rims. Emblems in rich antique finish, jewelers bronze only, polished hilites. Strong springclip on tie bar. Tie bar . . . \$1.65. Cuff Links . . . \$3.95. Set . . . \$4.95 F.O.B. Chicago. For a complete selection of up-to-the-minute accessories of superb design and craftsmanship, write for catalog.

Russell-Hampton Co., Dept. E, 15 S. Wacker Drive, Chicago, Illinois 60606



YOUR OLD FUR COAT Into New Jacket, \$34.95
Cape or Stole

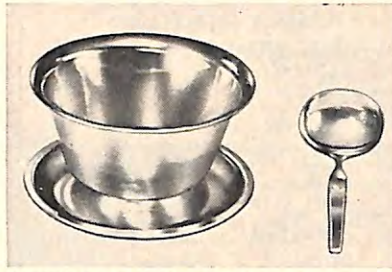
Let MORTON'S remodel your old fur coat, jacket, cape or stole to glamorous new fashion, only \$34.95. Includes new lining, interlining, monogram, cleaning, gazing. Written Guarantee. MORTON'S, world's largest fur re-styling specialist offers largest selection over 45 styles. Send no money! Just mail old fur, state dress size. Try postman, plus postage. Or Write For NEW GREATLY ENLARGED FREE STYLE BOOK.

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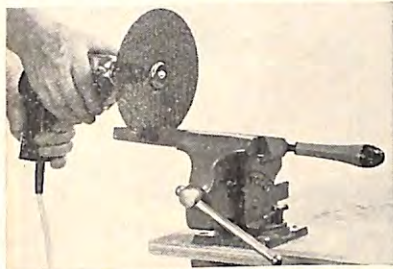
ELKS FAMILY SHOPPER



SWEDISH PHONE SAVES SPACE. One-piece, lightweight Ericofon has the dial on the bottom. Pick up to dial, set down to shut off. In white, blue, green, ivory, red, yellow or pink. Ready to use, fitted with regulation cord, plug, internal buzzer. \$49.95 plus \$1.50 shpg. Send for Free Catalog, Grand Com. Inc., Dept. EL-11, 1152 Sixth Ave., N.Y. 10036.



BEAUTIFUL DANISH STAINLESS creates a Sauce Boat and Ladle you'll be proud to use on your table. Set is the finest stainless steel, styled with elegant simplicity. Perfect for gravy, sauces, toppings. Attached tray catches drippings. 5 1/2" dia., 3 1/2" deep. Gift boxed. Set, \$4.95 ppd. Breck's of Boston, J83 Breck Bldg., Boston, Mass. 02210.



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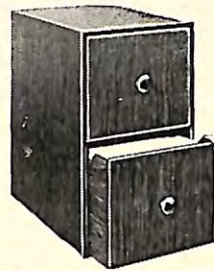
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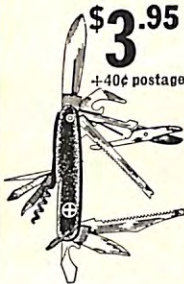
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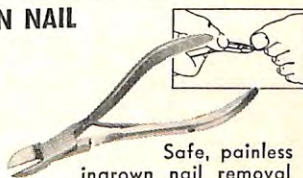


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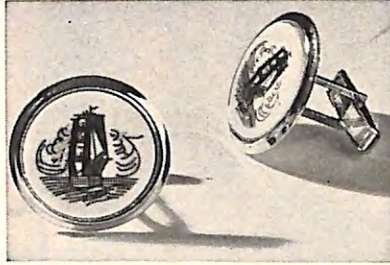
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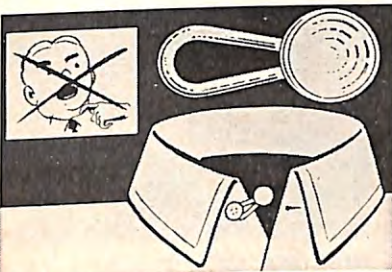
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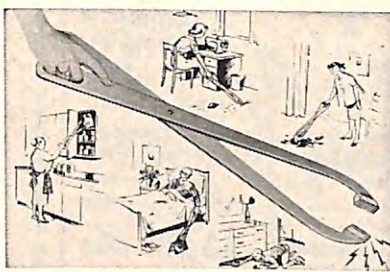
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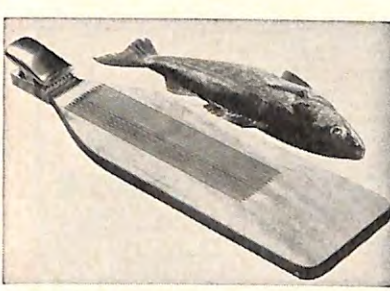
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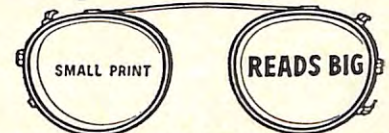
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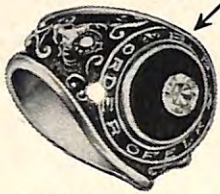
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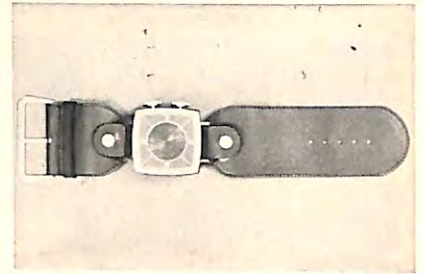


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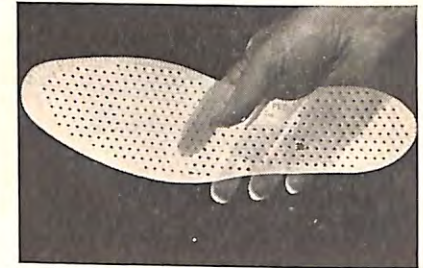
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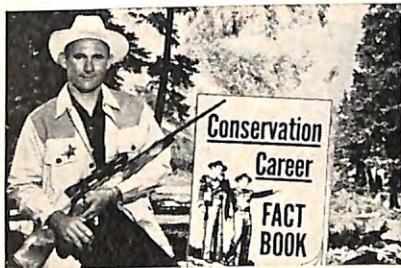
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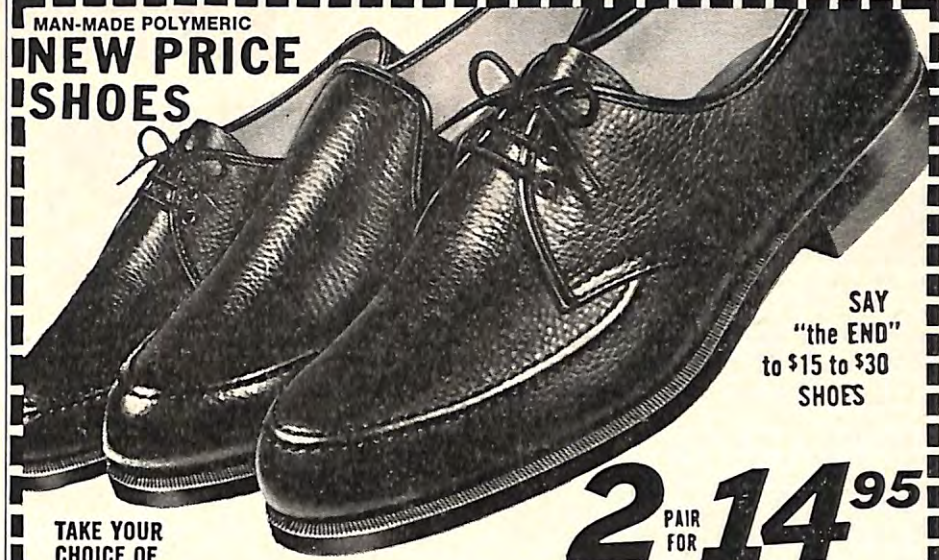


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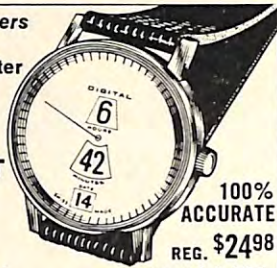
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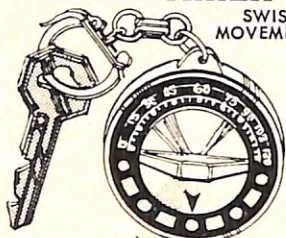
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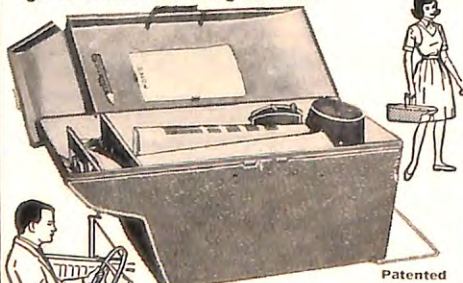
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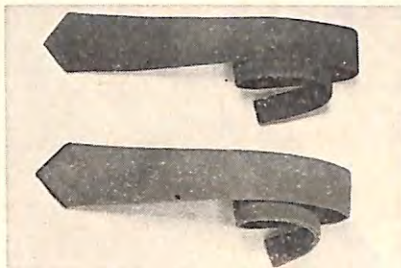
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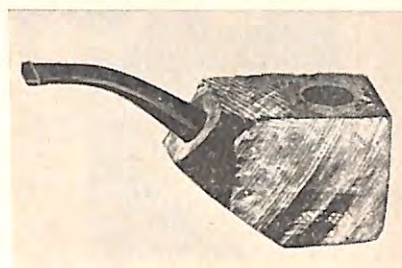
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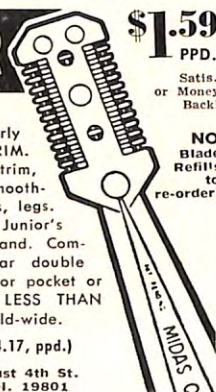
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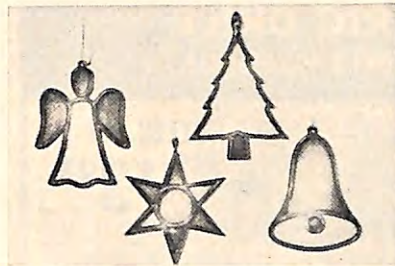
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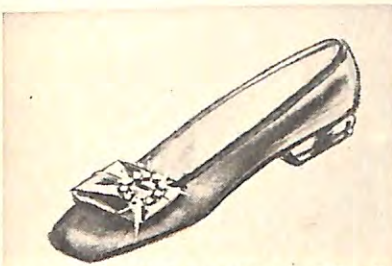
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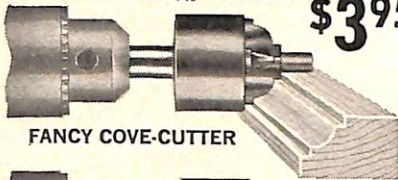
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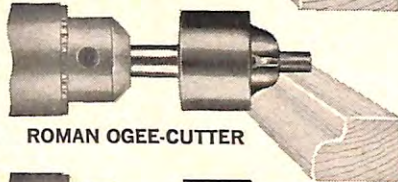
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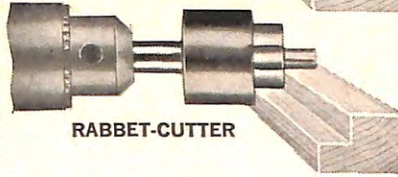
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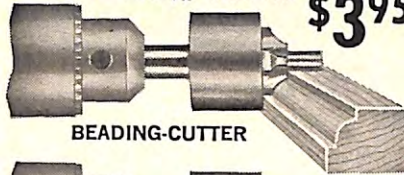
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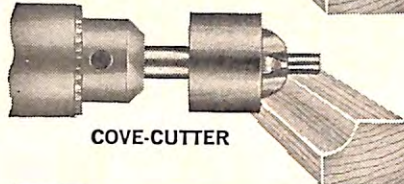
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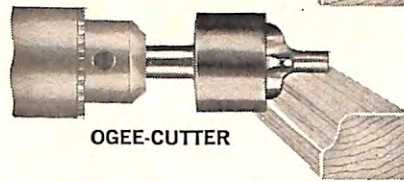
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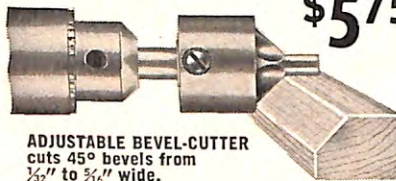
COVE-CUTTER



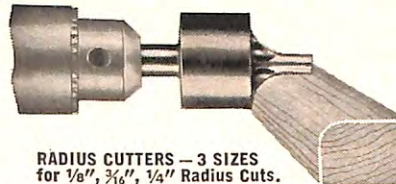
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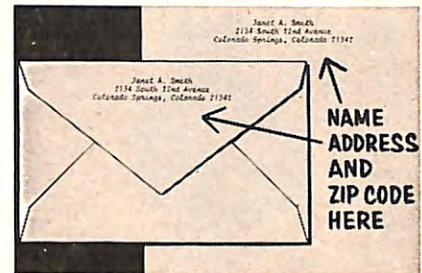
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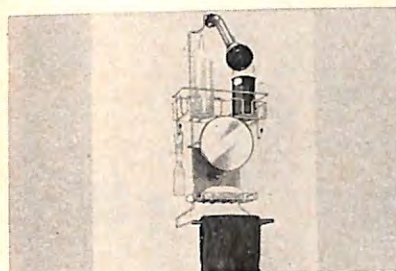
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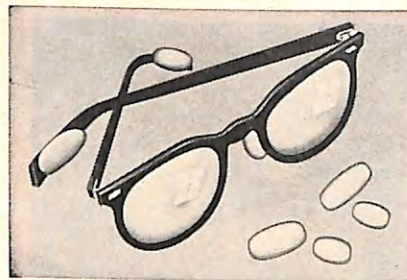
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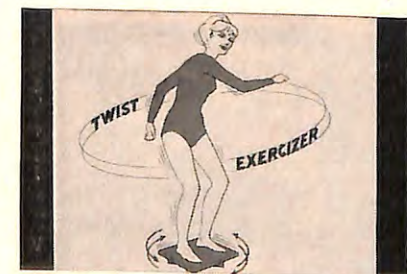
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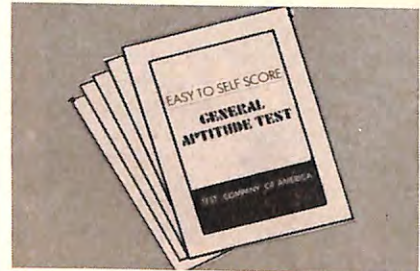
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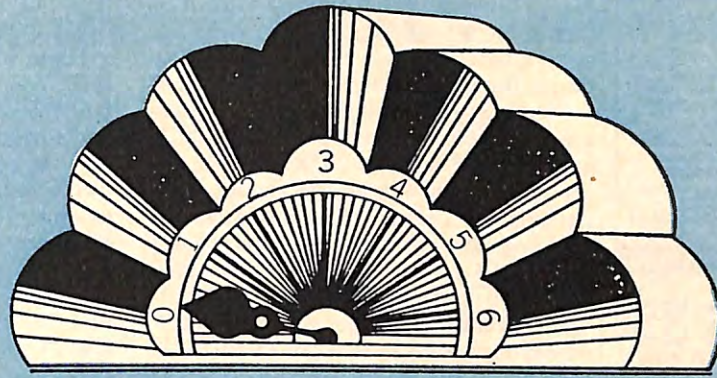
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THE AMAZING TRANSPORTATION DEVICE THAT CARRIES 30 BILLION PASSENGERS A YEAR

The next time you step into the lobby of a large office building, observe the length of time you have to wait for an elevator to take you to an upper floor.

If the wait for service is 35 seconds, or longer, you have a right, say elevator engineers, to complain of slow service.

You have a right, too, these vertical-transportation experts contend, to grumble if an elevator in a 60-story building doesn't travel at a speed of at least 1,200 feet per minute. An elevator that rises skyward at 1,200 fpm is rather old hat. Six cars in the express elevator bank in the Pan American Building in New York City travel 1,600 fpm. They are the fastest elevators in the world.

Each year an estimated 30 billion passengers are carried by this country's 265,000 elevators. The annual accident rate is fantastically low—less than 1,000, with fewer than 50 resulting in a fatality. This accident rate is the lowest of all forms of transportation, with the exception of space capsules (on a per-mile basis, which is the usual way of figuring travel-safety factors).

When an elevator car does fall, its descent is stopped in seconds by safety devices. Passengers may be shaken up, but seldom are they seriously injured.

A mechanic in a Yonkers, N.Y., mat-

By **MORRIS B. BAKER**

ress factory is credited with devising the mechanism that makes it possible for passenger and freight elevators to operate safely.

Prior to Elisha G. Otis' invention, people willing to step aboard an elevator usually spent the slow route up and down praying that the hoisting rope wouldn't break. Unfortunately, back in those early days hoisting ropes sometimes did break. Often it was the last journey for everyone in the elevator.

Otis first publicly demonstrated his safety device at the New York Crystal Exhibition in 1854. Guests were invited to ride the elevator with him. All declined.

Otis, the sole person aboard, ordered the elevator, actually a crude platform, pulled high into the air between two guide rails. Then an assistant cut the hoisting rope with an axe. The platform plunged a few feet before the mechanic's automatic arresting device seized the guide rails and stopped the elevator's fall. Doffing his hat, the bearded Otis calmly said, "All safe, gentlemen."

Elisha Otis' invention made practical the use of passenger and freight elevators in buildings over three stories in height. As improvements were made

in elevator design, the coming of the skyscraper in areas where land values were high was inevitable.

In the 113 years which have elapsed since Otis risked his life and reputation to prove his invention, tremendous strides in elevators and elevator control systems have been made. Otis Elevator Co., the Elevator Division of Westinghouse Electric Corp., and the Elevator Division of Dover Corp. have become the giants of high-speed, high-rise vertical transportation.

The slow, shaky treks up and down in black grillwork cages have been replaced by swift, smooth rides in carpeted and lighted cars whose smart interiors are designed by talented decorators. Even the operator exists no more in thousands of elevators. In New York City alone, 40,000 elevator operators have been replaced by operatorless cars.

Today, hundreds of thousands of people daily board elevators, jab at a floor control button and listen to the melodies of Muzak as the car glides upward. They give little thought to the ingenious complex that makes modern vertical transportation possible.

Take the Pan American Building, whose 59 stories straddle the bustling tracks of the New York Central and
(Continued on next page)

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(Continued from page 51)

New Haven Railroads at 200 Park Avenue in New York City. With 2.4 million square feet of space, the towering octagon is the world's largest office building.

Vertical transportation had to be engineered into this structure not only to move in and out the 25,000 tenant employees but to handle the thousands of persons who visit the Pan American building every business day. Sixty-three self-service elevators whisk New Yorkers from the subways and railroads, whose tracks run under the building, to offices in the huge structure and to the heliport on the roof.

The Empire State building has even more elevators. It requires 74 elevators to transport people and supplies up and down the seven miles of shafts in the tallest building in the world. Sixty-three elevators are for passengers, six move freight, and five are for private use. It takes 60 seconds for the express elevators to reach the 80th floor after leaving the lobby level.

Had this building at 350 Fifth Avenue in New York been equipped with elevators that crawled up a structure at the rate of 40 feet per minute as they did back in 1910, it would take almost 30 minutes to get to the 80th floor!

The world's smallest elevator is in the Palmolive Building at 919 North Michigan Avenue in Chicago. Located high in the Palmolive tower, the elevator's platform is 2 feet 9 inches by 2 feet 11 inches. Every 80 minutes during the night an attendant ascends in the elevator to the top of the tower to insert new carbons in the building's famous aircraft beacon.

The largest elevators in the world are not in a building but in the USS "Enterprise," the largest, longest, heaviest ship ever constructed. The four deck-edge elevators, each 52 feet wide and 85 feet long, can lift Navy aircraft from the hangar to the flight deck—a distance of 36 feet—in 15 seconds.

The huge aircraft carrier actually has more elevators than most office buildings. It requires 32 elevators to move Navy personnel, aircraft, and supplies about the big ship.

At Rockefeller Center in New York City, the largest real estate development in the world, 206 elevators are required to move vertically the 40,000 employees and the 160,000 visitors who come to the huge complex every working day.

But not all elevators are designed to take people skyward. The elevator at Carlsbad Caverns, New Mexico, was installed primarily to lower the half million people who annually visit this national park 750 feet down to the largest "cave room" in the world.

While all a passenger sees in an operatorless elevator car is a cluster of push buttons on the control panel, the

behind-scenes complex in a modern high-rise office building or hotel is a maze of electronic hardware.

Some elevator systems, for instance, can "count" passengers as they step into the car. The total load is weighed and the information is automatically fed into the control system. When the control system "learns" the car is full, it assumes charge of the elevator car and its occupants.

The doors glide shut and the elevator begins its ascent. People on floors 26 and 38, for example, may have pushed the "Up" button on their respective floors but the fully-loaded car is automatically passed by them.

The elevator comes to a stop at the 41st floor, the first level at which a passenger aboard desires to leave the car. Because the passenger destined for the 41st floor may be at the rear of the car, the doors remain open longer to allow him time to get out.

In some vertical transportation systems elevator cars which fill quickly during the morning rush hours can be dispatched ahead of schedule. A car, after it has delivered the last passenger to his desired floor, also can be programmed to reverse automatically and descend to the lobby, picking up passengers en route. Still another system abolishes long waits for service on upper floors by sending up an empty car if a call is unanswered for more than a certain number of seconds.

Some elevator systems even "know" when the majority of tenants of a large office building have left and gone home for the day. When a motor generator is idle longer than an established period of time, the master system shuts down the elevator. One or two cars are left "open" to provide service during the night and on weekends and holidays. Should traffic suddenly increase, additional cars automatically are fed back into service.

While fast electric-traction elevators speed millions of people through miles of skyscraper hoistways every business day, hydraulic elevators are popular in buildings up to seven stories in height.

Unlike electric elevators, which are pulled up by means of mechanical equipment installed atop the shafts, hydraulic elevators are pushed up from below. The device which moves the car up and down is almost identical to the plunger of the lift that hoists the family automobile into the air for underside servicing at your neighborhood service station.

The hydraulic elevator has found acceptance in the thousands of low-rise buildings which have been erected since World War II. No unsightly penthouse is required atop the building to house mechanical equipment, and architects have greater freedom in their

(Continued on page 56)

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(Continued from page 31)

dians” he was called Petit Pierre, a cane-swinging, freewheeling newspaper man. In real life Jolicoeur is a columnist, the ears of Haiti. He knows all, some of which he prints. As I stepped off an airplane at Doctor Francois Duvalier airport he carried his cane like a swagger stick. Jolicoeur looks like a court jester. He greets all arriving planes on behalf of the minister of tourism as well as his newspaper, *Le Nouvelliste*, twittering like a small bird, his dark face lit up in a constant smile. When a woman arrives he kisses her hand, chattering like a blue jay. He was still chattering when I ran into him later at an elegant hotel in Petionville, the hillside suburb populated by the tourists.

It's cool up there, away from the squalor of Port-au-Prince. Haiti is a have or have-not nation occupying the western end of Hispaniola, a small, sun-washed island in the Caribbean. In Haiti if you are poor you are utterly impoverished. Port-au-Prince is the Calcutta of the Caribbean. Ragged vendors squat on their haunches in the blazing heat, selling anything under the Caribbean sun. It's an entirely different scene in the heights of Petionville with its luxury hotels, including the Villa Creole. Dr. Reindall Assad, who owns Villa Creole, sat with his guests in the bar. Lightning raked the distant mountains and thunder rolled into the valley below. It was evening and the land of voodoo was caught in a steady downpour. It was a welcome rain. The weather had been hot and heavy but now a cool breeze flowed gently into the bar where Dr. Reindall sat. His thick gray hair was meticulously combed and his white dinner jacket freshly pressed. Villa Creole with its 60 rooms was once his private residence. The hotel is anchored to the hillside 2,000 feet above Port-au-Prince, its gardens smothered in great bursts of red and purple bougainvillea. Each evening precisely at 6:30 the lights go out. For perhaps an hour guests drink and dine by candlelight. Not so much for the sake of romance as for the sake of conserving electricity. It's the same everywhere. Across the street when the lights go out at El Rancho and there is a moon, it shines down through an open ceiling on the diners.

At Villa Creole I sat with Dr. Assad and Luc Albert Foucard, who is Haiti's director of tourism. He is one of the haves, the son-in-law of Papa Doc Duvalier. He drives a new car and wears flashy, Miami-bought clothes. Foucard insists that Haiti is the safest place in the world for a tourist. Even in the slums. A tourist may walk anywhere. There is no danger. This is Foucard's pitch. Another of his claims: Haiti is the cheapest destination in the Carib-

KYA Week

• • • Bill of Rights Day

In addition to a minimum goal program for every lodge, the GL Americanism Committee urges your observance and participation in such events as Know Your America Week, Nov. 16-22, and Bill of Rights Day, Dec. 14.

For program folders and suggestions regarding KYA Week, write directly to the All American Conference to Combat Communism, 1028 Connecticut Avenue, N.W., Washington, D.C. 20036.

Bill of Rights Day is intended to remind us that too few people know or realize its contents and meaning. The "Heritage Corner" kit, available from the GL Americanism Committee this year, contains a copy of the Bill of Rights, which should be on display in your lodge.

See the 1969-1970 Americanism program for more details, and for how the lodge can make award points for participation in these patriotic observances.

Edward L. Harbaugh, Chairman
GL Americanism Committee

bean. A double with three meals during summertime at Villa Creole is \$28 and \$40 in the winter. The hotel is hidden in a tropical garden where guests swim in a huge pool. Foucard says America has too much, Haiti too little. He has tried unsuccessfully to get Hilton and Sheraton to build hotels. If tourists come, well and good. If not, Haiti will probably have to make up its mind: tourism or communism? One point: some say Haiti is so poor not even the Communists want it. To point up the poverty aspect, the other day a car moved through downtown Port-au-Prince. A sign in the window said, "For Sale . . . need money for gas." It was a joke, of course. The driver needed money all right, but not for gas. He was hungry. What Haiti itself needs are tourists. The choice remains; tourism or communism. ■

i heard somewhere . . .

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The Wackiest Way to a Wedding

By Kate Holliday

LET US NOW examine the tale of the Princess who slept on a pea . . .

You know the story, I'm sure: One rainy night long ago, a young, beautiful, mud-spattered girl in rags appeared at the gates of the Prince's castle and told the guards that she was in need of shelter. She was a Princess, she said, lost and alone. Somewhat dubiously, eying her bare feet and general dishabille, they conveyed her to their master.

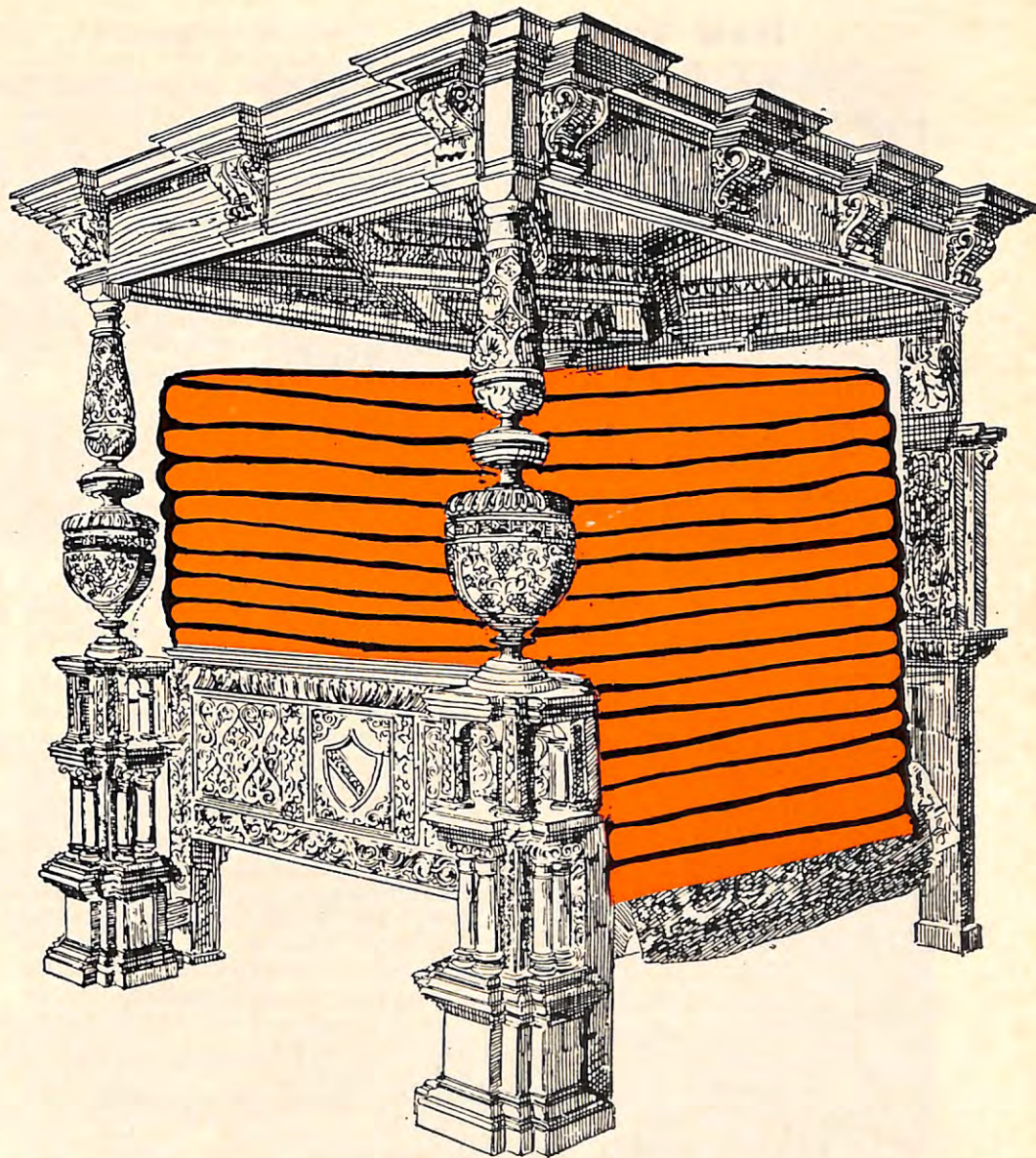
Not a bad sort, really, the Prince, though he had doubts of his own, arranged that she be bathed, clothed, and fed, and the results were so satisfactory that he was soon sharing a bottle of mead with her before a roaring fire, enchanted by her loveliness.

But was she really a Princess? She looked like one, minus the mud, and she acted like one. But there was only a single time-honored way to find out: She would sleep that night on a bed of fifteen mattresses. Unknown to her, however, he would insert a pea at the bottom of the pile.

The girl had either been too sheltered to have heard of this gambit or was playing it cool, for she agreed to the odd arrangement. And the next morning, when asked how she had spent the night, she replied that she had scarcely closed her eyes, that some sort of obstruction had made it impossible for her to get any rest.

She *was* a Princess! And, so they tell us, they lived happily ever after.

There are certain elements in this hoary history which have always bothered me. Logistically, that is.



It is not that I find it strange that a Princess should be running around in the rain at night, barefoot and unattended, for Lord knows what she had gone through before she showed up at the Prince's front stoop. In those days, she could have been running from a dragon, an ogre, a wicked witch, or any number of other unpleasant threats to her royal existence.

What bothers me are the mechanics of the Prince's ploy.

There are the mattresses, for one thing.

In my house, at least, I have a mattress for every bed. And that's it. It's also S.O.P. for most people, I think. And I don't know anyone, off-hand, who has fifteen extra Beautyrests stashed in a closet for emergencies of this sort. Granted that the Prince lived in a castle and had a lot of minions about, plus a lot of visitors of one kind or another, doesn't a mattress presuppose a bed of some kind? Did he have his supply in a special "mattress room"

or did he relegate fifteen of his underlings to the bare floor for the night? It is a puzzlement.

Next, as any logical person can tell you, if you piled fifteen mattresses straight up, you would have a stack not less than seven-and-a-half feet high, depending on the manufacturer. If one or more box springs were included for stability's sake, it would gain another few feet, of course. Any attempt to reach the top of this mass and/or sleep there would produce a "pancake effect," in which one or more of the ticks would start slipping in a horizontal direction, resulting eventually in the whole edifice sliding chaotically across the floor.

To counteract this, I can only conclude that the Prince, either that particular night or sometime previously, if he had been bothered by such contretemps in the past, constructed something on the order of a "mattress-bin," built along the lines of those carts used

(Continued on next page)

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(Continued from page 55)

in Latin America to haul sugar cane, but without wheels. It had ribs along the sides and some sort of gate at the rear to prevent a backward movement. And it was sturdy, for, after all, fifteen mattresses must be pretty impressive on the scales.

This contraption, it goes without saying, had to be placed in a room with a high ceiling, lest the lady asphyxiate. But, considering the wide-open architecture of castles in those days, this probably posed no problem.

The problem, as I see it, would have been not only to convince the gal that the Prince had all his marbles, once she had seen where she was to bed down, but also to get her to the top of the stack, no mean feat. Did she climb, and thus expose her regal dignity? Did they call the Fire Department for a crane? Did the Prince's underlings form a human pyramid and pass her to the top, hand-to-hand?

The story does not say. It only maintains that, somehow, she got there and remained long enough to have her attempts at sleep frustrated.

We now come to the pea.

I have no idea what fifteen mattresses weigh, as I have intimated. But it must be considerable. And I am quite sure that no existent pea, dried, frozen, or fresh, would stand up under the tonnage. Thus, leaving the matter of the Princess' sensitivity out of it for the moment, I can only conclude that the

pea must have been the size and consistency of a Civil War cannon ball, if it was to come through the experiment at all. Sadly, I must find for the logicians in this instance. For even Luther Burbank never dreamed up a champion like that.

Along this line, too, we must also assume that the Prince was lighter on his feet than Nureyev and could put The Great Thurston to shame in the dexterity department. For, remember: The lady presumably did not know what he was planning to do, or didn't let on if she did, and thus he was forced to insert the pea under the fifteenth layer after she had gone to bed, so she wouldn't tumble to the plot immediately. He was forced to do it in the dark, and without tipping her off that he was in her room after hours. It must have taken some Princely blood, tears, and sweat.

We are told, however, that it was accomplished, and that the Princess tossed and turned until dawn, one of the few facts, considering everything, that I don't doubt, pea or no pea. This earned her the legendary equivalent of the Purple Heart, a life of luxury, and, so they say, endless adoration.

I would prefer to believe that the Princess really played the whole scene on the level. But one other thing about the tale always bothered me:

The Princess was beautiful, remember, and the Prince was in love. *But what if she'd said she slept like a log?*

Elevators

(Continued from page 52)

design of contemporary structures. Too, there is no need for heavy, load-bearing side-wall supporting columns or footings.

When a person desires to ascend to the fourth floor in an operatorless hydraulic elevator, he merely pushes the button marked "4" on the car control panel. This action automatically closes the door and starts a pump which discharges oil through a check valve into a pressure cylinder around the plunger.

The action is reversed for descent. When the button marked "Lobby" is pushed, for instance, the oil is released from the pressure cylinder and flows back into a storage tank. The elevator descends to the lobby and, upon arrival, the doors automatically open.

Despite the fact that elevators make vertical transportation effortless in buildings, ships, and caves, the world's tallest structure has no elevator. This needle-like TV tower in Fargo, N. Dak., rises 2,069 feet above the ground—819 feet higher than the Empire State Building. The only way to get to the top is by the television tower's built-in ladder. ■

Obituary



PAST DISTRICT DEPUTY James F. Hendricks, a longtime member of Manitowoc, Wis., Lodge, died Aug. 7, 1969.

A Past Exalted Ruler of Manitowoc Lodge, Brother Hendricks had served for five years as a lodge Trustee.

He had also served as Sergeant-at-Arms, Inner Guard, and Vice-president of the Wisconsin Elks Association. He was appointed District Deputy Grand Exalted Ruler of Wisconsin's Northeast District for the 1965-1966 lodge year.

At the time of his death, PDD Hendricks was serving as Chairman of the state association's Committee on Grand Lodge Relations.

Adrian Coen

We note with regret the death on Sept. 21 of Mrs. Adrian Saunders Coen, widow of the late PGER John R. Coen. Services for Mrs. Coen were held Sept. 23 at Mountview Presbyterian Church in Denver, Colorado.



BAYONNE, New Jersey, Elks recently entered this attractive float in their city's centennial parade. Shown atop the entry are nurses Mrs. Andrew Wanko and Mrs. John McCauley, ER Edmund O'Neill, and a very special guest—David Mazurowski, New Jersey Elks' crippled children's poster boy for 1969.



AN AMERICAN FLAG and holder were presented recently to the officers of the Hillside, N.J., School Crossing Guards Association by the members of Hillside Lodge. Shown with the pleased recipients after the presentation are three of the Hillside Elks who participated in the ceremony: PER Walter C. Reutter, ER Joseph C. Castelluccio, and PER John V. Redling.



A CLASS OF 84 candidates initiated recently into Hampton, Va., Lodge strike a pose for a photo marking the happy occasion with ER Donald M. Coffey Jr. (seated, center) and other officers of the lodge. The class—the first initiated in the lodge's new quarters—was the largest in the 72-year history of Hampton Lodge.



WINSTED, Connecticut, ER Ferdinand T. Serafini (right) receives a handshake from his brother, PER Anthony F. Serafini, who served as his installing officer. The new Exalted Ruler was initiated into the Order 24 years ago, when his brother was serving as high officer of Winsted Lodge; three other brothers are also lodge members, as was their father, who is now deceased.



AN OUTSTANDING CITIZEN award is presented to Warrington, Fla., Fire Chief Jack Weston (right) by Florida VP Robert C. Gonzalez, Warrington, who makes the presentation on behalf of the lodge. Mr. Weston was honored by the Elks for his 15 years of service with the volunteer fire department.



WATKINS GLEN, New York, Brother John Clark (left), chairman of the Elks' Cancer Crusade, presents a check to Mrs. Mary Chapman, executive secretary of the Schuyler County chapter of the American Cancer Society. Looking on is Watkins Glen ER Leland L. Smith, who holds a certificate presented to the lodge by the American Cancer Society in appreciation of the Elks' donation.



A FAMOUS ENTERTAINER—Swingin' Sammy Kaye—strikes an informal pose with Glen Burnie, Md., ER W. Perry Linthicum (seated, left) and other officers of the lodge after appearing with his orchestra at the lodge's annual spring ball. The affair, held in the lodge's new quarters, was the most profitable money-raising affair in the seven-year history of Glen Burnie Elks.



ELIZABETH, New Jersey, ER Harry C. Fadde (center) and Mr. Edward A. Kammler Jr., automobile agency president, present the keys to a new station wagon to Mr. Julius R. Pollatschek, president of the United Cerebral Palsy League of Union County, N.J. The vehicle will be used to transport children to the league's cerebral palsy center in Cranford, N.J.; the Elks donated the station wagon to the organization in cooperation with the automobile agency, which will provide necessary servicing.



\$600 CERTIFICATES from the Grand Lodge are presented to two happy youngsters—Chester Robinette and Kathryn P. Counihan, both of Cumberland, Md.—for their performances in the Youth Leadership contest. Making the presentations are Cumberland Est. Loyal Kt. Robert J. Burkey and Brother John D. Hensell, as Exalted Ruler Charles E. Howell Jr. looks on at right.



AN ENTRANCE to Pirates World amusement park in Dania, Fla., forms a backdrop for members of the Boys Club of Broward County, and Plantation, Fla., Youth Activities Chairman Tom Ryan (background), who doubles as the boys' basketball coach. Plantation Elks recently treated the youngsters to a day at the amusement park, including rides of all kinds and a delicious lunch.



A QUARTET of Elks initiated recently into Webster, Mass., Lodge upon the occasion of the lodge's 1,000th meeting pose for a family portrait with their proud fathers. The initiates are (seated) Michael R. Pio Jr., David C. Cragen, Edward S. Kaszmarek Jr., and Richard Bembenek; behind them, with smiles of approval, the fathers—PER Michael R. Pio Sr., PER Donald L. Cragen, and Brothers Edward S. Kaszmarek Sr. and Bruno Bembenek.



AN EXCITED GROUP of young campers are shown as they prepared to board a bus for a trip to the North Carolina Elks' boys camp at Hendersonville, the state major project. With the boys are three members of Goldsboro Lodge—(background) Pete Whitley, PER E. S. Williams, and Robert Parrott—who serve on the camp committee. Each lodge in the state may send boys to the camp at a cost of \$50 each; the camp can accommodate 600 boys at a time.



A GROUP OF SCOUTS—all members of Troop 588, sponsored by Florida Keys, Fla., Lodge—carefully roll up some of their sleeping gear before departing on an exciting journey. The youngsters were among 37 boys chosen to make a 1,400-mile trek to the Great Smoky Mountains of Tennessee, where they toured Gatlinburg, and made a side trip to Cherokee, N.C., where they attended a play outlining the history of the Cherokee Indian nation.



MIAMI, Florida, ER Daniel E. Smalle (left) shares a photo with four Boy Scouts and their leader, Scoutmaster MacNeil (right), after presenting a \$250 check, on behalf of the lodge, for camper-ships. The scouts are Eduardo, Jose, and Juan Navarro, and Dicente Soler.



POINT PLEASANT, New Jersey, ER Charles F. Pettit (left) and Brother Sam Melillo perform a pleasant task—presenting framed American flags and certificates to 12 area scouts who recently attained their Eagle Scout rank. The young men represent various troops throughout the lodge's jurisdictional area.



A HANDSOME TROPHY representing first place in Venice-Nokomis, Fla., Elks' first annual golf tournament is displayed by the winner, Brother Bruce Pinto (right). Brother Pinto lends a helping hand to Brother Bill Dalton, who holds a permanent trophy for display at Venice-Nokomis Lodge.



AN ATTRACTIVE FLOAT—Westerly, R.I., Elks' entry in a recent parade observing their city's 100th anniversary—bears a trio of Brothers representing the Order. The Elks are ER Frank LoPresto, Est. Loyal Kt. John Hodis, and PDD Bernard J. Schiffman, a member of Smithfield Lodge.



AN ANNUAL OUTING for handicapped children at Seaside, N.J., sponsored by Toms River, N.J., Lodge, finds ER Gerald G. Graham (fifth from right) and a group of his fellow Elks posing for a photo with some of the youngsters moments before the fun began. The children were treated to lunch, gifts, and a fascinating series of rides, including at least one spin on the merry-go-round.

Constructive Americanism Program

In the eight years since it was created, the Grand Lodge Americanism Committee has developed a broad program of activities designed to "quicken the spirit of American patriotism." The program includes far too many special events and observances for any lodge to participate in all of them and the Committee has never supposed that any lodge would attempt to do so. Nevertheless, we feel that the present Committee under the Chairmanship of Edward L. Harbaugh has taken a constructive step by stressing just four points in its program for this year.

This seems constructive because by focusing attention, and therefore the financial and manpower resources, on a small number of well-conceived projects the result should be more effective programs throughout the country. It should be pointed out, in passing, that the Committee in no way suggests that any lodge is limited to the four programs that it is emphasizing in this lodge year. The Committee is merely proceeding on the theory that concentrating on a few programs will achieve more than by scattering efforts over a broader field.

To achieve this concentrated effort, the Committee will base the award of Grand Lodge honors on the manner in which lodges take part in these four programs:

1. Promotion of use of "Our Flag" decals and gummed stickers
2. Participation in Eagle Scout Recognition Program
3. Lodge observance of a "Law and Order" night
4. Expansion of the Flag Day observance into a community affair.

Selection of these four programs has much to commend it. They offer variety. They do not conflict seasonally. They all offer splendid opportunity to bring home to the people of the community the rich values and sound principles of our American heritage, and they involve all age groups. With respect to the third program, which is new this year, it has the added appeal of timeliness.

The Grand Lodge Convention in Dallas adopted a strong resolution condemning lawlessness on our campuses and in our streets, demanding vigorous law enforcement to maintain domestic order, and urging Elks lodges to demonstrate their support of law enforcement agencies. The Americanism Committee's law enforcement night is a response to that resolution.

The chips are down. Now is the time to stand up for law, order and justice, for tomorrow may be too late. Anyone who expects our police, prosecutors, and other public officials to stand alone forever against the militant minority whose aim is to destroy society's first line of defense as a prelude to revolution, is indulging in fatal fantasy.

A good example for all patriotic Americans was the action taken by Dan Sullivan, a member of Springfield, Ill., Elks Lodge resident in Minneapolis. It seems that the *Minneapolis Tribune* carried an item taking a dig at one of our Flag decals on the window of a Toyota, a Japanese automobile. This might have seemed funny to the *Tribune* from its lofty position, but not to Brother Sullivan, whose letter to the editor of that paper we quote in part:

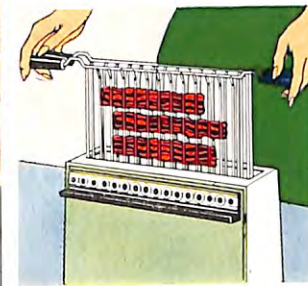
"I'm the person who drives a Toyota with an American Flag sticker on the window which says "Love it or leave!" This may seem incongruous, but I also drink German beer, Scotch and Irish whiskey and Colombian coffee. . . . The Flag sticker which the *Tribune* refers to was put out by the Elks, of which I am proud to be a member. I also am proud to belong to the American Legion. I believe that I am as loyal as most Americans and a lot more so than some of our hippie generation. I didn't burn my draft card; I enlisted in World War II. It's my belief that as long as American GI's are being wounded and being killed in a stupid political action in Viet Nam, the least I can do is show that I am proud of them."

Every Elks lodge should make these four Americanism projects highlights of the year's lodge program.



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The LIMITED CLOSEOUT OFFER described in this U.S. Importer's Bulletin is for a short time only. Deep-slashed discount price is good only for the Men's Deluxe Model. The Amphibian Watch has been a favorite not only of Scuba Divers but active, modern men around the globe. Goods have been stored in a U.S. Bonded Warehouse situated on the New York waterfront, for non-payment of U.S. Government Customs taxes. They are now being released at once to the general public at a fraction of the regular price. Orders shipped on a first received, first mailed basis. All watches shipped within 48 hours of receipt. LIMIT: Only ONE (1) watch to each reader at this slashed price.

1969 BRAND NEW MODEL

Every watch brand-new in original factory packing. New, sturdy Ebelium mainsprings that can't break. New, rugged cases with rear closures of thick, heavy duty STAINLESS STEEL. Each watch absolutely WATER RESISTANT—hermetically sealed, then depth tested UNDER WATER. Each watch warranted to withstand 6000 POUNDS (3 TONS) of undersea pressure per sq. ft. surface. Each watch has a built-in RESISTOR—a time-honored Swiss invention that gives it unusual resistance to shocks, jolts, and heavy duty use. None offered herein to stores or watch jobbers. Sales made direct to consumers in U.S.A. To be sure of prompt delivery, please follow easy Rules and Conditions printed in coupon.

**LIMITED OFFER —
WILL NOT BE REPEATED AGAIN TO
READERS OF THIS PUBLICATION**

No exceptions. No stock reservations. All 1969 models including stock held in our New Rochelle, Larchmont and U.S. Government Bonded Warehouses will be included. No ifs, ands, or buts. All readers have the same chance to get this special bargain. But to avoid disappointment we strongly urge prospective buyers to mail the SPECIAL PROCUREMENT COUPON (below) right away. Upon receipt of same, one (1) watch will be shipped to each purchaser. Description of this famous watch and full details of this importer's closeout offer are printed below.

SPECIFICATIONS OF WATCH OFFERED IN THIS BULLETIN

The detailed specifications for this nationally advertised watch are as follows: (A) TYPE: Genuine Amphibian—made for use on land, under-the-sea, or out in space. (B) CASE: Standard diameter—approx. 1½ inches wide. Heavy duty—has a special BOLTED-ON BACK of genuine Stainless Steel, polished to a satin finish. Latest Astronaut-inspired design. (C) WORKS: Precision Swiss Parts throughout, assembled in a renowned Swiss watch factory. Movement has integrated calendar section that changes date every 24 hours at the stroke of midnight. Works are electronically tested both outside and inside the case. (D) WATER RESISTANCE: This amazing watch is water resistant (not just "semi water-protected"). User needs only to keep crown, case and crystal intact to retain water resistance. Special internal seals keep out water, dust, grime, and grit—the four great enemies of watches. (E) BUILT-IN RESISTOR: This device gives positive resistance against possible damage from shocks, hard usage, jolt, etc.

LATEST COMPUTOGRAPH DIAL HAS MANY SPECIAL USES

An unusual Revolving Computograph Dial is mounted on the outer rim of this new 1969 Amphibian. Truly a great development of Swiss technology, it has numerous applications in industry, business, sports, engineering and professions. A help in timing speeds

of boats, cars, auto races. Useful for many shop operations, photographic work, track events, football, baseball, etc. Special LAPSED TIME operation helps you keep breaking down for dates or business appointments. Cuts down on long distance overcharges. Prevents overtime parking fines. Over 97% of all watches made today do not offer this modern convenience.

ONE OF WORLD'S MOST RUGGED WATCHES EVER DEVELOPED IN 3 CENTURIES!

Amphibians were first made for deep-sea divers or frogmen. Their very lives could well depend on a rugged, heavy duty watch. Knowing this, the clever watchmasters of Switzerland engineered it to withstand staggering stresses and pressures—without breaking down. To accomplish this they gave it special resistance to shocks, jolts, bumps, accidents. They put in a special metal alloy, an unbreakable mainspring, a domed, shatterproof crystal, a solid steel backing, plus cushiony rubber gaskets. The result: one of the world's most sturdy watches in over 300 years! A watch so strong it takes months, even years of treatment that could ruin an ordinary watch in 5 minutes! A watch so thoroughly dependable and well engineered that it carries a 5 Year Service Certificate!

FREE 7 DAY EXAMINATION

Readers may examine, use and try one (1) watch without risk or obligation. This time-piece is absolutely guaranteed to give satisfactory performance. Otherwise return for immediate refund by return mail.

THIS IS A STRICTLY LIMITED OFFER!

This is a strictly LIMITED CLOSEOUT OFFER. It is subject to all rules and conditions shown in coupon. Please be sure to read and follow these easy rules. This will avoid delay and ensure prompt delivery to your home.

TO ORDER WATCH, PLEASE USE THIS SPECIAL PROCUREMENT COUPON

FOSTER-TRENT INC., [U.S. Import Div.] 369 Post Rd, Dept. 512-M Larchmont, N.Y. 10538

RULES & CONDITIONS (PLEASE OBSERVE WITH CARE)

- [1] Only ONE (1) Amphibian to a reader at discount price of \$11.99. [2] Add 80¢ for postage, handling and insurance.
- [3] Seven day free trial permitted. Satisfaction guaranteed or money refunded. [4] This offer is for prompt acceptance.
- Orders received too late returned promptly to sender. [5] Sales limited to U.S.A. only.

PRINT NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____