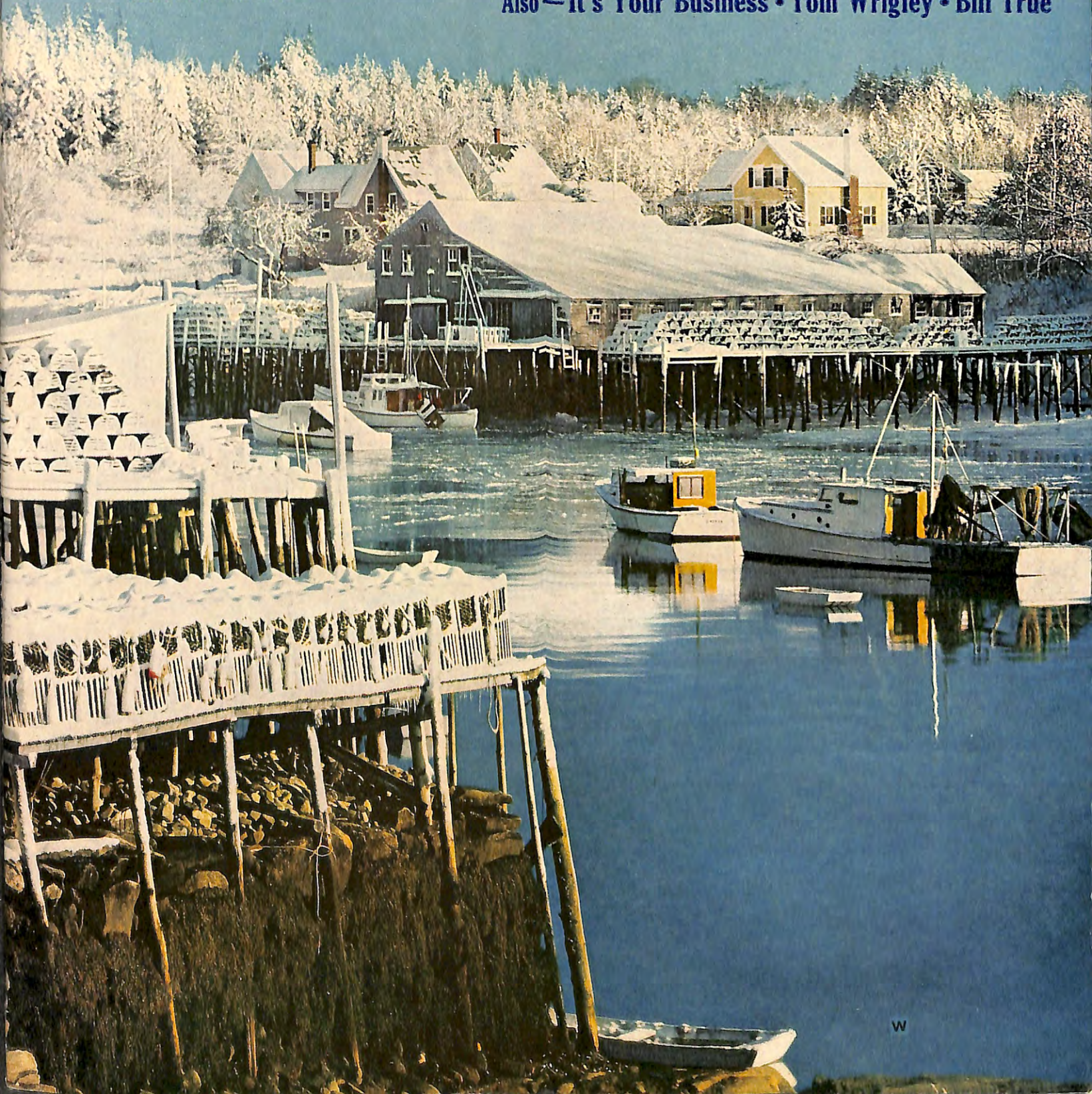


THE
Elks

MAGAZINE
JANUARY 1970

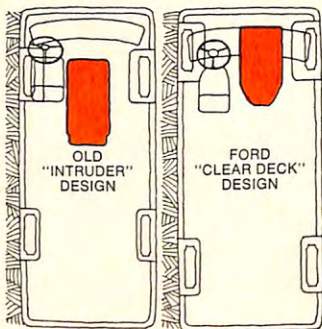
in this issue:

The ABC's of Franchising
The Textbook Earthquake
For Elks Who Travel—Paris
Are You Ready For Franchising?
Also—It's Your Business • Tom Wrigley • Bill True



Outsells all other vans combined

...because Ford's better ideas make all other vans obsolete!



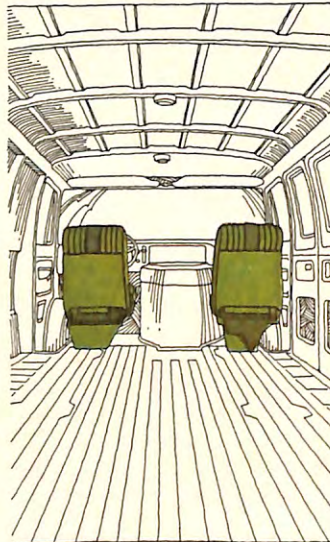
23% more floor space.

Ford moved the engine forward—to give you 23% more unobstructed floor area than any other van can offer. Clear load length measures over 8½ ft. in the Econoline Van . . . over 10 ft. in the Supervan.



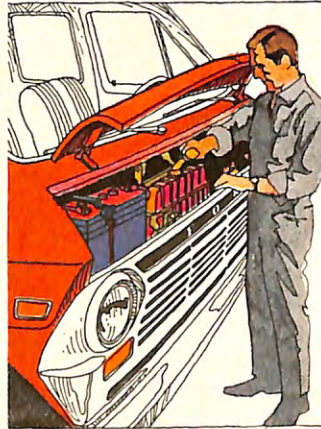
Twin-I-Beam ride.

The independent front suspension made famous by Ford pickups: Twin-I-Beam. Two I-beam axles for strength . . . big coil springs for easy ride. Wide-track design adds new highway stability, even on windy days.



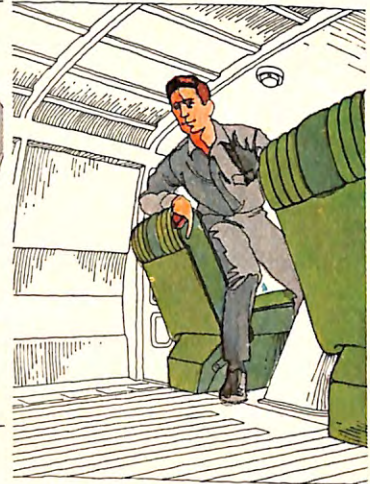
Payloads to 3600 lbs.

Choose from three Econoline series. Payloads to 3600 pounds. As much as 1325 pounds more than in other vans. Power choices include top-performing 302-cu. in. V-8.



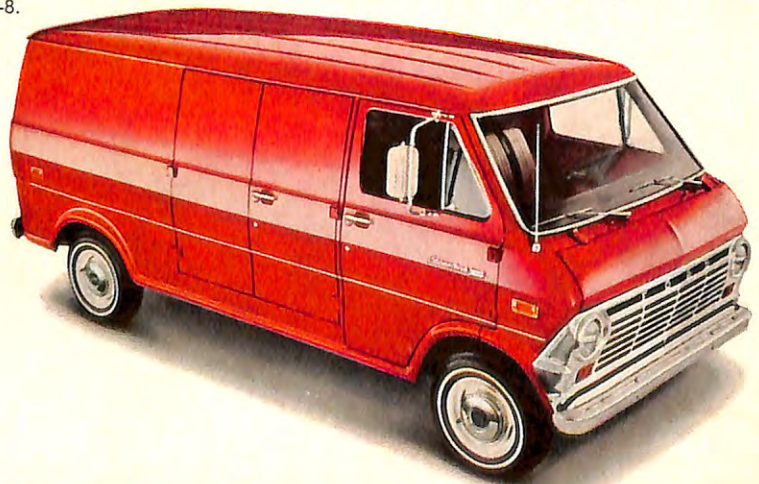
Outside service center.

Just raise the hood and all these service points are at hand—oil, water, battery, windshield washer water, wiper motor, brake master cylinder, voltage regulator. Ford's better van ideas make everything you do easier to do.



"Walk-thru" to rear.

Because the engine is forward out of the way, the driver can step from his seat into the load area. The loadspace is not only bigger, it's easier to reach. Check all the better ideas in the best selling van —at your Ford dealer's.



FORD ECONOLINE VANS



MAKE \$100 \$200 OR MORE

per week...
part time
with a **FOOSBALL**[®]
Sportsystem Franchise

America's newest sport can make you a spare time fortune! Hundreds of men are now making thousands of dollars each with the FOOSBALL Competitive Sportsystem Program. . .you can too.

Here's how you start. . .

Show people how to play FOOSBALL, the action packed, new table-soccer game that's perfect for pool halls, bowling alleys, taverns, legion halls, snack shops, campus spots, union halls. . .the list of locations is endless. All you have to do is visit the locations during the fun hours. After one demonstration game, everyone wants to play. Competition builds. . .from then on, you simply collect your money from the cash box and split it with the location owner.

FOOSBALL works full time. You work part time!

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*American Youth Marketing Corp.
aims building, cincinnati, ohio, 45206*

interested parties may call Mr. Green collect (513) 281-7171.

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\$200 in 10 days from 1 unit

C. H., Alabama. . ."I have taken in as high as \$200 in just ten days from one unit, and we have had units pay for themselves in less than one month. There are no maintenance problems and virtually no overhead."



No Selling! No experience needed!
We help you every step. . .

Our FREE, illustrated and thoroughly proven manual, sound movies, banners and advertising materials, will guide you step-by-step to fabulous success with FOOSBALL. We show you how to get locations. . .how to install. . .how to promote. . .how to make one location lead to another and another.

We help you obtain financing through your local bank, and you can begin your FOOSBALL program for as little as \$650. In addition,

you will receive our FREE monthly Dealer NEWSLETTER to give you all the latest news on FOOSBALL, and we advertise in magazines like LIFE, ESQUIRE, SPORT, and on radio and TV to help even more.

ACT NOW. . .DON'T DELAY. . .

Fill out our coupon and mail it today. Others will be writing in from your local area, and inquiries are processed based on date of postmark. Remember, only one dealer can be appointed from your area. There's no obligation. . .only opportunity. . . the biggest you've ever had. Send in this coupon NOW!

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No one will visit you. Please include phone number so we can call.
Yes, I'm interested in a part-time full-time program. Send me all the facts on my FOOSBALL FORTUNE... FAST.

my occupation now is _____

name _____

phone _____ area code _____

address _____

(please use street number and zip code)

city _____ state _____ zip _____

WE SIT



BETTER

Trademark

wanted: people to care

(and profit)

Demand is increasing constantly for reliable in-home sitters and companions for children, the elderly and convalescents.

You can get in on the ground floor of a whole new and highly profitable industry geared to meeting this need.

Here's what it means to you:

- Profit potential: \$10,000—\$22,500 net per year.
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- Complete training provided

We Sit Better, Inc., is an international chain of franchised agencies supplying trained sitters and companions to families and institutions. It is the pioneer in the field of professional, in-home care for children and adults. The potential is expanding as rapidly as our population.

Many areas are still available. A typical We Sit Better franchise requires only a moderate investment. On-the-job training, recruiting assistance and advertising support are included.

For complete franchising information write or call:

Dan Millington, Executive Vice President
WE SIT BETTER, INC.
Department E
3525 West Peterson Avenue
Chicago, Illinois 60645
(312) 539-8787



THE ELKS MAGAZINE

VOL. 48, NO. 8

JANUARY 1970

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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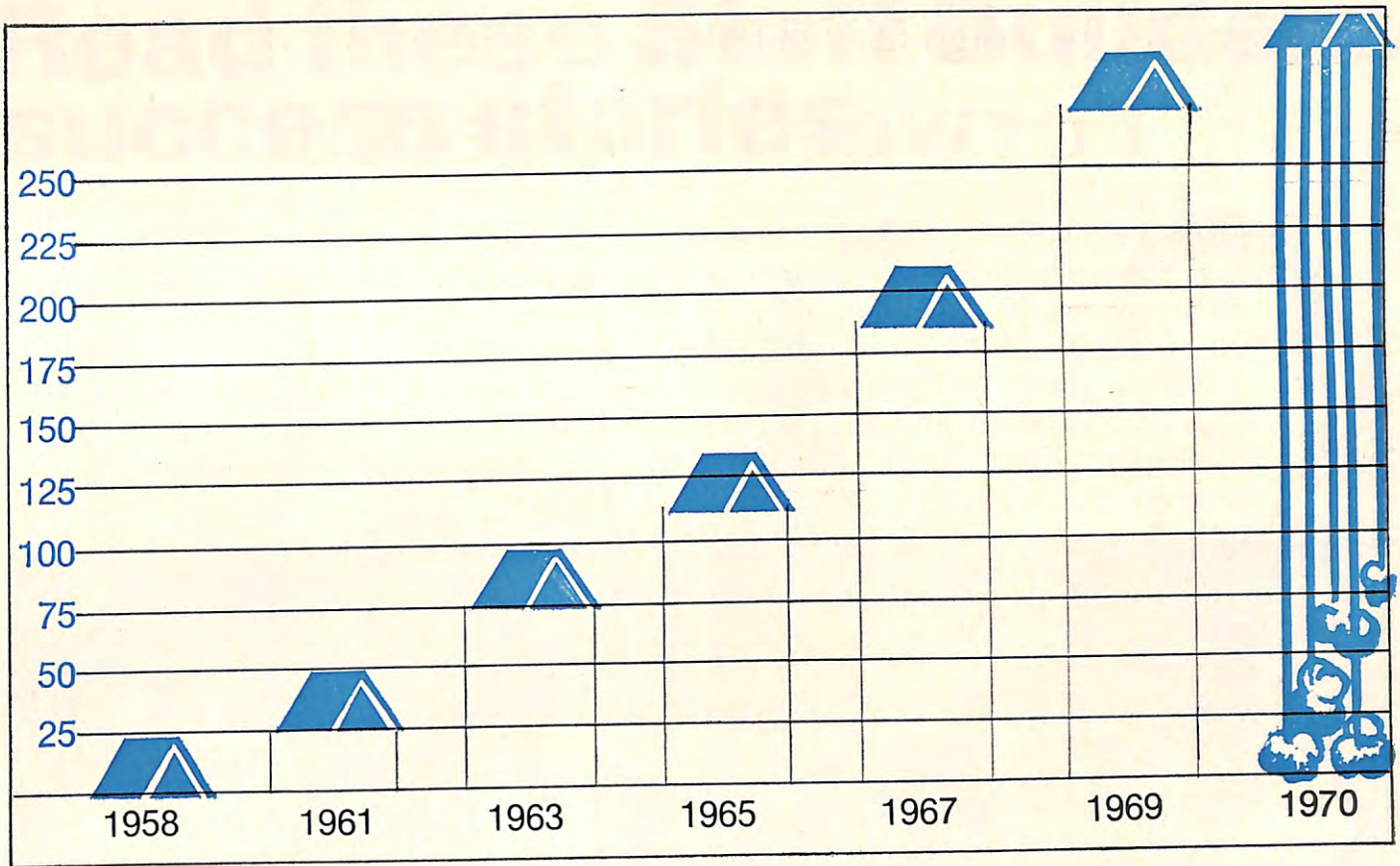
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MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new addresses.

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Come grow with us!

If you can. You see, we only open about 40 International House of Pancakes Restaurants each year.

In 1958, there was one INTERNATIONAL HOUSE OF PANCAKES — now there are two hundred fifty from coast to coast. All are successful — all are returning their franchise owners good profits for a very good living.

And the living *is* good! As an INTERNATIONAL HOUSE OF PANCAKES franchisee, you're buying a well-planned, well-proven "think smart" business. We train you in all areas. We locate the real estate. We build it. And we

invest *with* you — as much as \$250,000. Think about that — \$250,000 behind you. \$250,000 to insure your success.

If you're the kind of man who likes the odds with him, if you've got a minimum down payment of \$25,000 — look into owning an INTERNATIONAL HOUSE OF PANCAKES franchise. 250 successful units. And more opening every day.

So, send the coupon, now! Investigate carefully the advantages of owning an INTERNATIONAL HOUSE OF PANCAKES, an International Industries Company listed on the New York Stock Exchange.

National Franchise Director
INTERNATIONAL HOUSE OF PANCAKES
6837 Lankershim Boulevard
North Hollywood, California 91605
Telephone (213) 875-0444
Please send me further information
regarding an International House of
Pancakes Franchise.



NAME _____
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STATE _____ ZIP _____
PHONE _____

A Message from the Grand Exalted Ruler

Forward Together

FOR YEARS MEN HAVE known that by banding together in mutual effort they can accomplish greater deeds. The Elks State Associations are a living testimonial to this theory, for they have become the strength and sinew of our Order.

All programs of Grand Lodge are now carried on by the various State Associations and the subordinate lodges soon learn that membership in their Association gives them a greater opportunity for service.



Our State Association major projects are tremendous in scope and carry the ideals of our Order to glorious accomplishment. They are indeed the vital link in the chain of Elkdom.

From the Vocational Rehabilitation Center for young people in Alabama to California's Cerebral Palsy Mobile Units; from Florida's Crippled Children's Hospital to Oregon's Visually Handicapped Children's Clinic, all are grand and terrific programs. Name them all. One cannot choose among them.

The amount expended in charitable and welfare work by our State Associations and special jurisdictions totaled more than \$4 million last year. That is truly a wonderful philanthropic effort.

We are doing together what none of us could accomplish alone.
We do it as "Good Elks—Proud Americans."

Sincerely and fraternally,

Frank Hise
Grand Exalted Ruler

GOOD ELKS—PROUD AMERICANS

Read these Staff Builders success stories...



JOHN D. ROMAN
St. Louis, Mo.

"I joined Staff Builders because I had my fill of working for a large company. I wanted independence and a full life for my family. In a little over 2 years with Staff Builders, I have 2 profitable offices and a staff of 6. My income has risen more than 200% since joining Staff Builders."



J. R. EVANS, Lt. Col., Ret.
Long Beach, Calif.

"After 24 years in the Air Force, I was looking for a second career offering challenge, prestige . . . and high income. I believe my Staff Builders franchise will provide them all while placing me in a business which is ideally suited to my service background."



CLIFFORD MARLOW
Albany, N.Y.

"My office was one of the first Staff Builders franchised offices, so I'm one of the veterans. Take it from me—this is an outfit that delivers what it promises and never lets you down. The temporary personnel business is one of the most fascinating, exciting and rewarding businesses imaginable."



DUDLEY C. LYON
Miami, Fla.

"Before going into this business, I was Vice President of a company manufacturing industrial fasteners. In the relatively short time I've been with Staff Builders I feel I am part of a close-knit family . . . with everyone trying to help me. I moved my family 1200 miles for this opportunity and I'd do it again without hesitation."

now start writing your own...

It's not that difficult to write a fantastic success story when you're in the right business at the right time with the right company behind you. And right now is one of the best possible times to open a franchised Staff Builders Temporary Personnel office.

Temporary personnel is one of the nation's leading service businesses, with an annual volume of over \$1 Billion. It's the kind of business with no inventory problems — where money turns over rapidly — and you have the satisfaction of working with people who respect and need you. It's a profitable business — and a prestigious one that places you in contact with the business leaders of your community.

Staff Builders, a publicly owned company with over 70 offices coast to coast, is one of the nation's leaders in the field of temporary personnel with a growth rate of more than 50% a year. Staff Builders is growing this rapidly because it has perfected systems and procedures for every phase of its operation — and teaches these procedures thoroughly to its franchisees.

So, if you want to write your own success story in a profitable, prestigious industry, start today. The investment, including working capital, is \$18,500 and

can be partially financed. You need no personnel experience — just the ambition to work hard for what you want. Fill in and mail this coupon or telephone today for complete information.

MANAGER, BRANCH DEVELOPMENT

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(212) 867-2345

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builders®**
TEMPORARY PERSONNEL



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New York, N.Y.
10017

Please send complete information on a Staff Builders Temporary Personnel Franchise.

Name _____

Address _____

City _____ State _____ Zip _____

E 1-70

by A. R. ROALMAN

CURT NELSON, OF Glen Ellyn, Illinois, made it sound simple. "I was an advertising salesman," he said. "One day I decided to invest in a car-wash franchise. It made so much money I bought a second one. They both made so much money that I quit my job as an advertising salesman."

Nelson recently used the money he had made from the two car washes to buy a women's apparel shop in Glen Ellyn. If his pattern of success follows, maybe one day soon you'll be offered a Nelson Apparel franchise.

But it isn't always as easy as Nelson made it sound. In Los Angeles is a man who put \$8,000 into a franchise operation last year. Today, 365 days wiser and \$8,000 poorer, he realizes that all franchises aren't a guarantee of financial success.

But franchises are attracting a lot of attention. Marvin H. Hollander, a technical analyst for Filor, Bullard & Smyth, a well-regarded brokerage firm headquartered in New York City, thinks companies in the franchise business are good investments for the stock-buying public.

In another way, look at some statistics:

—There are 350,000 franchise opera-

tions in the United States today.

—Franchise operators will sell almost \$100 billion worth of goods and services in 1970.

—Almost 100 per cent of the small business advisors you talk with today suggest that anyone interested in going into business for himself should look at the many franchise opportunities available. (Not all of the small business advisors endorse franchises enthusiastically, but they do concede that good franchises are among the better investments now available.)

The trick on cashing in on the big boom in franchising? Finding the right one for you? How do you do it?

I started searching for a rock-solid answer to that question by calling J. J. Jones, head of the United States government's Small Business Administration office in Chicago. He had given me good advice for many previous articles about small businesses that I have written, and I told him I wanted to interview him for an *Elks* magazine feature. We met for lunch, and I fur-

ther explained my assignment: Write an accurate article about the fast-growing, sometimes-confusing business of franchises.

"What kind of franchises?" he asked. "Good ones or bad ones? There are plenty of both, you know."

He, in 10 seconds, had gone to the heart of the problem faced by people considering franchises.

Jones is worth listening to, because he has the responsibility of advising the thousands of small businessmen who come to the SBA for advice, government-guaranteed loans, or technical assistance. When he says there are some good franchises, he's worth listening to. When he says there are some bad ones, he's worth listening to.

How do you find out which are the good ones and which are the bad ones?

Jones advises anyone interested in franchises to search out the answers to such basic questions as what a franchise is, what is the agreement between the owner of a franchise and the person who buys a franchise, and what makes a successful franchise operator?

To start at the beginning, a franchise is a name and some expertise, plus, maybe, national promotional efforts. For example, a company has a successful candy store and wants to expand. It can go to its bank and borrow money to build new candy stores in other cities.

But the cost of cash is high these



days, so more and more companies are turning to the franchise concept as a method for expansion. Instead of borrowing cash, they advertise that they will sell their name and their knowledge for use on a defined basis.

Individuals with some cash saved or a good line of credit at *their* local bank, reply to the ad and begin talking with the candy store (or franchise) owner.

If both parties agree, the candy store owner will sell, for, say \$12,000, the legal right to use its name. As part of the sale price, the candy company also will give the buyer trade secrets about how to operate a candy store: How much should the store owner pay for advertising? For help? What hours should he stay open? What customers—other than people who happen to walk in off the street—could be highly profitable customers for a candy store? How much should the buyer pay himself in salary every year? How does the buyer obtain maximum tax benefits?

Also, the candy company will show the franchise buyer how to build and decorate a candy store. In brief, the candy company will do everything but supply the hard cash and the manpower to run the new store. Often the franchise seller will provide financing of as much as 70 per cent. All the franchise buyer must do is offer some form of tangible security that the loan will be paid back.

So much for what, in theory, a franchise is. How does a franchise work in practice? More important, should you consider buying a franchise? Is it likely to be a profitable investment for you? More profitable than, say, the stock market or interest from a bank savings account?

Should you consider buying a franchise? Definitely. They are a widely accepted form of successful investing these days. But consider them carefully, because they are an unusual form of investment, and they should be approached with special care.

The first rule to follow when you start thinking about franchising—according to franchising experts, bankers, government officials and people who have a long and successful record of franchise operation—is to consider only franchises relatively closely related to businesses you already know something about. If you're a mechanic, don't think first about going into the bakery business or into tailoring.

There are hundreds of different kinds of franchises around. There are a multitude of food-service franchises. Some companies will show you how to get into the clothes rental business. Others will show you how to sell paper-back books. Income tax services. Cheese. Business services. Some will show you how to get in the business of employee counseling, shirt-selling, tape recording, gasoline, automobile transmissions, learning systems, anti-theft devices, art, wedding arrangements, and photo processing.

The variety of franchises that are available is staggering. One of the questions anyone interested in the franchise concept will have to ask is: How do I start looking at them?

Easy. Read the thousands of advertisements being run by franchise owners. You can find them in just about any business-oriented publication today.

Go through the advertisements, carefully, and write to those that look like

they are related to your background. If you've been in retailing, there will be hundreds of possibilities for you. The same can be said if you're somewhat experienced in automobiles, education, or food. Write to those franchise advertisers who look like they might have something of interest to you.

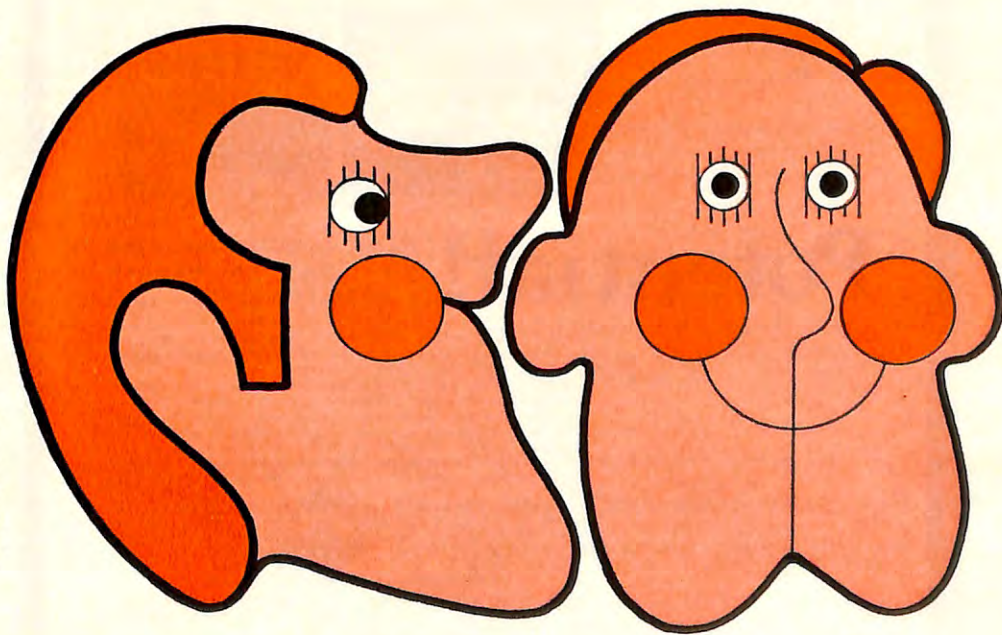
You'll get a response.

You can be sure of that. If anybody is making money from franchising, it is the printing business. Printers have the job of producing handsome, colorful and informative booklets, brochures and other promotional pieces for the hundreds of companies that have begun to sell their franchise rights.

You'll get, as I did, booklets and letters that begin like this:

"The XYZ Franchise, less than one year after introduction, is already established in 19 states. Remarkable? It certainly is. But why not learn about XYZ directly from the men who are already enjoying its exciting growth and profit potential."

Enclosed with the letter, which went on for five more paragraphs and was
(Continued on next page)



OF FRANCHISING

(Continued from page 7)
 signed by the executive vice president of the company, was a profit statement from a man who had purchased the franchise some months before. Also included was a card that said one of these franchises was available, in many parts of the country for "less than \$10,000" and profit potential would be more than \$18,000. (However, it should be noted that there were no deductions for corporate taxes to be paid on the profits or the salary to the owner. It is presumed that both the owner's salary and company taxes on profits would be deducted from the \$18,000 plus figure.)

Other letters said: "We feel that we have an excellent investment opportunity." Or, "We are confident that ABX franchise represents one of the truly outstanding profitable business potentials in America today."

To hear the franchise sellers tell it, they have a really good thing to sell.

And well they might. Still, the problem for the person interested in buying a franchise is: How do I find the right one for me?

The usual sources—Dun and Bradstreet, credit ratings, and bank balances—for checking the franchise in which you are interested, don't always tell

the story. Too, only two states—California and New York—have provided legal guidelines that describe the conditions under which franchises may be established. So the normal licensing bodies are not available as a screening agency for franchises. Where do you turn?

Talk with the small business advisors. The Small Business Administration, a federal government organization, has extensive experience with franchising. If you want to learn something about the subject, hie yourself off to the nearest SBA office.

Talk also with your banker. Most important, talk with other owners, both successful and unsuccessful ones, of the franchise you are considering. Don't be hurried at this stage of your exploration. Take your time and spend unhurried hours talking with at least three men who have operated a successful franchise such as the one you want to buy. Also, insist that the franchise seller give you the names of three men who have bought the franchise but failed with it. Learn why. If the franchise seller doesn't give you names of failures, be wary of him.

Determine whether the franchise seller has been in business for at least three years. Extensive experience has shown that it takes at least this long for a management group to iron out the problems inherent in any new program and to develop it to a point where it can be a real success.

Explore, also, the advertising program that the franchise seller guarantees. One of the advantages of a franchise is that it provides large-scale advertising. After you see what is guaranteed in the way of advertising, compare it with the advertising offered by other, competing companies. Also, if you have a respected friend in the advertising business, show the ads to him and ask his judgment.

(Continued on page 18)



Potential! **HARDI-GARDENS, INC.—THE FIRST NATIONAL GARDEN CENTER FRANCHISE.**

Garden centers are the newest idea in franchising. And when you consider that 80 million people spend well over \$5 billion a year on gardening and lawn projects, it's a good idea.

Based on present trends in population and life styles, it is predicted that the total volume of lawn and garden sales will continue to increase.

Hardi-Gardens, Inc., has developed a complete franchising package that has been tested and is in use in eight locations in Nashville, the "franchising capital." Although we began selling exclusive regional master franchises for our garden centers less than a year ago, over 400 centers have already been sold to them for construction and development.

Regional master franchises require \$50,000 of capital with a minimum net worth of \$100,000. Applicants are screened on the basis of past business experience, sincerity of purpose, and willingness to profit from a new idea offering new horizons of development and financial return.

Garden Centers Are Big-Money Businesses

You may be interested in owning an individual Hardi-Gardens Center. If so, we'll be happy to put you in touch with the master franchise owner in your area.

Write: Mr. Ron Schaefer

P. O. BOX 909B, NASHVILLE, TENNESSEE 37204

HARDI-GARDENS



"In those days, when you made a million dollars, you had something."

All you have to do to make a Fortune in Franchising, is to pay a fee and lean back and wait for the money to roll in ?



F.I. says NO.

And we hope you're one of the business persons who shares our view that it takes far more than financial substance to succeed in a franchised business of your own.

If you don't agree with our principle that it takes plain hard work on the part of a licensee to succeed in franchising, we'd as soon that you didn't read on. For chances are that you wouldn't fare too well as a licensee. You might not even fare at all. Naturally, F.I. prefers to deal only with prospects who can evidence the ability to achieve their goals.

If you are ready and able to roll up your sleeves and pitch in toward making a go of any of the solid, well-founded business opportunities in the F.I. system, we'd like to hear from you.

Chances are that you're the kind of man of action now operating in F.I. franchised businesses from coast to coast.

These are men who have worked hard to enhance their earnings and build their equity position.

Men like the IMPS mobile powerwash operator who began with one unit and now manages a busy fleet. Or the Robot-guard dealer who started as a one-man sales force and now has five installers busy keeping pace with his burglar and fire alarm sales. Or men like the Clean Bill's Car Wash operators trained and preparing to begin one or more car wash/gasoline operations of their own.

You might even be the type of businessman typified by our major market network of F.I. Franchise Sales Center owners. These are local businessmen with exclusive rights to represent F.I. franchises locally.

If you expect to do more than pay a franchise fee and lean back, we invite your inquiry. A complimentary copy of the latest portfolio of F.I. nationally franchised businesses is yours for the asking.

Who knows? This could be the start of money rolling in for you. Just so you understand that a fair measure of hard work, perseverance, and ambition is involved.

The Franchises International Building in Scarsdale, N.Y. is the national base of operations from which F.I. performs the many services aimed at the continual support and betterment of its diversified franchises. Here, too, the new franchises of the '70's are under constant study and development for release to F.I.'s major market network of Franchise Sales Center Owners.



FRANCHISES INTERNATIONAL, INC.

A SUBSIDIARY OF CITY INVESTING COMPANY

1075 CENTRAL PARK AVENUE, SCARSDALE, NEW YORK 10583

Kindly mail me a copy of the most recent F.I. Portfolio of Franchise Opportunities. I'm particularly interested in: the Car Wash/Gasoline business. Burglar and Fire Alarm Sales. Mobile Powerwash Services. Restaurants. F.I. Franchise Sales Center ownership.

Name

Street

City State Zip

Present business A

FED UP?

MAKING MONEY FOR THE BOSS?
GOING NOWHERE FAST?

OWN YOUR OWN FAST FOOD FRANCHISE
NEW STORES AVAILABLE IN:

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INDIANA Angola Charlestown Crawfordsville Griffith Knightstown Waynedale	OHIO Brunswick Defiance Fremont Greenville Lima Newark New Philadelphia Piqua Tiffin Trenton Van Wert
IOWA Estherville Sibley Spencer	PENNSYLVANIA Johnsonburg Mt. Joy
KENTUCKY Barbourville Berea Cumberville Frankfort Maysville	WISCONSIN Chippewa Falls Green Bay Rice Lake
MINNESOTA Sleepy Eye Blue Earth	TENNESSEE Clinton Elizabethton Martin Morristown Newport New Tazewell
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FACING 1970 our country meets a year of decision. Paul W. McCracken, Chairman of President Nixon's Council of Economic Advisers, told a news conference here it will be "a rather uncomfortable year" for the American economy. He predicted, however, continued prosperity after inflation is controlled. Newsmen argue about some of the issues like pulling troops out of Vietnam as fast as possible; the closing of military installations, not only in our country but in many foreign lands. Some wonder if the slash in our defenses might be dangerous. There are arguments over draft by lottery. Overall is a shadow of inflation, the danger of a recession, continued high prices, labor unrest, riots and crime, revolts against law and order. Back of it all is a growing regard by the silent majority of Americans that this country is big enough to overcome any obstacle, that in an emergency the citizens will rally to its defense and that 1970 may turn out to be another year of prosperity in a country of united Americans.

SEN. STEPHEN M. YOUNG of Ohio retiring at the end of his term will leave the upper chamber of Congress without its master of invective. It is not that he hesitated in calling a critic a "liar" but he has a way of hitting even deeper. To one critic he said "You are lower than a snake's tail in a wagon rut". At 80 he is the oldest man in the Senate and is not seeking re-election because, he says, "The reality of age I shall not ignore".



LA COSA NOSTRA means literally "our business" and Director J. Edgar Hoover of the FBI points out in his Law Enforcement Bulletin that the mob business is violence. He said: "Violence is used in fighting competition in

Tom Wrigley

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industry, collecting on gambling and loan-sharking debts, seizing control of certain forms of business, removing rival mobsters". Fortunately organized crime and the greedy crime lords who prey on the American public are receiving more and more exposure, he says. This helps to dispel some of the myth that has grown up about mob life. But we still have a long way to go.

VICE PRESIDENT AGNEW in one year has risen to be a top speaker in the Nixon administration because he tells it as he sees it. His words are making history. Here is what he said after the first Moratorium March. "It is time to stop dignifying the immature actions of arrogant, reckless, inexperienced elements within our society. The reason is compelling. It is simply that their tantrums are insidiously destroying the fabric of American democracy".



D.C. SALES TAXES have been pouring more money into the city treasury since new increases began December 1. Cigarette taxes are increased from 3 to 4 cents a pack; restaurant taxes from 4 to 5 percent; general sales tax from 4 to 5 percent; motor vehicle excise tax from 3 to 4 percent; non-prescription drugs taxed 2 percent. The total revenue package is expected to yield \$47.8 million a year.

BETTER POSTAL SERVICE may come this year as a result of the experiment launched three years ago in the Atlanta Post Office. Substitute employees now make up nearly a fifth of the postal work force but the Atlanta plan features predominantly regular employees working eight hours a day, 40 hours per week. It is a plan of Postmaster George Camp who did not believe he needed some 1000 substitutes in his

**WRITES FROM
WASHINGTON**

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staff of 5500. Now the Atlanta office has only 175 employees who are not regulars. Mail volume is up, accidents are down and only three percent of the total complement are not regulars.



POLICE "CAGE" CARS have been given a new name here. They are standard police cars with rear passenger areas enclosed with steel mesh. To call them "cage" cars is offensive and Asst. Chief George R. Donahue instructed all men to refer to the cars as "transport vehicles", their official designation. He said "Cages are for animals".

AUTO FROM CHILE, driven all the way through South America, Central America and into Washington is now still going somewhere in the U.S.A. It left Concepcion, Chile in May 1968 and finally got here in November. Two young college students, Ariel Bethancourt and Roberto Schmidlin are the drivers. They hope to enroll as mechanical engineering students at California Tech. in March.

HIGHWAY BEAUTY will be given more protection during this year according to word from the Senate Public Works Commission. Back in 1965 President LBJ passed the Highway Beautification Program bill sponsored by Mrs. Johnson. It was called "Lady Bird's Bill" and a law banned construction of signs within 600 feet of interstate and primary highways in the 33 states that joined the program. However Congress voted less than \$3 million to support it. A crackdown on the illegal signs still along the highways will be debated.

SAFETY TASK FORCE has been organized by President Nixon to promote
(Continued on page 30)

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NEWS

OF THE

LODGES

ENJOYING moments of conviviality during a reception in their honor at the Michigan Elks Association's fall conference in Port Huron are two Elks leaders and their wives—GER Frank Hise, Elizabeth Dompierre, Jeanette Hise, and Michigan SP James L. Dompierre, a Negaunee Elk. Other distinguished visitors participating in the meeting were PGER Lee A. Donaldson, Grand Chap. the V. Rev. Francis P. Fenton, O.S.A., of Flint Lodge, and Grand Trustee E. Gene Fournace, a Newark, Ohio, Elk. PGER Lee A. Donaldson, representing the Elks National Foundation, made a surprise presentation of \$9,000 to the association, the largest single allocation ever received by the group; Michigan Elks contributed more than \$53,000 to the Foundation in the 1968-1969 lodge year.



CHARMING a group of California Elks at San Pedro Lodge is Miss Christine Oliver—"star" of a lodge cerebral palsy march, which netted \$600. With the five-year-old San Pedro miss are PDD Paul J. Riccobon, VP J. T. Bair, Dr. Harry Isabelle, all Downey PERs, and San Pedro CP Chairman Al Scott. Christine received a table, chair, and enough crayons and paper to make her recuperation from three more in a series of operations more pleasant.



HOISTING a new American flag—a gift of Holyoke, Mass., Elks—on the grounds of Our Lady of Providence Home for Children are two intent youngsters, Scott Nolan and Freddie Safford, with assistance from ER Edward J. Suleski Sr. (right) and Brother Walter E. Baird. Looking on are Sister Mary Clemens, S.P., and Sister Dolores Marie, S.P.



PGER Edward W. McCabe shares a fraternal handshake with Tennessee SP Walter J. Key of Jackson and Columbia, Tenn., ER Ross Robinette, as they welcome the Past Grand Exalted Ruler to Columbia for Tennessee Elks' recent midyear meeting. Adding their greetings are (on left) state Secy. John M. Chattanooga, and (right) SP-elect and PDD William R. Banks, Knoxville. The meeting's main order of business was the allocation of student and nurse scholarships, the state major project.





WAYNESBORO, Virginia, Lodge, instituted seven years ago, recently dedicated its modern new home to the Order's four cardinal virtues of charity, justice, brotherhood, and fidelity, and to a fifth cornerstone—Americanism. Posing for a photograph to mark the occasion with PGER John L. Walker, who delivered the dedicatory address, are officers of the lodge headed by ER Donald J. Trohaugh (background, second from left) and two Virginia Elks leaders—SP Doral E. Irvin, a member of Lynchburg Lodge and superintendent of the Elks National Home in Bedford, and DDGER Wesley M. Petrie, a Waynesboro Elk (background, first and third from left, respectively). The festivities included the initiation of 45 new Elks, and buffet and dance, and, as a special treat, musical selections rendered by Brother Ramon "Red" Ringo, a resident of the National Home.



GRANITE CITY, Illinois, Elks' \$6,050 gift to a local hospital is presented by PDD Paul J. Edmonds, chairman of the lodge's Crippled Children's Committee, to Sister Mary Thomas, administrator of St. Elizabeth Hospital. Witnessing the check presentation are ER Vincent Bischof (seated) and committee members (standing, from left) Jack W. Reese, PER Charles A. Lybarger, and Dr. W. W. Bowers. At left is Miss Jacqueline Haug, physical therapist, who will supervise the use of the hydrotherapy Hubbard tank to be purchased with the funds. The immersion unit benefits both children and adults in a variety of ways, primarily in alleviating the suffering of severely burned patients during the removal of dressings. The gift was donated in memory of Brother Walter A. Reese, founder of the Granite City Elks' Crippled Children's Committee 34 years ago.



HIGHLIGHTING Oklahoma Elks' "fall workshop" meeting, held in Muskogee, is the presentation of a check for \$3,000 from the Elks National Foundation to the Oklahoma Elks Major Projects, Inc. and the Oklahoma Elks Youth Center. Participating in the presentation ceremony are (from left) PDD Robert L. Smith, McAlester, treasurer of the Elks Youth Camp; PGER Earl E. James, an Oklahoma City Elk; SP Emmett F. Hines, Tulsa, and state Major Project Chairman George W. Auld, of Midwest City.

WISCONSIN ELKS' special guests at the state association's fall conference in Rice Lake—GER Frank Hise and PSP and Dr. Melville J. Junion, Green Bay, past Grand Esteemed Leading Knight—smile for the camera with a group of Wisconsin Elks. Flanking the two GL dignitaries are SP Maurice Pohl (left), Sheboygan, and PSP Bert Thompson, Kenosha; standing (from left) are DDGER Lloyd A. Klofanda, Eau Claire; DDGER Warren R. Foster, Baraboo; the host Rice Lake ER John P. Anderson; DDGER Albert Weigandt, Oshkosh, and DDGER John D. Pugh, Waukesha. Approximately 500 Elks and their ladies attended the meeting, and GER Hise, who was accompanied by his lovely wife, addressed the gathering at an evening banquet.



GOOD ELKS - PROUD AMERICANS



LOGANSPORT, Indiana, ER J. Thomas Henry and his charming wife Georgia (inset) extend the lodge's welcome during recent festivities to three leaders of Elkdom and their ladies: (above photo, from left) PGER Edward W. McCabe and Mrs. McCabe; GER Frank Hise, and Indiana PSP G. L. Miller, a Logansport Elk and past chairman of the GL Committee on Judiciary, and Mrs. Miller. Mrs. Hise also was present, but is not shown in the photo.



PGER JOHN E. FENTON smiles approvingly as Massachusetts SP Joseph E. Brett of Quincy presents a \$1,000 contribution for the Jimmy Fund to then Manager Dick Williams of the Boston Red Sox at the Annual Charity Baseball Game of the Massachusetts Elks Association. At left is the general chairman of the Charity Baseball Game Committee, Brother Charles E. Gill, Melrose.



INDIANAPOLIS, Indiana, Lodge's third annual Tip-Off Banquet honoring the Indiana Pacers professional basketball team is the scene of this group photo of the Pacers with ER Garry Long (right) and Senator Vance Hartke of Indiana, who addressed the gathering of more than 500 Elks and guests. Also present was SP William H. Collison, Linton. Television viewers in Indiana and parts of Illinois were able to see the festivities in a half-hour program. Chairman of the successful annual event is PER John E. Combs.

ONE OF EASTON, Pennsylvania, Lodge's longtime members—Brother Harry Zellers (second from left), a 62-year Elk—receives an honorary lapel pin from ER Charles Wagner during a testimonial dinner honoring lodge members with 50 or more years in Elkdom. The other old-timers pictured are (from left) John Garbarino, Charles R. Haas, Harold D. Haas, and Clayton D. Buss. Also receiving pins were Brothers Harold Schug and Frank Snyder.



OHIO SP E. Paul Howard (behind podium) receives special honors during the state association's Northeast (South) District meeting which was hosted recently by his home lodge, Alliance. On hand to pose for a photo with the State President are (from left) ER Ray A. Brunner; District Activities Chairman Edgar Pike, also of Alliance; PSP N. A. Bartram, Youngstown; DDGER Nick M. Kovic, Warren, and state Tiler Floyd Shambaugh Jr., a North Canton Elk.





CALIFORNIA "OLD SMOKIES," who claim to have the happiest reunion club in all Elksdom, gather for their latest get-together at Vallejo, Calif., Lodge to celebrate their hectic train trip to Chicago for the 1962 Elks national convention. Calling themselves "Old Smokies" in memory of a train accident, which might have been a disaster but luckily only messed up schedules, the group gathered to reminisce for the 15th time. They also met seven-year-old Richard "Kinsley" Nelson, who was born in Kinsley, Kan., 2,000 miles from home and nine hours after the accident—and somewhat earlier than planned—to Vallejo PER Emmett C. "Jack" Nelson and his wife Gladys; young Richard is shown sitting between his parents and sister Elizabeth Ann. Gathered around the foursome are some of the "Old Smokies," including PDD and PSP Norman S. Lien (seated, right), Watsonville.



ALL COSTUMED for the North Arlington, N.J., annual Halloween parade, which the North Arlington Elks aid in sponsoring, are first-place winners in the children's division. Pictured with the imaginative winners are (background, from left) Walter Lewandowski, president of the town Recreation Commission, Mayor Theodore Lapinsky, PER Larry McKeown, and lodge Youth Activities Chairman William Ferguson, who directed all parade activities.

LODGE NOTES

HAYWARD, Calif. More than 60 Bay District officers and their ladies assembled at the lodge recently for a gala officers ball. ER Robert Summitt and his wife Barbara headed the greeting line to receive the dignitaries for an evening of cocktails, dinner, and a formal ball.

Hayward Lodge was gaily decorated for the occasion with masses of fresh carnations and ferns dyed in the Elks' purple and gold. Among the visiting Brothers on hand were DDGER Owen D. Cant of Alameda Lodge and PDD Dan L. Ferrari of Oakland Lodge, both accompanied by their lovely ladies.

Plans are already being made for next year's gala event, which will be hosted by members of Fremont Lodge.

POINT PLEASANT, N.J. The lodge's social event of the season—the annual crippled children's charity ball—was pronounced a great success, with many Elks and their guests attending the gala affair.

A buffet supper and dancing highlighted the event, with proceeds slated for the lodge's crippled children's fund.

SAN ANGELO, Tex. Lodge members are understandably proud of their fine "new" lodge building, recently renovated and improved at a cost of approximately \$100,000. Improvements made to the building include new carpeting and furniture in several rooms, bringing the total value of the lodge's property up to approximately \$350,000.

SOUTH MIAMI, Fla. The lodge's youth activities and Americanism committees recently joined forces to sponsor an "Eagle Scout Day." The program, honoring all Eagle Scouts in the district, was opened by South Miami Mayor Jack Block, who read a proclamation setting aside the day for emphasis on scouting, youth participation, and patriotism.

SOUTH SAN FRANCISCO, Calif. Lodge members recently entertained 17 servicemen from the Oakland Port of Embarkation, treating them to live music, dinner, and movies. The servicemen—all about to be shipped out to "parts unknown"—were also presented with cigarette lighters or key chains bearing the Elks' emblem, to remind them of the evening.

The price of the dinner, for lodge members, was a two-pound can of coffee; a total of 245 pounds of coffee was collected, and has been since sent on to various U.S.O. clubs in the area.

HANOVER, Pa. Exalted Ruler Reuel H. Zinn is the third member of his family to hold the lodge's high office; the family tradition was begun by his grandfather, Brother Reuel K. Hoke, who served as Exalted Ruler for the 1911-1912 lodge year. It was continued by Brother Harman E. Zinn, father of the current ER, who held the post for the 1937-1938 lodge year.

Lodge members are very proud of this unusual distinction.

SPRINGFIELD, N.J. PER John E. Sayres was the center of attraction recently as lodge members gathered to honor their Brother with a dinner-dance. Dignitaries on hand for the festive celebration included DDGER Stephen Cymbaluk, a member of Cranford Lodge; VP Frederick A. Moore, Elizabeth, and Springfield Mayor Philip DelVecchio.

All told, there were more than 150 Elks and their ladies attending the tribute to Brother Sayres; a good time was had by all.

LORAIN, Ohio. Approximately 120 Elks and their guests turned out recently for a lodge dinner honoring their own DDGER Charles E. "Doc" Sylvester, a longtime member of Lorain Lodge.

Distinguished visitors on hand for the festive occasion included Ohio Trustee Earl E. Sloan, Elyria, and PDD Daniel E. Hartung Sr., Sandusky, as well as Exalted Rulers from several lodges in the North Central District, Brother Sylvester's area of jurisdiction.

BESSEMER, Ala. SP Howard T. Hannah, acting in behalf of the Alabama Elks Association, recently sent a check for \$1,389 to Mississippi SP Robert J. Gilly, to aid Mississippi Brothers in their gigantic cleanup tasks resulting from the devastation of Hurricane Camille. The check represented donations from all the lodges throughout the state of Alabama.



PGER WILLIAM A. WALL heads a group of prominent Florida Elks participating in the institution ceremonies of the state's 90th lodge—Apopka Lodge No. 2422—who are shown as they pose for a photograph with Charter ER George Roller (back row, left) and other lodge officers. The dignitaries are: (first row, from left) GL State Associations Committeeman Russell L. Saxon, New Smyrna Beach; SP R. Lamar Johnston, Vero Beach; SDGER Robert B. Cameron, Holiday Isles; Grand Est. Lead. Kt. Chelsie J. Senerchia, Miami; PGER Wall; DDGER E. W. Ehlers, Leesburg, and PDD Malcolm V. McCall, Eustis. Approximately 300 Elks gathered for the institution, on September 28, 1969, of the 173-member "baby" lodge.



LOUISIANA ELKS' mid-season conference in Slidell is highlighted by the presentation of a check for \$1,500 for the Southern Eye Bank, the association's major project. Grand Est. Lead. Kt. Chelsie J. Senerchia (right), Miami, Fla., makes the contribution on behalf of the Elks National Foundation to SP Henry L. Riser, Shreveport, as (from left) Dr. Gerry E. Hinton, an Elk and city councilman; SDGER Robert B. Cameron, a Holiday Isles, Fla., Lodge member, and Slidell ER George R. Ketteringham, state major project chairman, look on. Brother Senerchia was a guest of honor at the conference; he was introduced as the keynote speaker by Grand Forum Justice Willis C. McDonald of New Orleans.



ELKINS, West Virginia, Lodge's winning float in the Grand Feature Parade of the 33rd Mountain State Forest Festival, which features an American flag and the Grand Exalted Ruler's "Good Elks—Proud Americans" slogan, receives enthusiastic applause from some of an estimated 150,000 spectators who lined the streets of Elkins to watch the parade.



A \$3,200 DONATION for the Beacon (N.Y.) Volunteer Ambulance Corps is presented by Beacon Lodge's Est. Lead. Kt. E. Sands Frost to Mrs. May Way, president of the corps. The sum was raised at a recent lodge dinner-dance. Brother Frost served as co-chairman and Brother Isidore Swidler, who is pictured at left, was general chairman of the successful event.

BROOKLYN, New York, Elks help the New York Mets celebrate their World Series victory. Sharing a victory photo with three of the champion baseball players—Rod Gaspar, Gary Gentry, and Jim McAndrew (left to right)—are ER John Annunziata (left) and Brother Bert Beehan, chairman of the Elks' Day at Shea Stadium.





FULTON, New York, Elks view the state association's newest cerebral palsy home service unit, which is assigned to the Fulton-Oswego area, as Robert C. Bartlett (third from left), field representative of the United Cerebral Palsy Association of New York State, and Mrs. Carol Wehinger, therapist for the new unit, visit the lodge. Fulton Elks are represented by (from left) PER Robert C. Quade, secretary of the lodge CP program; PER James B. Hanlon, lodge CP chairman; ER Otis Dubuque, and PER and VP William Prashaw.



READY TO ROLL THE FIRST BALL at the opening ceremonies of the 1969 annual Ohio Northwest District Elks Bowling Tournament in Toledo, Ohio, is Barberton Lodge's Richard Fox, state bowling president. Pictured with him, poised to observe the performance, are (from left) the host Toledo ER Edward J. Monahan; Wauseon PER Clyde Raker, second vice-president of the state bowlers; Van Wert PER O. E. Shurtleff, a former bowling president, and DDGER Kenneth A. Kidd, of Bowling Green.



FIRST-PLACE HONORS in the 1969 annual Atlantic to Pacific Cayuco Race go to members of the Cristobal, C.Z., Lodge-sponsored Explorer Post No. 1. The four young sportsmen, who also set a new race record with their cayuco—a native boat made by hollowing out a tree trunk—are Joe Cronan, Don Benson, Mike Green, and Randy Hull; with them are Cayuco Queen Barbara Bradley, Post Advisor Bob Hull (background), and the race coordinator, Maj. Gen. Kenneth O. Sanborn. The two other boats entered by the Elks' Explorer Post finished third and sixth in a field of 32.



SOUTH KINGSTOWN, Rhode Island, Lodge's "Man of the Year"—Mr. Anthony J. Guarriello Jr. (second from left)—accepts his award from ER Douglas Sherman during a recent testimonial dinner in his honor. Looking on are SP Lewis G. Berstecher Jr. (left), Providence, and DDGER Reggie R. Sassi, a member of South Kingstown Lodge. More than 200 Elks and guests attended.

Lodge News continued on page 59



APPLES, KIDS, AND ELKS—Wolcott, N.Y., Elks—go together in the local sixth annual Apple Harvest Festival—all the way to win first-place honors for this lodge-sponsored float in the festival parade.

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(Continued from page 8)

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These items, in addition to advertising and length of time the franchise seller has been in business—can vary widely from contract to contract. Compare carefully. When you study your potential contract, make notes on facts you learn and discuss them with your attorney, when you finally get around to talking with one. By all means, talk with a lawyer before you sign a contract to buy a franchise.

But, for a franchise buyer to understand his franchise contract, he should know how contract sellers earn their money. Here, (according to a technical report produced by an unbiased and highly reliable stockbrokerage firm) are ways in which one well known franchise seller in the fast-food field generates money:

1. The sales and net income of company owned stores. (Many franchise sellers will operate their own stores in some sections of the country where they can't get a suitable franchise buyer.)
2. Royalty income from the roast beef, chicken and roast beef-chicken combination they sell.

(Continued on page 20)



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To stand alongside the multi-million dollar associated Nightingale companies in broadcasting and corporate services, the new Nightingale distributor organization has set its sights on becoming not only the largest but also the most successful and personally rewarding company in its field. You enter this exciting, new organization on the ground floor. You decide your role and the extent of participation and success you will enjoy.

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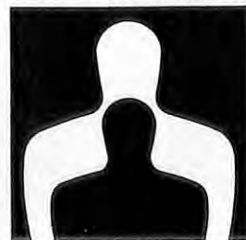
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Chicago, Illinois 60645

Send me complete details about your Executive Distributor Program without cost or obligation.

Name _____

Address _____

City _____ State _____ Zip _____

(Continued from page 18)

3. Initial franchise fees.

4. The income from sale or lease of equipment and supplies. (A 20 per cent markup on supplies is standard operating procedure in the franchise business, so a towel that might cost \$1.00 from an independent source could cost about \$1.20 from a franchise seller.)

The technical report points out that the initial franchise fee is largely eaten away by pre-opening expenses. It also points out that someone could buy a "fish and chip" franchise for about \$15,000 and might reasonably expect a

gross volume of about \$100,000. A franchise affiliated with this franchise seller that sells only chicken would cost about \$30,000 and have an annual volume of about \$200,000 to \$275,000. Roast beef places cost about \$60,000 and have an annual volume of \$275,000 to \$300,000.

The franchise buyer pays 3 per cent of the gross sales volume to the franchise seller. Depending upon varying factors, the franchise buyer will net about 20 per cent of his gross volume, before taxes, which means that a \$15,000 investment might produce after-tax profits of something like \$10,000 a

year; a \$30,000 investment might produce after-tax profits of about \$24,000; and a \$60,000 investment might produce profits of about \$30,000.

There is no guarantee, anywhere, that a franchise buyer is going to roll around in clover for the rest of his life. In fact, one of the facts that becomes obvious during any study of the franchise business is that the person who looks to franchising as a leisurely life is likely to go broke fast. Most franchise buyers have to work hard to keep them profitable.

There is not even a guarantee that a franchise buyer will stay in business long, although national studies show that only one franchise buyer in 10 goes bankrupt, a rate of success that is substantially better than the national averages for small businesses.

Franchising offers some new and exciting business opportunities that, plainly, did not exist before. You might want to take a look at them. ■

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Lodge Bulletin Competition

Again this year, the Grand Lodge will feature a lodge bulletin contest for the year 1969-1970. This competition will be sponsored by the GL Lodge Activities Committee. The committee member in charge will be K. R. Larrick, Box 274, Augusta, Kan., 67010.

Awards will be in five categories, as last year, but the membership classifications have been changed to the following: less than 300 members; between 301 and 600 members; between 601 and 1,000 members; between 1,001 and 3,000 members, and 3,001 and more members.

Entries will be judged on the basis of local lodge news coverage, as well as publicity given to state, district, and Grand Lodge promotions. First, second, and third place awards, as well as honorable mention awards, will be made in each of the five categories.

The rules are quite simple. Select any three consecutive bulletins between April 1, 1969, and January 31, 1970. Place them in a plain manila folder and send them to Brother Larrick in time for him to receive them no later than February 20, 1970. Fancy and expensive binders are not recommended, as they will not increase the chances of any entry and will have no bearing on the judging. All entries must conform to Section 214 of the Grand Lodge Statutes. No entries will be returned.

Do not mail entries to the Elks Magazine, as the staff cannot guarantee that they will reach the proper source for consideration.

The Textbook Earthquake

Suddenly the cabin began to shake as though it would fall apart. "Grab Clare and run, Dad! It's an earthquake!"



Above: Collapsed culvert at Culligan Ranch near Hebgen Lake.

Lower left: A damaged house on the shore of Hebgen Lake.

Lower right: Two geologists examine a 20 foot vertical displacement of earth that took place as a result of the quake.

by Patricia Ford

TEN YEARS AGO the Madison River Canyon of southwestern Montana was a favorite vacation spot for campers and fishermen. Tall pines climbed its steep hillsides, and on the valley floor the Madison River sparkled in the sunlight.

But the night of August 17, 1959, changed all that. At 11:37 P.M., one of the strongest earthquakes ever recorded in the United States (7.3 as compared to San Francisco's 8.2) struck the canyon. With a force equal to that of 2,500 atomic bombs, it shattered a mountain, dammed a river and tilted a lake. It created the largest earthquake-caused landslide in North Ameri-

ca. This mighty tremor also reactivated an ancient earthflow and carved out some of the most spectacular fault scarps in the country. In short, the Montana shock produced so many of the classic features of an earthquake that geologists call it the "textbook earthquake."

The night that it happened was unusually beautiful; warm and clear with a full moon. On the south shore of Hebgen Lake, a reservoir fed by the Madison River, the boats of summer visitors bobbed gently at their piers.

In the Clarence Groshell cabin, one of eight that lined the lake, a light

(Continued on next page)

Earthquake

(Continued from page 21)

blinked on. Mr. Groshell's daughter, Mrs. R. K. Johnson of Palo Alto, California had awakened to the cry of a restless child. She stumbled sleepily into the room where her two small daughters slept, then stared back through the living room doorway.

The old kerosene lamp that hung by a wire from the huge beam in the ceiling was moving. "It was swinging gently in a perfect circle," said the young mother. "As I watched, I heard a roaring sound, like a high wind during a storm."

At that moment, Mr. Groshell came into the room. "That's a terrible wind tonight, Margery," he said.

Suddenly the cabin began to shake as though it would fall apart. Mrs. Johnson snatched four-year-old Laura, blankets and all, from the bed. "Grab Clare and run, Dad! It's an earthquake!"

As the lights went out and canned goods began tumbling from the shelves, the two groped their way out the front door and down the crazily tilting steps. Their neighbors were doing the same. In the midnight darkness they stumbled

over the heaving ground toward a clearing near the lake.

There a strange sight greeted them. The piers, some with their boats still dangling from them, stood high and dry. The group looked at each other and one of them whispered, "The dam must have broken!" Mindful of the crowded campgrounds and the town of Ennis, Montana that stood downstream from Hebgen Dam, they shivered.

The scene at the dam, however, was far different from what the little band on the south shore had pictured. Two dam tenders, awakened by the quake's first jolt, rushed out in time to see one of nature's most awesome shows. The earth's crust beneath Hebgen Lake had broken and dropped, tilting the entire basin. Giant waves, called seiches, began to pound the dam. Back, and forth, and over they roared, while the stunned tenders watched in horror. Four times the water receded, then rushed back into the basin. Incredibly, the dam held.

The water, with no place else to go, slammed back onto the north shore. Everything fell before it—boat docks, resort cabins and lodges. Alerted by the initial earth shock, the residents awakened and fled without loss of life.

Those in the campgrounds to the west were not so fortunate. The disas-

ter that overtook them came, not from the lake or the buckling earth, but from the 7,000-foot mountain that loomed above them.

Unknown to anyone, its pine-covered surface concealed layers of soft, weathered rock. Steeply tilted toward the valley floor, these layers were held back only by a marble-like ridge of dolomite. As geologists later determined, "It was a dynamically unstable slope ready for a period of unusual rainfall, a violent flood or an earthquake to set it in motion."

Blissfully unaware of this, the campers in Rock Creek Campground below banked their fires for the evening, zipped up their sleeping bags and bedded down for the night.

At 11:37 P.M., the earthquake struck. It shattered the mountain at Rock Creek. At an estimated 100 m.p.h. eighty million tons of rock roared down the canyon wall and crashed into the Madison River. So great was its force that the avalanche climbed 400 feet up the opposite side of the canyon.

The sleeping campers never knew what hit them. Nineteen of them died beneath the slide.

When the falling mountain buried the campground, it also blocked completely the Madison River. The river backed up swiftly and violently, showing a wall of mud and rock into other campgrounds nearby.

In the path of this deadly wave were the families of Melvin Fredericks, a salesman from Ohio, and the Rev. El-

(Continued on page 24)

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Name: _____ 23K Gold Inside Emblem: _____
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Address: _____
 If you send cash with order, we ship postpaid. Money back if not satisfied. PLEASE USE ZIP CODE

i heard somewhere . . .

That a man doesn't start giving good advice until he's too old to set a bad example.

That sending them up in rockets is a rather expensive way to get rid of mice.

That to make a long story short, there is nothing like having the boss walk in.

That bald-headed men in swim trunks generally show that their trouble isn't the lack of hair, it's faulty distribution.

That we've made great medical progress in the last generation. What used to be the itch is now an allergy.

That in the old days a man who saved money was a miser; nowadays he's a wonder.

That a caddy is a boy who stands behind you and didn't see where it went either.

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“Addresser-Printer. Is that the same as ‘Addressograph’ addressing machines?”

No. Addresser-Printers are made by Pitney-Bowes, the people who invented the postage meter. There are three different Pitney-Bowes Addresser-Printer systems: metal plate, type-it-yourself foil plate, and plastic. The plastic is for credit cards; the metal and foil are information plates which hold up to 10 lines of data and can be mechanically coded for selective mailings.

“Even if I needed a...uh...whatever you call it, I couldn't afford it.”

It costs more to have an employee do repetitive typing than it does to do it by machine. And more importantly, a machine does it faster and more accurately. Pitney-Bowes makes several different Addresser-Printers—from very big to small—and with their new foil type-it-yourself information plate, no business in America is too small to afford an efficient addressing and printing system.

“No. I don't have a repetitive typing problem.”

That's because you don't do the typing. Ask your secretary how many times she retypes the same names, addresses, social security numbers, and what not on bills, time cards, collection statements, package labels, ledger cards, government forms, order forms, checks, W2 forms, and 941's. You may be startled at the repetitive typing problem that's been right under your nose.



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(Continued from page 22)

mer Ost of New York. Camped side by side, they had settled down for the night when they were suddenly jolted awake. Rushing outside, they saw tents shaking and cars bouncing up and down. The campers looked up to see a wall of water racing toward them. "Grab a tree!" shouted Rev. Ost. As everyone scattered, a torrent of debris hit the area, sweeping everything before it.

When it had passed, the two fathers sloshed about in knee-deep water, call-

ing for their wives and children. The Rev. Ost located his family and moved them to high ground, then stumbled back down the hill to look for his friends.

He found Melvin Fredericks struggling to free his fifteen-year-old son Paul, who was pinned by logs in a sitting position in the rapidly-rising water. Frantically the two men worked to pry the logs apart as the water rose higher and higher. Finally, as the water reached the boy's chin, they gave one last desperate tug and pulled him free.

Together with the other survivors in the campgrounds the two families struggled up the hillside. They huddled around a fire and prayed for the injured and dead. Seven people died here in the landslide's backlash.

In the darkness, cries for help rang up and down the canyon. Two of those who called out were seventy-one-year-old Grover Mault and his wife Lillian, 68, of Temple City, California. The retired couple had camped for several days at Rock Creek. On the night of the quake, Mault awakened to find his trailer afloat and rapidly filling with water.

Rushing to the door, he wrenched it open and climbed to the roof of the trailer. He reached down, grasped his wife's hand and pulled her up with him. When the water reached the trailer top, Mault grabbed the branch of a pine tree, hauling himself and his wife up, branch by branch.

In the five hours that followed, the branches broke four times, dropping both into the cold water. Each time Mault climbed back into the tree, clutching his wife with him.

Her strength slipping away, Mrs. Mault begged her husband to let her go and save himself. He refused. "If you go, I'll go, too," he told her grimly.

(Continued on page 26)

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We contributed the know-how, the Diners Club name, our two million individual members as prospective customers and our corporate clients for business bookings . . . and we discovered the almost unbelievable but true fact that there was as great a need for the services Diners Fugazy Agencies can provide as there was for the original Diners Club card.

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LODGE VISITS OF

Frank Hise



GER Hise attended the Fall Meeting of the Wyoming Elks State Assn. held in Cody, where he took part in a peace pipe ritual before he was presented with a commemorative rifle. From left to right are: Bro. Jim Wallwork, ER Harley W. Fowler, PGER H. L. Blackledge, Frank Hise, SP B. Paul Cody of Casper and Bro. Bill Waller.



GER Frank Hise poses with the peace pipe made for him by Bro. Bill Waller of the Cody, Wyo., Lodge.



After a speech about today's youth and their impact on society, GER Hise is congratulated by Apollo, Pa., Lodge's ER John R. Bone. With them are DDGER Harry A. Stoops (far left) and lodge Sec'y John W. Adams (far right).



GER Frank and Mrs. Hise were honored guests at a luncheon held at the Apollo, Pa., Lodge. Here Bro. Hise has just received a gift from PER Blaine L. Hoover. Shown are: Mrs. Mildred and PGER Lee A. Donaldson, Mrs. Hise, Frank Hise, Mrs. Harriet Bone (wife of ER John Bone) and PER Hoover (standing).





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(Continued from page 24)

Finally rescued by a man in a boat, the courageous couple climbed to high ground and waited for dawn.

Morning finally came to Madison River Canyon, and with it the blessed helicopters.

The rescuers who flew overhead could hardly believe their eyes. Beneath them was a scene of utter destruction. The mountain had been sheared off nearly halfway down, forming a slide a mile long and three-quarters of a mile wide. The river had backed up and flooded the canyon to a depth of eighty feet. Only the treetops were visible in what had once been Rock Creek Campground.

Great chunks of road had fallen into the lake, and broken buildings floated in the water. The only reassuring sight in the terrible scene was Hebgen Dam, still standing.

High atop a knoll near the dam, two hundred survivors awaited the paramedics who dropped from the sky. Many of them owed their lives to strangers who reached out a hand in the darkness to pull them to safety.

As the earthquake victims moved out that day and the next, disaster teams moved in to search for the injured and count the dead. After weeks of checking and cross-checking, authorities determined that twenty-eight persons died that fateful night. Nineteen of them, trapped beneath the slide, will never leave the canyon.

Tragic though it was, the Hebgen Lake earthquake demonstrated almost to perfection the effects of a giant earth shock on man, his structures and his land. Because of this, the U. S. Forest Service has set aside 37,800 acres in this corner of the Gallatin National Forest as a geological preserve.

Over two million people have come to study the dramatic illustrations of this lesson in living geology. Today, Earthquake Lake, formed when the slide dammed the river, is nearly one hundred feet deep. The grey tops of drowned trees still dot its surface, and on the shores here and there a cabin lies tilted in the water.

"Ghost Village," the area of resort cabins near the lake, lies where it fell a decade ago. A nearby road ends abruptly at the lake's edge.

The massive landslide still looms at the western end of the canyon. Atop this mountain of crushed rock is a giant dolomite boulder. On its glistening white surface the Forest Service has placed a plaque bearing the names of the dead. In memory of these, and all whose lives were touched by the catastrophe, the Madison River Canyon Earthquake Area has been dedicated "for all its values . . . all its resources, its geologic history and its deep human meanings."



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by James L. Slattery and Richard Gossweiler



It's Your Business!

HOW TO SUCCEED IN THE FRANCHISING BONANZA

One of the most remarkable franchising operations we've heard about was set up by Nation-Wide Auto Auctions, Ltd., headquartered in Nutley, N.J. In 1968, Nation-Wide began selling used cars by auctions that were open to the public. That in itself was a novel approach. But in 1969, Nation-Wide went even further by franchising their used-car auctioneering system. By October they had placed more than twenty such franchises. One of them was launched by three partners with a total of \$35,000 in capital—\$20,000 of which they had borrowed.

The possibilities of franchising seem unlimited. Recently we read about a new baldness-correction method developed by a formerly-bald California physician, Dr. Jack Bauman. Through this method, which Dr. Bauman calls the "Medi-Hair" process, surgical quality thin steel anchor bases are implanted in the scalp. A siliconized dacron network is then attached firmly to the anchor bases, and hair is fixed to the dacron netting. The whole operation takes three hours and costs about \$1,000. The combined services of a physician, a technical specialist, and a hair stylist are needed for completing the job. Now, all that in itself is interesting enough, we'd say, but what led us to mention this item is the report that Dr. Bauman was planning to franchise his "Medi-Hair" process!

Clearly it's "Onward And Upward With Franchising" in the U.S. today. But that shouldn't be surprising, not when you remember that the first British colonists in America were sent out as part of a franchised operation! We refer, of course, to the founding of Jamestown Colony in the year 1607. This was a purely commercial venture undertaken by a syndicate of British businessmen who in effect obtained a franchise from the British government to carry out their venture.

The variety of franchised businesses in operation today is staggering. One of the biggest is fast-foods franchising. Over 250 food franchisors specialize in hamburgers, chicken, hot dogs, ice cream, pizzas, novelty sandwiches, and

so on and so on. The fast-foods field has been growing at an almost explosive rate. In fact, there are some signs that it may be growing too fast.

TobaccoLand, Inc., is another type of franchisor. It invites the man who has about \$20,000 to invest, to become the operator of a TobaccoLand store which sells custom tobaccos, cigars, pipes, and accessories. Doktor Pet Centers, Inc., provides franchised locations for retailing pets and pet supplies. In the hard goods field, Western Auto Supply Company expects a prospective franchisee to be prepared to invest from \$20,000 to \$30,000. Like many other franchisors, Western Auto is willing to finance a good portion of this amount.

The demand for laundering and cleaning services has generated a number of franchising operations. Well-known in the field of rug, carpet, and upholstery cleaning is the Duraclean Company, which was started up back in 1930 by Irl H. Marshall, who had already achieved substantial business success as the major owner of a chain of newspapers. Today the Duraclean Company has franchises in 29 countries.

Another novel idea in entertainment franchising is FOOSBALL, the coin-operated soccer game marketed by the FOOSBALL Competitive Sportsys-

tem Division of the American Youth Marketing Corporation. FOOSBALL machines, which are about the size of some coin-operated games to be found in amusement arcades, can be installed in bowling alleys, taverns, student-union centers, etc., and the beginning price for a franchise is \$3,495.

The franchising boom has attracted the interest of well-known companies: General Foods, Pillsbury, Household Finance, B. F. Goodrich, among others. Such companies get into franchising mainly by investing in, or buying a substantial franchising operation in some field or other.

But other large companies have set up franchising systems of their own to broaden their marketing operations. An example is SCM Corporation, one of whose subsidiaries, Allied Paper Incorporated, recently inaugurated a franchising operation for marketing its line of greeting cards, stationery, paper school-supplies, and other paper products. The franchisee is expected to invest from \$10,000 to \$25,000, depending on the area and size of territory he's given.

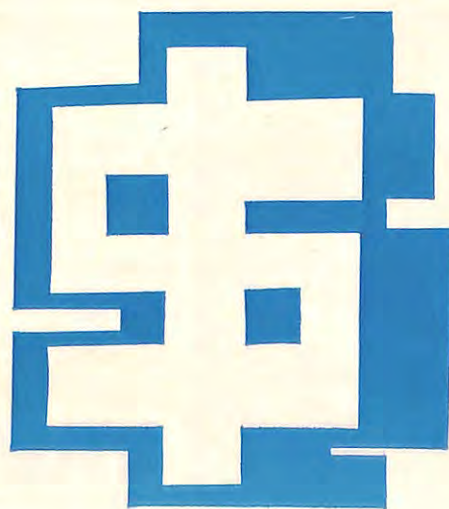
A rapidly growing area of franchising is that of specialized services: computer services, personnel services, business guidance services, fund raising services, travel agency services, industrial security and protection services, and secretarial services.

The good old field of specialty selling includes quite a few franchised operations. It might well be that the next salesman who calls on you to show you his line of novelty merchandise is operating as a franchisee.

Should you become a franchisee? If so, what kind of franchise would be best for you? Let's see how you can arrive at really sound answers to those questions.

The urgent invitation to "ACT NOW!" is commonplace in ads addressed to prospective franchisees. But your first step is to make a careful and objective evaluation of yourself, your business and work experience, your skills and potentialities, your financial position, your family responsibilities, your

(Continued on next page)



(Continued from page 27)

ambitions and desires. In making that evaluation, it's important to distinguish carefully between those abilities which you've demonstrated in a solid way, and those which you may have but haven't yet demonstrated. For example, have you actually been successful in supervision? In selling? In communicating more effectively than the average person?

What kind of work do you really like to do? If you hate doing manual labor, then there are quite a few kinds of franchises that definitely are not for you. On the other hand, if you like doing manual labor but dislike supervision, selling, paper work, and so on, then there are quite a few other franchises that wouldn't suit you at all. Perhaps you'll say, "Well, I like a mixture of those different kinds of work." Fine, but make sure that the kinds of franchise you're attracted to really offer that combination.

The well established reputable franchisors will make their own evaluations of you, but you can save yourself time by making a self evaluation before you even inquire about this or that franchise.

And what about your goal of independence? The franchise ads stress the "Be Your Own Boss" theme, but the typical franchisor is not looking for the man who wants the same degree of indepen-

dence he'd have as the sole owner of his own small business. Some franchises offer more freedom than others, but a franchisor that would permit you to be completely independent might not provide needed assistance in the early stages. Human nature being what it is, some franchisees want to have their cake and eat it too; they want the protection a good franchise affords, but they also want to operate it with complete independence. Generally speaking, those desires are contradictory. The individual who wants to be wholly independent is ordinarily not a promising candidate for franchising.

How much time and work will you really be willing to put into a franchised operation? One well established franchisor warns that their system is not a plan for dreamers and is not for those who expect to make \$30,000 to \$40,000 a year without effort. It's true that there are some kinds of franchises that require only absentee management. The typical small coin-operated self service laundry is one of several types of franchised businesses which ordinarily can be operated pretty much on a part time basis. It's also possible to become an investor-manager in franchised operations which call for full-time operation by on location working bosses who themselves will perhaps be franchisees! However, to become an absentee management fran-

chisee on that scale usually calls for a rather substantial investment.

That famous old advertising slogan, "Ask the man who owns one," is worth following. Before you select a particular kind of franchised operation talk to several individuals who already have franchises in the field and in the particular franchising company that you yourself are considering. If they have fixed location franchises, then visit those locations and watch their operation at work. And remember, franchising isn't a kind of magic that can whisk away the hard old realities of economics, finance, and business-management.

Let's look at the two principal types of franchise operations. The simpler type entails providing some kind of service. Setting up an elaborate fixed location or substantial equipment beyond routine small scale office equipment is not required. Such franchised operations make up a rather small category in the franchise industry and many of them call for demonstrated skill in selling intangibles. So while indeed they are the simplest kind of franchise from an accounting and financial point of view, they definitely are not the "simplest" as far as experience and skill required.

How do franchisors profit from the pure service performance franchises? First, they will almost invariably charge a franchise fee. For example, one fran-

Be a Yamaha Dealer for all seasons



In the spring and summer handle
Yamaha Motorcycles—the complete line of
top-selling sportcycles in America.

In the fall and winter handle the new,
dependable Yamaha Snowmobiles—the
snow machines with the features
people ask for.

Send this coupon in to:

Yamaha International Corp. Motorized Products Division
P.O. Box 54540 • Los Angeles, California 90054

I'm interested in Motorcycles _____ Snowmobiles _____
Both _____.

- Have your district sales manager contact me as soon as possible.
- Rather than have your representative contact me, please mail all available brochures, including franchise information.

NAME _____ POSITION _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

YAMAHA 
INTERNATIONAL CORPORATION • SINCE 1887

chisor's ad calls for an initial investment of \$10,000 to \$15,000 on the part of the franchisee and states that this includes franchise fee and initial operating expenses. What further income might such a franchisor derive from the franchisees he grants? And for what will he derive it? Arrangements vary, but they're set forth in the franchise agreement. The agreement may require the franchisee to pay the franchisor a royalty for continued use of the franchise and this royalty may be either a flat amount or a percentage of the franchisee's gross income. In return, the franchisor presumably will provide various services to the franchisee. One of these might be advertising. Another might be referrals. Still another might be bookkeeping services and the like. The particular types of pure service performance franchises we've just glanced at often can be operated by the franchisee at quite minimal operating expense. In some cases, a phone and mail service is an effective substitute for an office address.

More common, in the category of service performance franchised businesses are those such as the typical carpet cleaning franchise in which the franchisee's services to his customers involve the use of equipment and supplies which the franchisee obtains from his franchisor. In such instances it's theoretically possible for the franchisor to make money in all of the following ways: (1) by charging a franchise fee; (2) by charging royalties; (3) by profits from sales of supplies to the franchisee; (4) by profits through the sale or the leasing of equipment to the franchisee.

The second kind of franchising consists essentially in inventory type merchandising. Purely for the purposes of illustration, let's consider two actual franchisors: Nu-Enamel Company and Western Auto Supply Company. Neither of these franchisors charges a franchise fee. The investment required for a Nu-Enamel franchise averages \$3,000, that required for a Western Auto franchise is in the range of \$20,000 to \$30,000. The two types of franchise are of course quite different. The Nu-Enamel franchisee's role is to supply Nu-Enamel products for retail merchandising in his territory. He himself doesn't have to maintain a large scale fixed location to operate his franchise. It's quite different for a Western Auto franchisee, who will have a whole store to run and a substantial inventory of merchandise to retail from it.

The huge field of fast-foods franchising includes a great number of franchised operations which combine merchandising with service performance. And the larger and more elaborate the franchise installation, the more service performance will be required. It's one thing to be the franchisee of a one man

installation that sells frozen custards or the like. It's quite another thing to be the operator of a restaurant sized establishment which may represent about \$250,000 in plant and equipment and needs a good sized staff to operate it. The franchisee who's running the second of those two operations has a great deal more managerial responsibility than the first one does.

So choose the type that best fits your abilities, goals, and financial situation.

Then investigate, investigate, investigate!

MANAGEMENT MEMOS:

Which Franchisee Role Do You Want?—You can become a franchisee in an operating capacity, in which case you actually run the franchised business you get into. Or you can become an investor franchisee under an arrangement in
(Continued on page 35)

TIME-SAVING IDEA:

Clip and file the pages of your ELKS FAMILY SHOPPER. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

STOP SMOKING IN JUST 6 WEEKS!

You know cigarette smoking is dangerous—but you still smoke. All right — here's a way you can taper off gradually... then stop smoking altogether in just 6 weeks.

Smoking is a Habit

If you try to break the habit all at once, the sudden change may be too much for you. Your body will hunger for the physico-chemical reactions derived from smoking. This sudden "cold-turkey" attempt at quitting just doesn't work for many people. But there's another way, which gives your will power an assist. It's really a slow "weaning" process. There is no sudden stopping but rather a very gradual tapering off. And it's all based on a beautifully styled, precision-engineered cigarette holder which is designed to help men and women cut down ever so gradually on the amount of smoke inhaled until finally they're off smoking completely.

New "Dial" Cigarette Holder

The key feature of this unique holder is a dial with various "smoke" settings—100%—80%—60%—40%—20%—0%. If you set the dial at "100" you get 100% smoke. Twist the dial to "80" and you get 80% smoke and 20% cool, smoke-free air and so on. Thus by simply turning the dial you can gradually cut down on the

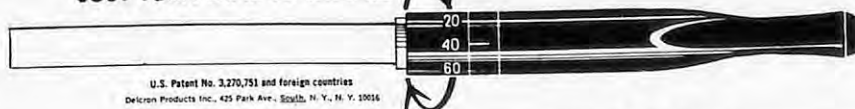
concentration of the smoke you inhale. In addition, this precision product contains a delicate double-valve system to give you an even "pull" on your cigarette at every setting.

A Program To Taper Off Gradually — Then Stop Smoking Altogether in Just 6 Weeks.

To taper off smoking gradually, set the dial at 100 and use it for one full week at this setting. The second week, set it at 80. Then at 60 for the third week—40 for the fourth week—20 for the fifth week—and finally click the dial to zero for the sixth week—and you're off smoking! Thereafter, whenever you get the "urge", do your "smoking" with the dial at zero.

The whole secret is in cutting down gradually to such a dilute concentration of smoke that when you actually do cease smoking, it's not such a shock to your system.

JUST TURN DIAL TO INHALE LESS . . . LESS . . . LESS . . . and STOP!



U.S. Patent No. 3,270,751 and foreign countries
Deltaron Products Inc., 425 Park Ave., South, N. Y., N. Y. 10016

MONEY BACK GUARANTEE!

Order a New "Dial" Cigarette Holder today—full money back guarantee if not satisfied. This is your risk-free opportunity to break the habit. You have nothing to lose—EVERYTHING to save. Only \$4.95 each. (Order for friends or relatives too. 2 for \$8.90. 3 for \$12.85.)

NO RISK COUPON

Deltaron Products, Dept. 319
425 Park Avenue South, New York, N. Y. 10016
Gentlemen: I accept your money-back offer if not satisfied.
Please rush holders.
(\$4.95 each — 2 for \$8.90 — 3 for \$12.85).
 Please charge my Diners Club Account #.....
 I enclose \$.....cash, check or money order
Please add 25¢ postage and handling

Name
Address
City State Zip

PROFITS FROM FRANCHISING

By Robert M. Rosenberg
with Madelon Bedell, 288 pages, \$7.95



For those seven out of ten Americans today who would like a business of their own, a leader in the franchising field gives a comprehensive "insider's view" of the dynamic new business system sweeping the country and spreading abroad. The book spells out in clear and unmistakable terms everything you need in deciding if franchise ownership is right for you, what areas are best for your skills, where to get financing, how to examine agreements, and much more information that will tell you just what kind of business you should have.

At your bookstore or direct from publisher for a ten-day free examination.

McGRAW-HILL BOOK COMPANY
330 West 42nd Street, New York, N.Y. 10036
Send me PROFITS FROM FRANCHISING for 10 days on approval. In 10 days I will remit \$7.95 plus a few cents for delivery and local tax, if any, or return book postpaid.

Name (print) _____
Address _____
City _____
State _____ Zip Code _____
This offer good in the U.S. and Canada only.
23-E-1269

YOU CAN OWN A 56' x 12' MOBILE HOME, KING SIZE LOT and UTILITIES—ALL FOR ONLY \$6995 FULL PRICE

AD0741(C) Easy Terms Available



60' x 12' & 64' x 12' Models Also Available

Located In The Heart Of The Citrus And Lake Section Of Florida, On Four Lane U.S. #441-27.

Why pay rent when you can immediately move into a brand new two bedroom Mobile Home beautifully furnished on a 75 ft. x 125 ft. lot, all in readiness for immediate occupancy to enjoy leisure Florida living at its best. The original offering of 480 units was completely sold out. New addition now ready. Investigate before its too late! For free booklet "Mobile Home Living in Florida", photos and information write:

ORANGE BLOSSOM HILLS, Dept. 2
2148 N.E. 164th Street, Miami, Florida 33162

MAIL EARLY IN THE DAY!



MR. ZIP
ZIP CODE NUMBERS BELONG IN ALL ADDRESSES



YOUR POSTMASTER

Tom Wrigley

(Continued from page 11)

better highway safety. It will formulate ideas and recommendations to be undertaken in the area of highway safety for the years 1970 and beyond. Chairman of the Task Force is Franklin W. Kreml, V.P. for Planning and Development of Northwestern University. Harry D. Holt, President of the American Automobile Assn. is among the members.

CABLE TV ADS are permitted by the FCC. There are about 2000 cable TV systems in the country which pick up signals and offer them at subscription rates to TV owners. The FCC says all community antennae television systems may carry advertising at natural breaks during their programming.

NEW YEAR NUBBINS. Our government has given a Yugoslavian university a contract for \$72,123 for study what makes white wine turn brown. . . . Buses here carry the warning "Expect the unexpected." Maybe that means the bus will be on time. . . . The Philippines and U. S. have agreed to open talks in February on revision of their major military and defense treaties. . . . Many housewives, to cut down expenses canned their own fruit and vegetables last fall but they found their jars cost that much more. . . . U. S. is auto industry's biggest customer. It operates from 380,000 to 400,000 vehicles. . . . Down in Texas at the third world's champion chili cookoff the winner was C. V. Wood, Jr., the man who bought London Bridge and transplanted it to the Arizona desert.

FOR OLDER PEOPLE the American Assn. of Retired Persons and the National Retired Teachers Assn. have been awarded federal grants totaling in excess of \$870,000. The money will be used to operate two programs designed to help lower-income, older people to help themselves, and also their communities.

COAL IS IMPORTANT. It is used in generating more than half the nation's electricity. President Stephen F. Dunn of the National Coal Assn. wrote members of Congress warning them not to enact legislation in a safety bill which would close many mines. He said the coal industry is operating at full capacity.

CANCER PROGRESS is reported by the National Cancer Institute. It now plans to test vaccine to combat certain types of cancer which have been linked with viruses. Dr. Kenneth M. Endicott

told a Senate Appropriations Subcommittee: "More than 80 different viruses have been isolated which are known to cause in animals virtually every kind of cancer that occurs in man". The American Cancer Society believes 208,000 Americans will be saved from cancer in 1970 by early treatment.

RUM WAR AT SEA, presenting the history of the Coast Guard participation in fighting rum runners during National Prohibition, is a book now available for \$2 at the U. S. Government Printing Office, Washington, D. C. 200402.

BILLY SUNDAY STORY as told by Rep. Sidney Yates, Ill. the other day made a hit on Capitol Hill. He said the famous evangelist conducting a revival meeting in Philadelphia asked a newsboy the way to the post office. The kid told him and Billy said "Come to my meeting tonight and I'll show you the way to heaven". The newsboy said "Oh yeah? You didn't even know the way to the post office".

SENATE COMMITTEES, one wag suggests, should have the senator's name fit. For instance on agriculture and forestry—Cotton, Brooke and Moss; appropriations—Allot and Dole; space sciences—Eagleton and both Byrds; armed services—Cannon and Gore; standards and conduct—Church and Bible; public welfare—Hart.

LOWER TELEPHONE RATES are predicted in American Telephone and Telegraph Company circles. They will cover interstate long distance calls and be the largest reduction in AT&T history. FCC said the reductions will save Americans about \$237 million annually.

CALL THE POLICE and save money seems to be the idea of an FBI story in its internal publication. It said a woman in a midwestern city called police when she heard a strange noise in her bathroom during the night. The officer who investigated found a broken pipe and turned off the main valve. He asked the woman why she called the police and her answer was "Because I couldn't get a plumber".

CHEER UP CONSUMERS, the 2nd Session of the 91st Congress this year is predicted to pass considerable protective legislation. It is an election year for Congress and there is support for "self-help" legislation which the buyer can use for his own protection. At the present time 33 of the 50 states have consumer protection laws but many are considered inadequate. The new drive will include certain advertising practices and various "lifetime" guarantees.

(Continued on page 56)

THE GREAT STONE FACES

by Lucille J. Goodyear

WITH GREAT DIGNITY, the gigantic stone faces of Washington, Jefferson, Lincoln, and Theodore Roosevelt look out over the Black Hills of South Dakota. On the granite face of 6000-foot Mount Rushmore, carved in dimensions symbolic of greatness, four great Americans are memorialized who upheld the rights and dignities of the common man.

Portrayed through these likenesses are the beginnings and trials of our Nation during its first century and a quarter. Washington represents the fight for liberty and the birth of the Republic. Jefferson is the expression of this country's political philosophy. Lincoln embodies the preservation of the Union, and Theodore Roosevelt depicts the expansion and conservation of the Nation as it is today.

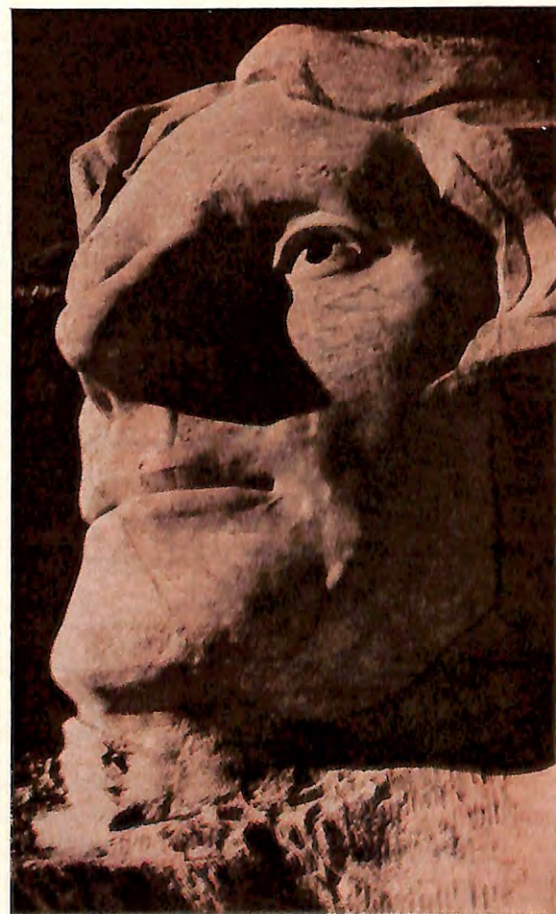
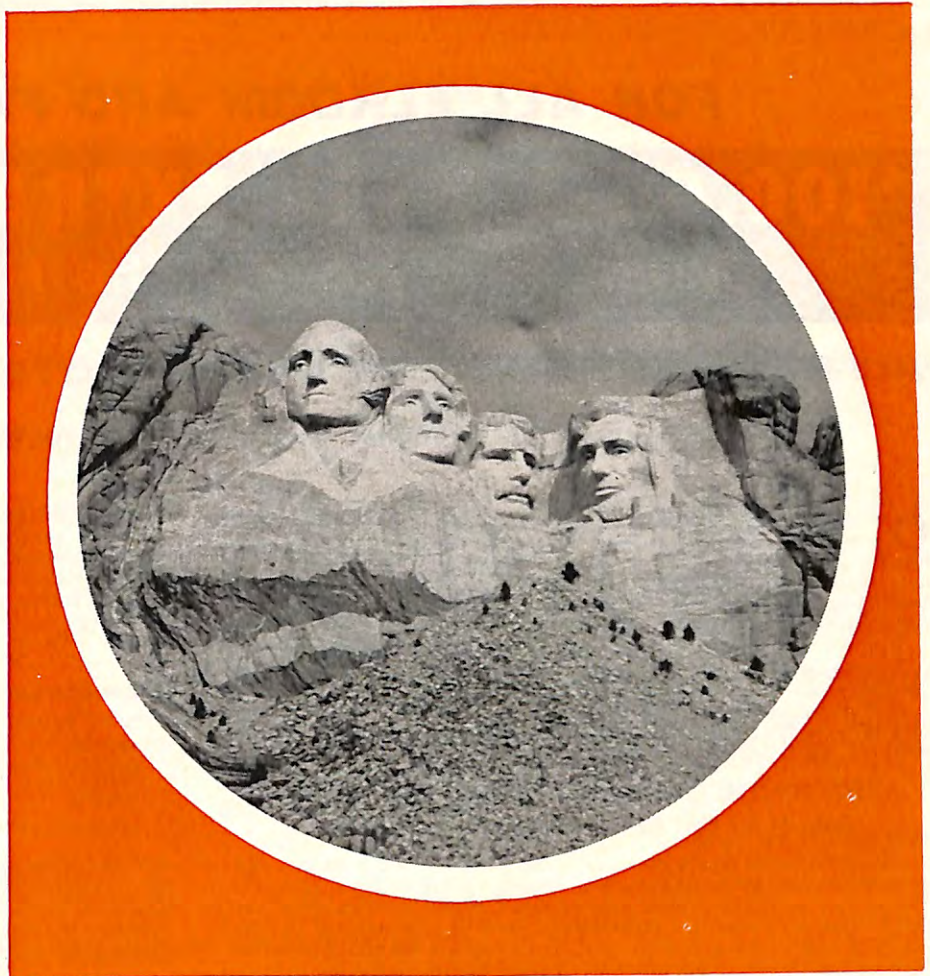
The idea for these awe-inspiring carvings came into being in 1923 when Doane Robinson, State historian for South Dakota, suggested a monument in the picturesque Black Hills. The monument he had in mind would honor notable heroes of the old West: Jim Bridger, John Colter, and Kit Carson.

Two years later he found a sculptor competent enough to carve a mountain. This was Gutzon Borglum, an artist then at work sculpturing a Confederate memorial on Stone Mountain in Georgia.

The idea of having Western heroes was quickly rejected by Borglum as being much too regional. He thought the project should have more national significance—suggesting Washington and Lincoln. A year passed before the final selection was made. Borglum won the first bout of the fight!

Whereas Robinson had suggested the unusual granite formations known as the Needles as the best place for the monument, Borglum continued to look for a more suitable setting. After much

(Continued on page 34)



FOR ALL ELKDOM AND FAMILIES!

\$100.00-A-WEEK EXTRA INCOME When You Go To The Hospital



Act Now - GET FIRST MONTH'S PROTECTION FOR ONLY \$1

Money back in full if not 100% satisfied. — NO AGE LIMIT!

ONE OUT OF TWO FAMILIES will have someone in the hospital this year! It could be you—or some beloved member of your family, tomorrow . . . next week . . . next month. Sad to say very few families have anywhere near enough coverage to meet today's soaring hospital costs. These costs have TRIPLED in just a few short years. They are expected to DOUBLE AGAIN in the few years ahead.

Stop for a moment. Think how much a long stay in the hospital will cost you or a loved one. How would you ever pay for costly but necessary X-rays, doctor bills, drugs and medicines?

Now you can receive \$100.00 a week *tax-free* cash, from the very first day you enter the hospital for as long as you are confined there—even for 100 full weeks, if necessary!

THIS LIMITED ENROLLMENT OFFER ENDS SOON

Only \$1 for First Month—Money-Back Guarantee

To encourage you to see how much this Plan can mean to you and your family, we make this unusual, money-saving offer:

You can now have your *first month's* protection for only *one dollar!* But, you must act *immediately*, because this unusual opportunity is offered for a *limited time*. Your request for this wonderful Income Protection plan must be mailed on the convenient form below **NOT LATER THAN MIDNIGHT**, of the date in the Enrollment Form.

The Added Protection You NEED!

All benefits of this World Mutual \$100.00-A-Week Income Protection Plan are paid directly to you, in tax-free cash, *in addition* to whatever you may receive from your other insurance! Spend the money as you see fit—for hospital or doctors' bills, mortgage payments—or *any* necessary but costly extras *not* fully covered by *usual* hospital policies.

Everything costs more these days (need we tell you?) and hospital care is certainly no exception! While 7 out of 8 Americans have *some hospital insurance*, most have found it does not cover *all* the bills that pile up when sickness or accident strikes. That's why World Mutual developed low-cost Income Protection that helps you pay *either* hospital costs *or* anything else you need or want!

You get your \$100.00 per week (\$14.28 per day)—**TAX FREE**—from your first day in the hospital, and as long as you are confined there, even for 100 weeks, if necessary.

For Older Folks—Greater Protection Than You Ever Would Have Thought Possible!

Right now, would advancing age prevent you from getting hospital insurance, or income protection with another company? Or if you *could* get a policy elsewhere, would you have to pay a big premium for it? Or perhaps you no longer have a regular income, and are living on Social Security. What would happen to you *then* if you had to suddenly go to a hospital?

Your "life saver" could be this wonderful World Mutual Income Protection Plan—because World Mutual welcomes folks of all ages into its Plan. You can even be **OVER 100** and still qualify.

PAYS CASH

**TAX-FREE, MAILED DIRECTLY TO YOU—
NOT THE DOCTOR OR HOSPITAL!
—IN ADDITION TO HOSPITALIZATION,
MEDICARE AND WORKMEN'S
COMPENSATION!**

When you get your policy, examine all its benefits and features. Have it checked, if you wish, by your lawyer, doctor, clergyman, or other trusted adviser. If you are not 100% satisfied, return the policy within 30 days and your money will be refunded. But if you decide to *continue* this worthwhile protection, you may do so at the low rates as follows:

World Mutual Monthly Renewal Rates

Age at Enrollment	Monthly Premium
0-39	only \$3.95
40-54	only \$4.95
55-64	only \$5.95
65-74	only \$6.95
75 and over	only \$9.25

NOTE: The regular Monthly Premium shown here (for your age at time of enrollment) is the same low premium you will continue to pay; it will not automatically increase as you pass from one age bracket to the next! Once you have enrolled in this World Mutual plan, your rate can never be changed because of how much or how often you collect from us—or because of advanced age—but only if there is a general rate adjustment, up or down, on all policies of this type in your entire state!

Act NOW—"Later" May Be TOO Late!

TIME IS PRECIOUS! Act quickly. Get your enrollment form into the mail *today*—because once you suffer an accident or sickness, it's **TOO LATE** to buy protection at *any* cost. That's why we urge you to act *today*—*before* anything unexpected happens.

THESE 16 QUESTIONS AND ANSWERS

**Tell You how World Mutual's \$100.00-A-Week Income Protection Plan gives you the protection you need—
at amazingly low cost!**

1. How much will this policy pay me when I go to the hospital? \$100.00 per week.
2. Will I be paid if I am in the hospital for less than a full week? Yes. This new plan pays whether you are in the hospital for only a day, or a week, a month, or a year!
3. Does this policy have any "waiting periods" before I can use it? No. It will go into force on the same day we accept your completed enrollment form and \$1 premium (or \$2.)
4. How long will I continue to receive hospitalization benefits? For every day you are in the hospital to a maximum of 100 weeks, as a result of any one accident or illness.
5. How may I use these benefit payments? You may use them in any way you wish—for hospital and doctor bills, rent, food, household expenses, or anything else. This is entirely up to you!
6. Can I collect from World Mutual even if I carry other insurance? Of course. This plan will pay you in addition to whatever you may receive from any other policies, including Medicare, for folks over 65.
7. Why do I need this World Mutual Plan in addition to my other hospital and health insurance? While hospital costs have tripled in recent years, very few people have tripled their insurance. The chances are one in seven that you will require hospital care this year—and you will need money to take care of all your other expenses, as well as your hospital bills. Your World Mutual checks are rushed to you by air mail to use as you see fit!
8. May I apply if I am over 65? Yes, you may. Folks any age are welcome to apply—there is no age limit!

- ★ PAYS IN ADDITION TO ANY OTHER COVERAGE YOU HAVE
- ★ PAYS TO A MAXIMUM OF \$10,000 CASH
- ★ PAYS YOU \$14.28 FOR EACH DAY YOU SPEND IN A HOSPITAL
- ★ CHECKS ARE SENT DIRECTLY TO YOU! Money may be used any way YOU see fit.

(or \$2.00 FOR YOUR ENTIRE FAMILY.) Then you may continue at World Mutual's regular low rates

APPLY NOW - This introductory offer lasts only until • Feb. 20, 1970

9. Will my protection be cancelled because I have too many claims?
No. World Mutual *guarantees never to cancel your protection* because you have too many claims or because of advanced age. We also guarantee never to refuse to renew your policy unless the premium is not paid before the end of the grace period, or unless renewal is declined on all policies of this type in your entire state. (Of course, if deception is used in making application, the policy may be ineffective.)
10. Will my rates be raised as I grow older or if I have too many claims?
No matter how many claims you have, or regardless of how long you keep your policy, your rate will remain the same as it was for your age when you applied. World Mutual *guarantees never to adjust this rate unless the rates are adjusted on all policies of this type in your entire state!*
11. What is not covered by this policy?
The only conditions not covered are those caused by: mental or nervous disorders; pregnancy, childbirth or miscarriage; expenses resulting from any sickness or injury you had before the policy Effective Date (during the first 3 years only); act of war; or where care is in a Government hospital. Everything else is covered!
12. What are the requirements for membership in this World Mutual Plan?

You must not have been refused any health, hospital or life insurance; and, to qualify during this enrollment period, you must apply before midnight of the date in the coupon.

13. Why is this offer good for a limited time only?
Because by enrolling a large number of people at the same time, underwriting, processing and policy issuance costs can be kept at a minimum—and we can pass these savings on to you.
14. Besides the savings, are there other advantages to joining World Mutual during this enrollment period?
Yes. A very important one is that you do not need to complete a regular application—just the brief form on this page. Also, during this enrollment period there are no other requirements for eligibility—and no “waivers” or restrictive endorsements can be put on your policy!
15. Can other members of my family take advantage of this special offer?
Yes, as long as they can meet the few requirements listed under Question 12.
16. How do I join?
Fill out the brief enrollment form (be sure to sign your name) and mail it, with just \$1 for the first month's protection. (\$2 covers your entire family.) Mail to: The World Mutual Plan, 550 West DeKalb Pike, King of Prussia, Pa. 19406

➤ OFFICIAL ENROLLMENT FORM ◀

COMPLETE AND MAIL WITH \$1 (\$2 FOR THE ENTIRE FAMILY) TO: WORLD MUTUAL, WEST DEKALB PIKE, KING OF PRUSSIA, PA. 19406.

APPLICATION TO WORLD MUTUAL HEALTH AND ACCIDENT INS. CO.
FOR THE EXTRA INCOME HEALTH & ACCIDENT PLAN

NAME (Please Print) MR. MISS _____ MRS. _____
First Middle Initial Last

ADDRESS _____ B.P.O.E. LODGE (No. & Name) _____
Street or RD #

CITY _____ STATE _____ ZIP _____

DATE OF BIRTH _____ AGE _____ SEX Male Female
Month Day Year

I also hereby apply for coverage for the members of my family listed below: (DO NOT include name that appears above.)

	NAME (Please Print)	RELATIONSHIP	SEX	DATE OF BIRTH			AGE
				MONTH	DAY	YEAR	
1	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____

Neither I nor any person listed above has been refused any health, hospital or life insurance. I hereby apply for the Extra Income Health & Accident Plan. I understand that this policy shall not be in force until the Effective Date shown in the Policy Schedule; that I, or any person listed above, will not be covered (during the first 3 years only) for any sickness or injury I (we) had before the Effective Date, but that such conditions will be fully covered after the policy has been in effect for 3 years. Meanwhile, of course, any new conditions are covered right away. I am enclosing \$1.00 for the first month's coverage for myself only . • I am enclosing \$2.00 for the first month's coverage for myself and all other Family Members listed above . If, for any reason, I am not completely satisfied with this new protection—I may return my policy within thirty (30) days for cancelling and my payment will be promptly refunded.

SIGNATURE **X** _____ Date _____

MAIL ENROLLMENT FORM BEFORE MIDNIGHT, FRIDAY, Feb. 20, 1970

422.00

WH-91-AP. 1

For Elk Shoppers

From France QUICHE LORRAINE



Crumbly bits of bacon, tiny chunks of ham and nutty flavored Gruyere cheese are combined in this mix, fashioned from a traditional French-origins recipe. Add your own eggs to insure fresh flavor; bake for 20 minutes until center firms and top is golden hued. Simple to make yet out of ordinary. Makes a marvelous hot hors d'oeuvre, or delectable dinner.

\$1.49 ea. 2 for \$2.75 ppd.

QUICHE LORRAINE BAKING DISH

This is the dish that bakes "the quiche" in the oven and beautifully displays it on the table. In gleaming white china with a scalloped rim. Highly glazed Oven-proof.
9 1/2" diam. \$2.98 ppd.

SOURDOUGH STARTER MIX

Put old-time ranch-hand flavor into flapjacks, biscuits, doughnuts, bread. Real Colorado sourdough lasts forever! Starter mix comes in attractive earthenware storage crock with recipes. Delicious!
\$2.50 each 2 for \$4.50



INVISIBLE CUTTING BOARD

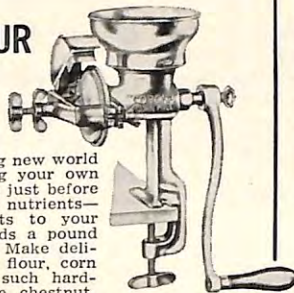


Clear as a whistle

Something to sing about: a clear plastic cutting board that saves surfaces from scratches while you slice, chop or carve. Plus, it lets fancy formica patterns show through when they're too pretty to hide. Dishwasher safe, heat-proof.
8"x11", \$3.49 each ppd. 12"x16", \$5.98 ppd.

HOME FLOUR MILL

Be your own miller!



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Attractive, Useful, Versatile

The flower of the Orient—the charming lotus blossom—is the pattern for this set of 8 white, true-porcelain bowls, they are the perfect size for desserts, chilled soups, con-



sommés . . . yet they can double as nut, candy or snack bowls that will add a touch of grace to your entertaining. 4 1/2" diam. Matching lotus petal saucers, 5 1/4" across, will hold the bowl securely.

Set of 8 Lotus Bowls \$2.98 ppd.
Set of 8 Matching Saucers \$2.98 ppd.
16 pc. Bowl & Saucer Set \$5.49 ppd.

TIME-SAVING IDEA

Clip and file the pages of your *ELKS FAMILY SHOPPER*. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

(Continued from page 31)

searching he selected the mountain named after Charles E. Rushmore, a New York lawyer. He selected this mountain because it was smooth-grained granite, it dominated the surrounding terrain, and it faced the sun most of the day.

According to Borglum's estimates, the total cost of the project would be about \$500,000, with a completion time of five years. Backers were not too interested in pledging the needed money as too many people thought the carving of a mountain was a sacrilege—an out-and-out desecration of God-made beauty. Fund-raising efforts proved quite fruitless until May of 1927, when the White House announced that President Coolidge would vacation in the Black Hills.

It was arranged that the President would have the opportunity to hear first-hand discussions of the proposed carvings and make an appearance at Mount Rushmore. In his speech he showed his approval and interest by promising federal aid for the undertaking. Congress allocated \$250,000, which was matched in nickels and dimes of school children from all parts of America.

All phases of the job were under the watchful eye of the talented Borglum. He made a time-consuming study of presidential portraits and pictures, taking note of even the most minute details of the facial features. Models were made on the scale of an inch of model to a foot of mountain area.

The lighting studies he made gave him
(Continued on page 45)



Freedom Week January 18-24

While the week of January 18-24, 1969, has been set aside for the Order's traditional observance of Freedom Week, every week should be freedom week. Freedom and responsibility must exist together; the more freedom we assume, the more responsibility we must accept.

In addition to elements of society whose stated purpose is the overthrow of our present form of government, there are many who cannot discern the important difference between having freedom and having "free" goods and services. Whenever goods and services are "free," the people are not free; a government which gives goods and services for nothing must force people to work for nothing.

Some young people are transforming the cry for freedom into rebellion against established forms of society and government. Yet most of them will not find freedom until they learn that the right to freedom is one thing, and the way to freedom another.

Every good Elk should observe Freedom Week, either as part of an organized program, or in his own private way as a Proud American.

Edward L. Harbaugh, Chairman
GL Americanism Committee



(Continued from page 29)

which someone else operates the franchise. (Not all franchising systems provide opportunities for both, but many of the larger and more elaborate franchised operations do.)

Study the Whole of the Franchising Bonanza.—Should you go into a fast foods franchise? Maybe. There are some signs that that particular field of franchising may be getting a bit crowded. Last August, James W. McLamore, founder and president of Burger King (which is a subsidiary of Pillsbury) predicted a shakeout before too long. The total market demand for fast foods may well continue to grow, but that doesn't mean that every new franchise system that's opened up in that field will be a success.

Check the Transferability of a Prospective Franchise.—Your lawyer will show you just what your ownership rights really amount to under the franchise agreement you may be planning to enter into. This is a very important point. For example, suppose after running the franchise for a couple of years you want, or need, to sell it. Will you have complete freedom to do this, under the franchise agreement you entered into?

Are You Buying an In-Operation Franchise?—If the particular franchise you're being offered has been in oper-

ation under a previous franchisee, check into the record of its past operation and the reasons why it has become available. Be sure to determine (with your lawyer's help!) whether it includes any carry-over liabilities. And with your accountant's help, find out just what the overall financial record of that franchise was under its previous franchisee. (Note: When an in-operation franchise fails, the franchisor often will take it over to run until a new franchisee can be found for it. If you're planning on becoming that new franchisee, be sure to find out just why it failed under its former franchisee. Was it because he was incapable? Or was it because the location was wrong? Or just what?)

What Will the Franchisor Give?—How much training will he provide, and on what basis? What kind of sales promotional support, including advertising, will he provide? What general management services will you be getting from him? These are some of the main points to investigate and by "investigate" we don't mean simply reading the franchise agreement and listening to what the franchisor promises. Check with several of the franchisees who've been with that franchisor for a while. See what they say about his services.

What Will Be Your Obligations to the Franchisor?—There's no general rule here. For example, in one franchising

system you may be required to pay royalties to the franchisor. In another system that may not be required. Franchisor X may insist that you obtain all of your supplies or merchandise from him. Franchisor Y may not. One franchisor may impose a quota, another may not. Some franchisors have much more stringent inspection and control requirements than others do. It's not possible to make sweeping statements about any of these various policies being good or bad, but misunderstandings about them are quite common on the part of franchisees, and the result is often a sour relationship between them and their franchisors.

What Will Your Insurance Needs Be?—These will of course vary according to the type of franchised operation you go into. (The August-September 1969 issue of *Modern Franchising* ran a long and very detailed article on "Building an Insurance Plan" for a franchised business.) Some kinds of franchised operations call for quite elaborate insurance programs.

Some Recommended Reading.—Here are a few good items; (1) *Profits from Franchising* by Robert M. Rosenberg (with Madelon Bedell) (McGraw-Hill, 1969; 274 pp., \$7.95); (2) *Franchising: How to Select A Business of Your Own* by Robert Metz (Hawthorn, 1969; 344 pages) (Continued on page 53)

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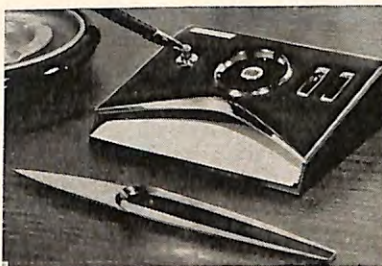
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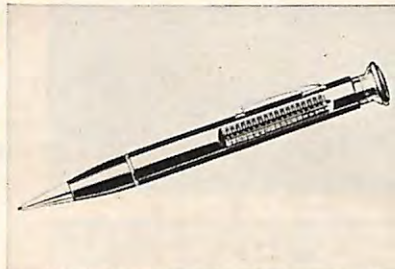
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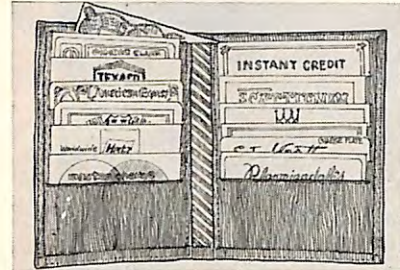
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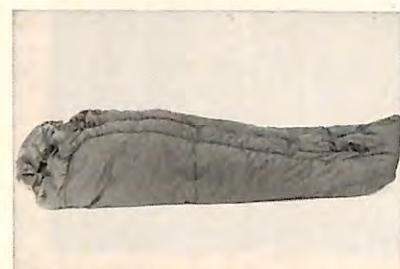
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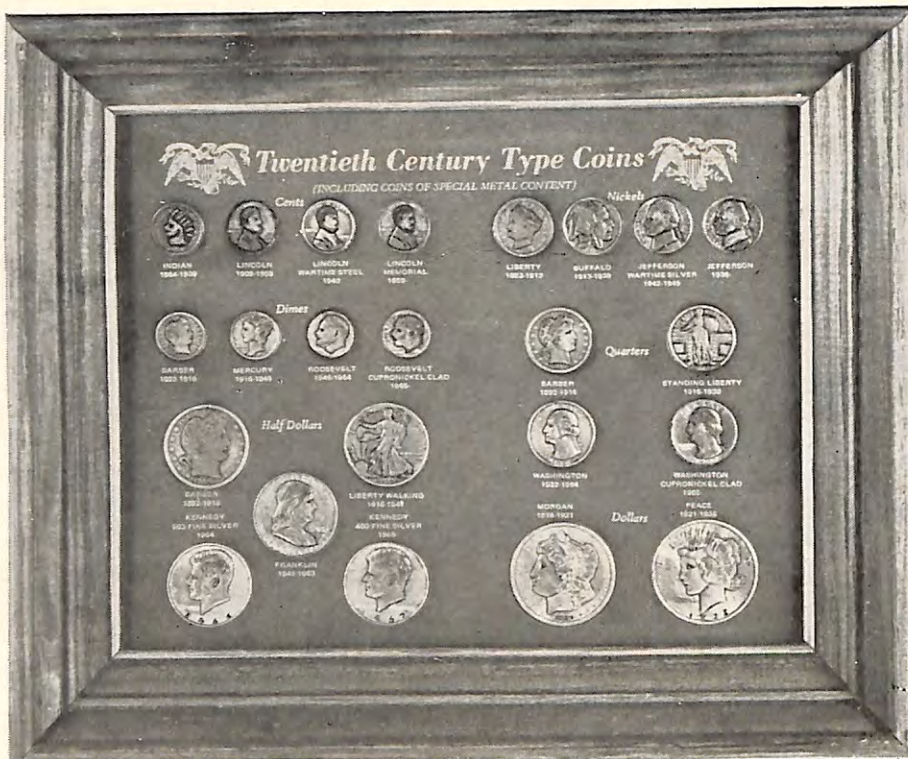
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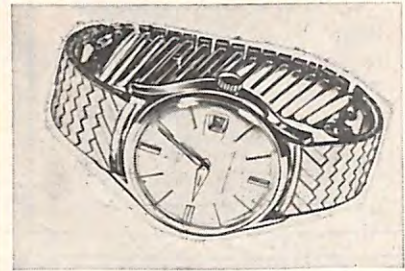
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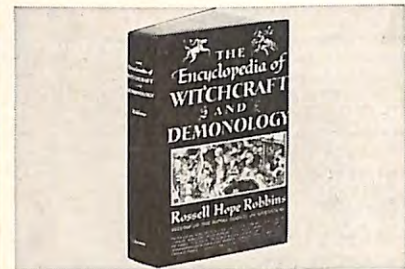


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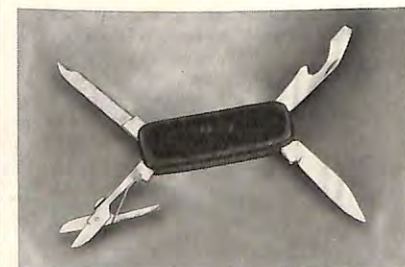
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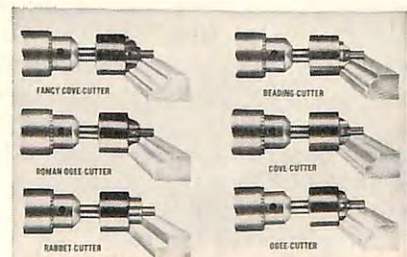
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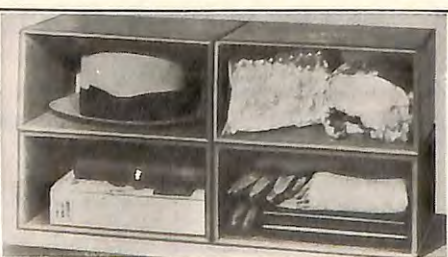
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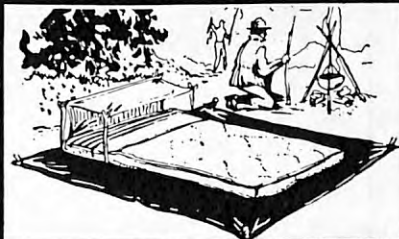
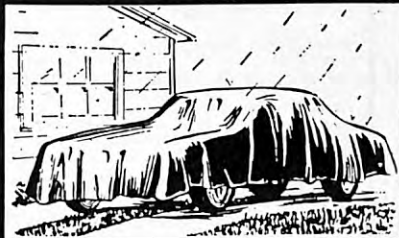


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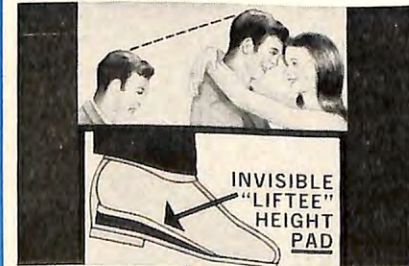
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(Continued from page 34)

an idea of how the figures would look during every season of the year, every change of lighting and atmosphere. As the granite could not be "carved" in the true sense of the word, he had to plan meticulous drilling charts, which involved a great deal of study and thought.

Drilling for the first head, that of Washington, was begun on October 24, 1927. The blasting was done in such a way as to leave a great rough, egg-shaped mass. It was possible to dynamite within an inch or two of the intended surface, and occasionally this was done. But generally, blasting was not carried on closer than six inches to the surface. It was not practical to dynamite too near, because the charges had to be so small and the holes so close together that little, if any, labor was saved. Measuring, blasting, drilling, splitting, and smoothing was the ordinary work cycle. The term "carving" was only a figure of speech in this gigantic project. Borglum was said to use dynamite much like a surgeon would use precision instruments.

Despite financial difficulties during the depression, the Washington head was dedicated July 4, 1930. Two years later the work came to another halt because of dwindling funds. Senator Norbeck came to the rescue with a grant from the Reconstruction Finance Corporation. The \$50,000 grant was matched with funds from the Rushmore appropriation.

Again work was resumed. In spite of financial setbacks that time and time again threatened the work, Borglum continued with complete dedication, too involved in bringing his patriotic dream to a reality to give much thought to finance.

By 1939, all four heads were dedicated and only the finishing touches had to be added, but the great Borglum was not to see the actual completion. Death came to him early in 1941.

Having worked at his father's side for the final nine years, Lincoln Borglum was appointed superintendent to oversee the completion of his father's dream. The original plan had called for the statues to be "carved" down to the waist, but this idea had to be abandoned because of diminishing funds.

Borglum's son spent the last of the funds on Roosevelt's face (which was never completed), finishing the lapels and collar of Washington's coat and putting some final touches on Lincoln's head. The vast enterprise came to an end in October of 1941, after 6½ years of actual work since the project's inception.

It should be noted that the fourteen years were not continuous work-days as work could not go on during the winter months, and there were times

(Continued on page 58)

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PARIS

Romantic Paris gets a facelifting, in preparation for another record touring season.

By **JERRY HULSE**

WITH DE GAULLE GONE, the American tourist is returning to Paris. It's as though an epidemic had ended and the city was declared livable again. Paris got a trifle spoiled for a time. So many Americans came to visit. It was like having a house guest who stayed on too long. And then, of course, there was this business of De Gaulle and his anti-American pronouncements. At last when the American tourist got his fill and began overflying Paris, Paris responded by working earnestly to woo him back. Hoteliers were frantic. Shopkeepers complained. But each time the French Government Tourist Office got the campaign rolling, De Gaulle would issue some new anti-U.S. slur and the campaign would come to an abrupt standstill. But as I said, with De Gaulle gone from the scene the visitor is back, the result being that French tourism took a colossal leap ahead last season, a record year.

In Paris there still are places reminiscent of the Paris of Hemingway's *A Moveable Feast*—although they are getting more difficult to find. Prosperity erodes the old scenes. Ancient buildings over on the Left Bank are being renovated and rented—some for ridiculously high prices. It was here that the Lost Generation, trying to find it-

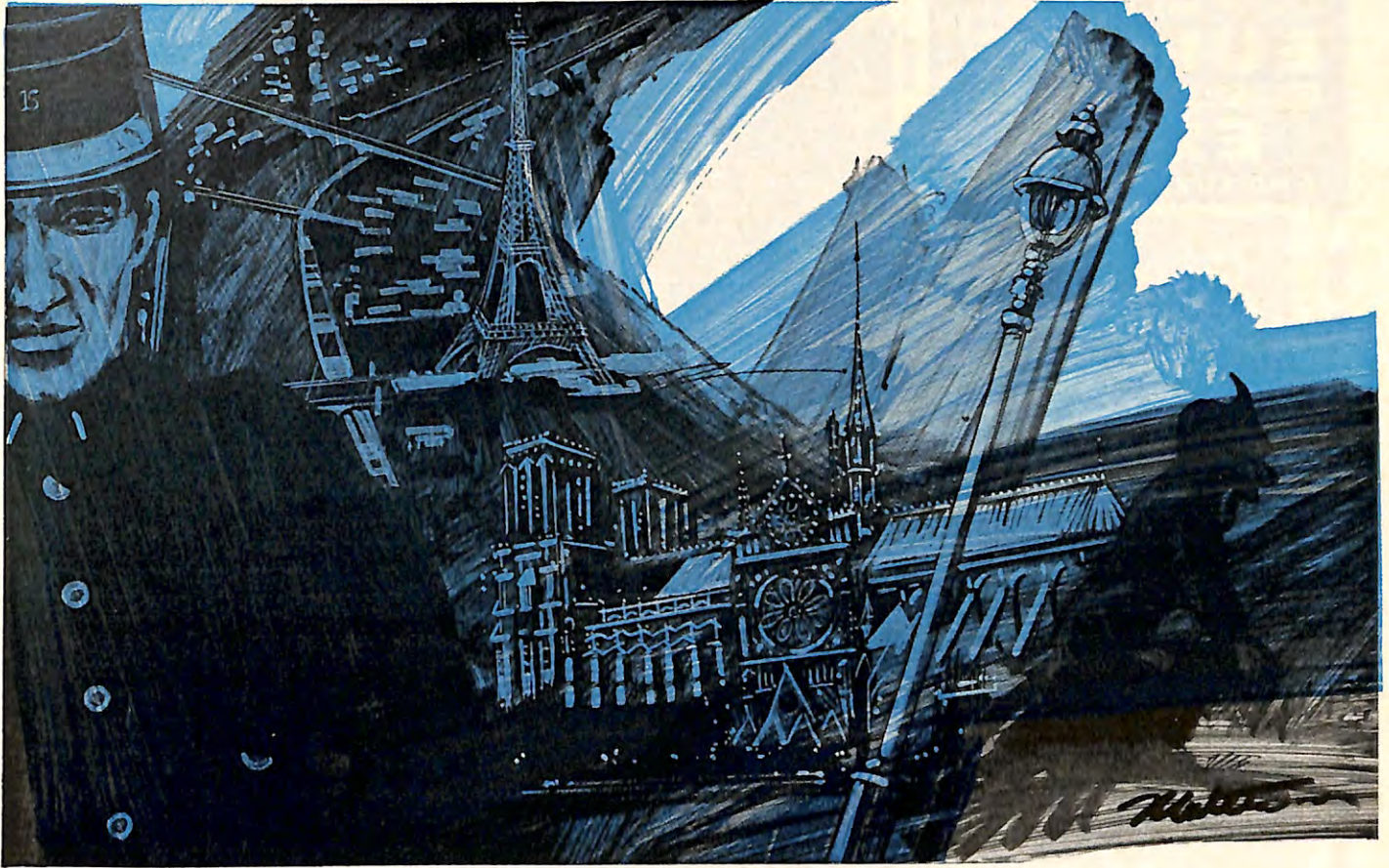
self, lived inexpensively years ago in the '20s. The writers still come to Paris along with the painters, for there is some magical quality about Paris that inspires the creative process, although it is not cheap to live there any more. Indeed, it has gotten to the point that even a Frenchman finds it difficult to tell his Left Bank from his Right.

Later we'll cross over to the Right Bank and look in on one or two of the famous landmarks, but just now let's explore the Left. Once only bearded kooks and destitute students invaded the Left Bank, which for so many years was the Beat Neighborhood. During the '20s, as I said, it was a sanctuary for the Lost Generation—the Hemingways, the Scott Fitzgeralds, Ford Maddox Ford, Gertrude Stein, and others. It's old and lived in, and it exudes an atmosphere of age, of full ripeness, and so it is that the literary crowd found inspiration on the Left Bank. The problem was, it became too popular. Now it's getting more Right Bankish with every new boutique.

The real Right Bank, of course, is the fashionable side of the Seine, with the Louvre and the fine hotels and the well-heeled American tourists. Only aspiring writers and artists or pseudo-intellectuals with a disdain for deodorants crossed over the bridge to become Left Bank habitués in the old days. Indeed, anyone with a clean shirt and a

shave was considered a kook of sorts. Now it's changing. Stylish stores face Boulevard St. Germain. Le Drugstore, off in the heart of the Latin Quarter, faces Deux Magots, the colorful sidewalk cafe where Jean-Paul Sartre gave birth to the existentialist movement after World War II. At Le Drugstore it is easier to buy a TV set or a jazz record than an aspirin. It's that kind of place. The problem with the Left Bank is that no one is starving anymore. Instead, proprietors of avant-garde boutiques are getting fat on francs. Like Greenwich Village, it's becoming a fashionable place in which to live, so that prices have risen and it's too expensive for the old crowd. They have moved on, settling in the colorful Mouffetard section beyond the Pantheon and a mile north of St. Germain des Prés.

Alas, though, the promoters are moving in even here, buying up old buildings, renovating them and hiking the rents. They are turning them into apartments and little restaurants, clubs and discotheques. Still, the Mouffetard is what St. Germain des Prés was 10 or 15 or maybe even 30 years ago. Even with the changes it is mostly inexpensive. At Le Pub Descartes tenderloin of veal costs only \$1.25. A sandwich, soup, dessert, and a bottle of beer was a paltry \$2.25 when I dropped by. Next door is Hemingway's old digs, a shabby rooming house with a decaying



entrance that faces Rue des Cartes, a narrow, cobbled street filled with shadows and ghosts and tantalizing odors wafting from little cafes. Le Mouffetard is taking prominence as the new mecca for strugglers. At Club Mouff a gypsy guitarist plays romantic ballads and beer is only four francs. A poor student takes his date to the Theatre Itinerant de la Chanson, which is staged in a sagging bus parked beside the sidewalk.

Back in St. Germain, those who've made their bag sip compari at Le Nuage, a shadowy bistro behind Le Drugstore. The proprietor, a Puerto Rican expatriate named Johnny Romero, kibitzes with the likes of Françoise Sagan and James Jones and an occasional American film star. A nude Modigliani gazes down from a wall and the room is filled with jazz and smoke, and the reason it is so dark, Romero confided, is because Frenchmen often bring their mistresses to Le Nuage, so no one is particularly anxious to be seen.

As testimony to the new popularity and affluence of the Left Bank, Hotel St. Simon, once a humble shelter, is booked weeks in advance these days. The puzzle of the Left Bank vs. the Right is further deepened by the addition of an extravagantly expensive new hotel in the heart of the Left Bank. Called simply L'Hotel, it occupies an ancient building at 13 Rue des Beaux

Arts. Formerly Hotel d'Allemagne and after this Hotel d'Alsace, it is created around an elegant six-story rotunda. The proprietor, French actor Guy Louis Duboucheron, swathed the walls in rich brocade and furnished the rooms with priceless antiques. With American architect Robin Westbrook he spent a fortune in francs, creating what perhaps is Paris' most unusual hotel. Certainly, no hotel offers so much of Paris itself. The room at the top looks out on a skyline of chimney pots and lighted monuments. Flowers bloom on the individual terraces and guests bathe in marble bathrooms. There is the room where Oscar Wilde died in abject poverty, a room in which he wrote his final chapter—the room now disguised by red brocade and thick carpets. The only clue to his brief moments on earth are Wilde's framed and unpaid bill and a letter to his publisher. Taking his place are famous contemporary guests, Peter Sellers and Mia Farrow, and well-to-do tourists who pay anywhere from \$26 for a single room to \$110 for an apartment. The same butcher who provides meat for Maxim's serves the cellar dining rooms of L'Hotel.

Of course, if you can't afford the Left Bank you can always run back to the Right Bank. That is, if you can tell your left from your right. The Right Bank remains the truly fashionable side of Paris. Because of this you'll

generally pay more to live there. So let's forget Frommer. Let's pretend instead that we clip coupons and that money doesn't matter and that we can afford to sign in at one of those richly elegant Right Bank hotels. Take the Ritz, on Place Vendome. I stayed there last summer for the first time and I must confess the staff delights in spoiling you to the point of making life outside nearly unbearable. The Ritz is the St. Regis with lilacs and lace. There is the suite which the grand dukes of Russia rented after hot-footing it from Russia following the revolution. Frescoes cover the walls. Marble fireplaces pour forth their heat. Antiques fill every room. Living at the Ritz is, indeed, like living in a museum. One with ghosts. It was here that F. Scott Fitzgerald brought an unknown writer, a member of the Lost Generation, Ernest Hemingway, who found himself in the famous Ritz bar. The very same bartender, Bertin Azimont, recalls how he poured drinks for Papa and listened to his stories. "He was always the same, even when he was a success. When he died, well, it was as if my own brother had died."

Bertin Azimont alone is a huge chapter in the story of the Ritz. He has poured for Roosevelts and Churchills, famous actors and actresses. He recalls with a keen affection Humphrey
(Continued on next page)

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Photo by S. Sterling



Paris

(Continued from page 47)

Bogart. Bogey must have been an odd figure, seated off in a corner of the Ritz bar, a place with paneled walls and the sort of quiet elegance that'd make such a guy stand out like a caricature in the Louvre.

During the war the Germans occupied the Ritz. It's how Papa showed up one day. While Paris was being liberated he arrived with his own personal band of resistance fighters and he asked the hotel clerk if there were any Germans still around and the hotel clerk said, "Maybe, up on the roof," and so Papa and his small band ran upstairs and shot things up, but the only thing they bagged was a clothesline filled with linen.

Originally the Ritz was a pair of town houses facing Place Vendome, begun in the reign of Louis XIV and finished with Louis XVI. It was launched as a hotel in 1898 by Cezar Ritz to serve royalty and the very wealthy. Today his son, Charles Ritz, carries on the tradition. "There will always be people with money," he says. "It is the only reason for the Ritz to exist. We offer service and elegance unattainable almost anywhere else." Silence is another blessing bestowed upon patrons of the Ritz. No one will ever see a Rotary button in the hotel.

It accepts no conventions. Bedrooms face the hotel's own gardens and vases are filled with flowers grown on a private farm outside Paris. There are neither TV nor radio.

The hotel operates in the old world tradition, and guests are presented with hand-written bills upon their departure. Privacy is maintained by confounding any would-be intruder. Room numbers come up like the figures in roulette. For example, Room 58 is across the hall from Room 132. Room 71 is on the third floor, Room 191 is on the fifth floor and Room 131 is on the second floor. If you get a brand new bellman checking in you may never see him, or your bags again. It gets that confusing.

Charles Ritz who is 77, looks 50 and resembles the flamboyant Prince Romanoff, patrols his hotel constantly. He has no office. He couldn't sit still if he had one. Besides, he enjoys strolling along the corridors, exchanging pleasantries with his guests, many of whom he knows on a first name basis. M. Ritz boasts the finest floor service of any hotel in the world.

Beside each bed there is a control panel of buttons that resembles one of the consoles at Cape Kennedy. If you wish breakfast or the maid or your shoes shined, you don't telephone. You push a button. There are buttons for the chambermaid, the valet, the waiter, etc. The breakfast menu lists everything from Rice Krispies to kippered herring. If your tastes are simple and you want nothing but a glass of orange juice the tab will come to \$1. Likewise coffee is \$1 and an egg is the same. So if all you want is coffee, orange juice and one egg you've blown \$3 already. Anybody with a big appetite is in for trouble.

Presently they're renovating the Ritz. They're painting and scraping and repapering. But lest some good patron panic, let me explain that the old elegance shall go undisturbed. The huge, old-fashioned bathrooms will remain.

Outside, Place Vendome is surrounded by some of Paris' smartest shops. If the Ritz doesn't get all your francs, certainly they will. Only if by some miracle they don't you can always finish off your tour with a blast at Lassere, the most elegant restaurant in all of Paris, more elegant even than Maxim's or Tour d'Argent. De Gaulle's ministers go there. Foreign diplomats are seen at mealtime. It is, perhaps, the finest restaurant in the world. This is no idle boast. It is a satisfying way of going broke, this idea of taking a final meal at Lassere.

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Are You Ready for FRANCHISING?

by Bill Duncan

BILL BELASQUEZ OWNS a Mexican restaurant in California which he describes in this manner: "The restaurant is in an old frame house that has squeaky wooden flooring, an odd assortment of old tables with mismatched chairs painted in every gaudy color we could find. The parking lot is gravel laid over what used to be a front lawn."

To eat there, one must have a reservation or take his chances on a long wait. One of Belasquez's frequent customers, an Anglo-Saxon named Robert Smythe, watched the restaurant's phenomenal growth and decided that the Mexican food business was a boom in California. He was right.

When Smythe read an advertisement in the Los Angeles *Times* that you could buy a Mexican restaurant franchise, he was intrigued by one line in the ad: "You don't have to be Mexican to succeed in the Mexican food business." The ad promised a foolproof formula for instant success. Smythe invested \$25,000, opened his brand new franchise Mexican restaurant in a select location in a spanking new building with a paved parking lot, matching

tables and chairs and plush carpeted floors.

The prime ingredient, however, was missing. Within a year, Smythe's dream had turned into a nightmare. The restaurant failed—not because he was Anglo-Saxon, not because he had purchased a franchise and not because he didn't serve good, authentic Mexican food. It failed because Smythe's shiny new restaurant lacked the atmosphere of Belasquez's quaint restaurant—a bit of the charm of old Mexico inside the old house with the gaudy painted tables and mismatched chairs. This is part of what the patron sought along with his enchiladas, tacos and chiles rellenos.

Smythe had tumbled into one of the pitfalls of franchising, into what Harry Golden, the Small Business Administration's franchising expert, calls: "The syndrome of the man who buys the franchise because he falls in love with the idea at first sight."

Smythe, according to Golden, never questioned what attracted him to Belasquez's enterprise. But even more important, he failed to investigate the company selling the franchise (his was

not the only one that failed). And he failed to research the market potential thoroughly.

If you are ready for franchising, you don't have to experiment with a painful disaster like Smythe's, Golden, one of the most knowledgeable men in franchising in America, explains.

"Franchising, like any type of business undertaking, is not a get rich quick scheme," according to Golden. "You can largely avoid the pitfalls if you understand and evaluate the advantages and disadvantages. The basic ingredients are almost the same in each franchise and you should know and understand these before signing on the dotted line.

"Perhaps the most important question to ask," Golden says, "is how many years the firm has been in operation and how much experience the firm has in the successful operation of franchises." As an example there are several Mexican restaurant franchises that are very successful and many are owned and operated by Anglo-Saxons.

What Golden is warning about is that each day new companies offering

franchises spring up. Some are solid, old-line companies just getting into the franchise revolution, but others are fly-by-night operations with fast talking, high commission salesmen waiting for the sucker to put his money into a franchise.

"Investigate the company," warns Golden. "A legitimate enterprise welcomes such an investigation—and will, most likely investigate you as a potential franchisee, to make sure you're ready for franchising."

Golden, who conducts franchise clinics for the Small Business Administration, advises this check list for your investigation:

1. Has the firm a reputation for honest and fair dealing among those currently holding a franchise? (The best way to obtain this information is to go directly to one or more of the franchisees and ask questions of the owner.)

2. Will the firm assist you in these seven items: A management training program? An employee training program? A public relations and advertising program? Capital? Credit? Merchandising ideas? In selecting a good location? ("And I always add the eighth item: How extensive is each of the seven?" Golden points out.)

3. Is the firm adequately financed to carry out its planned financial assistance and expansion? (Don't be shy about asking the franchisor for a financial statement on the company.)

4. Has the franchisor shown you any certified figures indicating exact net profits of any going franchises it has sold? Golden warns: "Make sure you understand what months the profits are for. For example, in the fast food business, June, July and August are known as the 'belly months' when most of the sales are made. Don't take a three month profit projection and multiply it by 4 for an annual gross income."

5. Exactly what can the franchisor do for you that you cannot do for yourself?

6. Has the franchisor investigated you carefully enough to insure a successful operation at a profit for both you and the franchisor?

Once these questions have been answered, have your lawyer approve the contract paragraph by paragraph, Golden insists. "Have your lawyer verify if the contract gives you an exclusive ter-

ritory," Golden says. "Determine under what circumstances the franchisor can terminate the contract and how you, if you decide to, can cancel the contract agreement. Signing an agreement doesn't automatically create trust," he emphasizes.

Golden is supported in this assertion by Gerald T. Grenert, a Beverly Hills attorney specializing in franchises, who explains: "The franchise contract is

written entirely in favor of the franchisor. There is little or no protection for the franchisee in these contracts, but, as in any legal proceedings, the contract is negotiable. In other words, you don't have to sign their version of the contract. You can demand changes, additions and legal protections of your own. After all, it is a business deal and the buyer, as well as the seller, has legal rights."

Never sign a franchise contract and then pick the franchise site. "If the location they show you in the sales pitch is one that is on a busy street, make sure the one you get is comparable," Grenert cautions.

To Grenert, one of the biggest pitfalls is the franchisee's "greed glands." "Too many franchisees lose their common sense when they hear about the fantastic profit. Don't sell your own intelligence and business acumen short," he advises.

There is profit, big profit in franchising, Golden says, but, like any business you must be careful about what you're buying. "Don't let them give you glib answers," he warns. "Some franchise sales offices are in big expensive suites, but that doesn't necessarily mean the franchise they are offering is sound. You'd better find out if they can afford to pay the rent on that suite before gambling on their success pattern."

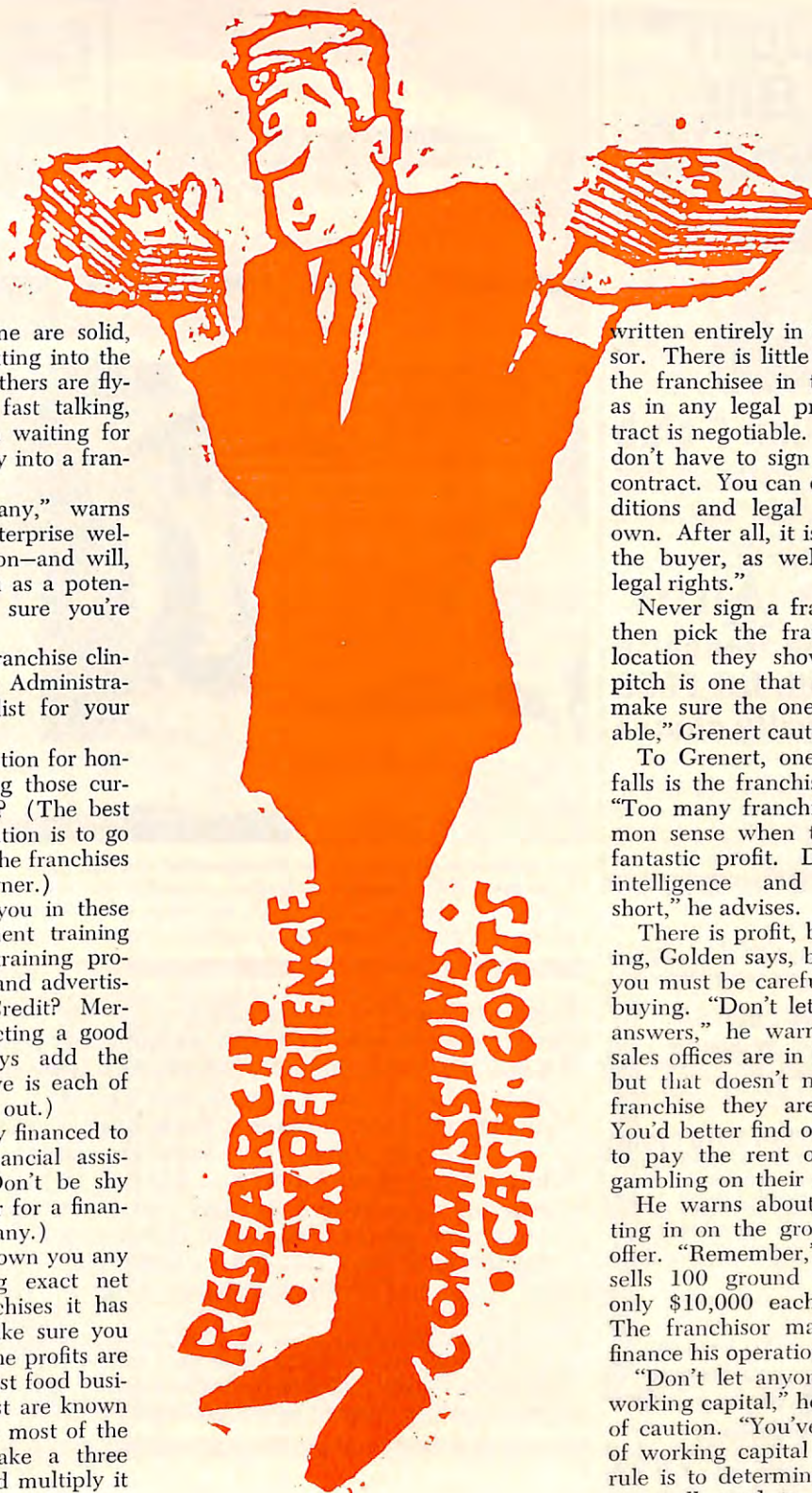
He warns about the so-called "getting in on the ground floor" franchise offer. "Remember," Golden says, "if he sells 100 ground floor franchises for only \$10,000 each, that's \$1 million. The franchisor may be using you to finance his operation."

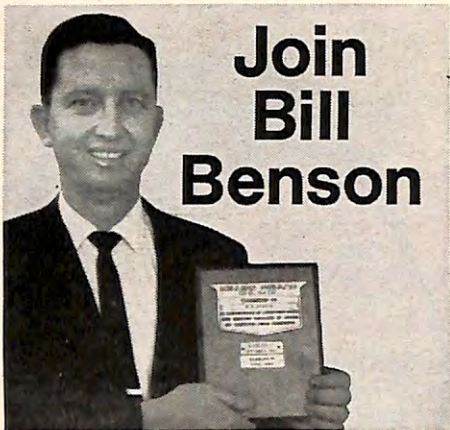
"Don't let anyone sell you short on working capital," he says, adding a note of caution. "You've got to have plenty of working capital available." A good rule is to determine how much capital you will need to operate a franchise before your income equals your expenses.

If this sounds all bad, don't let the warnings frighten you away from franchising. "I'm not anti-franchising, but I am anti-franchising," Golden says.

In fact, Golden believes very strongly in the franchising revolution. "Franchising is strengthening the economic base of the American small business man. Through this unique method,

(Continued on page 54)





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Steve

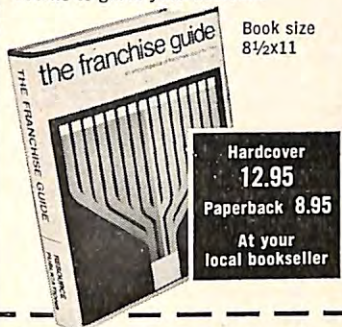
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Business

(Continued from page 35)

pp., \$8.95); (3) *Franchising Today 1969* (Farnsworth Publishing Co., 381 Sunrise Hwy., Lynbrook, N.Y., 11563, 1969; \$19.50); (4) *A Guide to Franchise Investigation and Contract Negotiation* by Harry Gross and Robert S. Levy (Pilot Books, 42 W. 43rd St., New York, N.Y.); (5) *Partners for Profit: A Study of Franchising* by J. A. H. Curry (and others) (American Management Association, 1966; 128 pp., \$6.75 [\$4.50 to A.M.A. members]); (6) *How To Get Started in Your Own Franchised Business* by David D. Seltz (Farnsworth, 1967; 197 pp., \$10.00); (7) *The Franchise Book* by Harry Kursh (Prentice-Hall, 1962).

An Important General Warning!—Do not commit yourself to any franchise arrangement without the guidance of your lawyer and your accountant! This rule should be followed not merely to protect yourself against the gyp franchisors but also to make sure that you clearly understand just what is involved in the kinds of agreements that are entered into with thoroughly reputable franchisors (none of whom will try to dissuade you from having your lawyer and accountant guide you). In entering into a franchise agreement you may well be committing yourself to making an investment of perhaps \$15,000 or more and under an arrangement that probably has a lot of legal and financial complexities. It's downright foolish to enter into such a transaction without the right kind of professional guidance. ■



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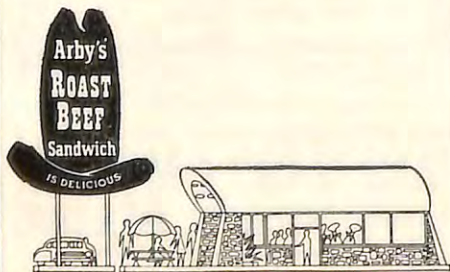
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Franchising

(Continued from page 51)

franchising is allowing small industries, business and services to expand through investor-owned franchises," he explains.

There are some 800,000 franchises in the United States ranging from quickie food service to tire retreading. It is the old theory that you don't have to own a cow to be in the dairy business. All you want to merchandise is the milk.

The advantages of franchising, says A. L. Tunick, charter president of the International Franchise Association, is that the "small investor can minimize the risk of failure because he can start in business under the image of a corporate name and trademark. He gains further advantages through training and management assistance from the parent company." Sometimes, Tunick explains, the franchisee is offered financial assistance making it possible for him to get started in his own business with less than the usual amount of cash.

Training is the key word. "The more training you can get the more efficient

you can become," Golden stresses. His reasoning is sound. "They can't make you an independent businessman in four weeks training. Don't believe that you can put up money and sit back and collect. Franchising doesn't work that way. Absentee management is dangerous."

There are some ground rules that the potential franchisee should understand. Franchising is essentially a system under which an individually owned business operates as though it were part of a large chain—complete with trademarks, uniform symbols, design, equipment and standardized services.

"Ask yourself if you are prepared to give up some independence to secure the advantages of a franchise," Golden points out. "You are under strict rules and regulations set down by the franchisor." For example, a fried chicken franchise allows you to purchase frying batter only from the parent company, even though through your own enterprise you might be able to purchase similar batter cheaper from other outlets.

This is known as quality control, something strictly enforced by the franchisor. You also must keep books ex-
(Continued on page 62)



BOY SCOUTS HONOR GER

At a special luncheon held in his honor at national Boy Scout headquarters, New Brunswick, N.J., Grand Exalted Ruler Frank Hise displays a barometer bearing a miniature scout, presented to him by Mr. Alden G. Barber, chief executive of the Boy Scouts of America, in appreciation of the Elks' sponsorship of scouting. The presentation brings smiles of approval from Mrs. Hise and PGER William J. Jernick. Elks lodges throughout the nation sponsor 1,002 scout units; under the new Boypower '76 development program, which seeks to enroll one-third of America's representative young men, the Elks propose to sponsor approximately 500 additional units. GER Hise pledged his best efforts toward realizing this goal.

ELKS NATIONAL FOUNDATION
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"The Joy of Giving"



Brother David B. Marshall, chairman of the Century Club Drive, is shown making Mr. Peter M. (Archie) Leon a late presentation of his Century Club Certificate as PER Ronald E. Angermuller looks on. Mr. Leon, a Chinese National, is a citizen of the Republic of Panama and is the Food Concessionaire of the Cristobal, C.Z., Lodge.



ER Frank Boffi of Hollywood West, Fla., Lodge makes a belated presentation of a Century Club Certificate to Brother Michael J. Corda, the only member of the lodge to purchase one during the drive.

Ohio Elks have gone all out to give the National Foundation a shot in the arm. Above is a huge display created by Southeast DDGER Thurman L. Allen which is used at state and district meetings. From left to right are: State Foundation Co-Chairmen PDDs Lewis W. Naylor of Alliance, James A. Ryan of Euclid and Nelson E. W. Stuart, Executive Director.

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How to Get Started in Your Own Franchised Business

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Seltz shows you how to pick the field you're likely to do best in . . . how to evaluate each opportunity offered . . . how to finance your new business . . . how to get off to a healthy, prosperous start. You also get 5 sample franchise contracts, 15 guidelines for purchasing insurance, 41 answers to common sales objections, 36 contest and promotional ideas, and 35 ways to make people want to do business with you.

Franchising Today 1969

Edited by Charles L. Vaughn, Ph.D., this volume, derived from franchising's most famous event, The International Management Conference on Franchising sponsored by Boston College, will give you access to the greatest minds in franchising as they solve legal problems, management problems, and attack a dozen other major areas.

You get a goldmine of information about franchise consultants, franchisee-franchisor relations, site selection, legal aspects, franchise statistics, distributorships, starting a franchisor organization, and the future of franchising. Contributors include top executives from McDonald's, Kentucky Fried Chicken, Sheraton Inns, International Industries, Howard Johnson, Puppy Palaces, Midas International, and Snap-On Tools.

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(Continued from page 30)

LADY LAWYERS are now appearing before the U. S. Supreme Court. The largest class in history was admitted in October when 20 women stood before Chief Justice Warren Earl Burger in the marble building on Capitol Hill. It celebrated the 100th anniversary of the admission of the first woman to practice law in the court, Arabella Mansfield of Mt. Pleasant, Iowa.

YOWLING CAT of Washington seeress Jeane Dixon has created a new mystery for her to solve. It is a well known cat named "Mike the Magi Cat", a big hit at children's parties. It sleeps in a Chinese pagoda house in the rear courtyard. When a thief tried to get into Mike's house the cat set up such a yowling that Mr. and Mrs. Dixon flashed on the light, hurried to the rescue but the thief had escaped. Mrs. Dixon's theory is that the catnapper wanted to hold the cat for ransom.

STREET GANG CRISIS faces many cities, Director J. Edgar Hoover of the FBI emphasizes in the Law Enforcement Bulletin. The growth of these gangs of youths in number and size keeps pace with other rising crime problems, he points out: "An east coast city with more than 200 street gangs recorded 33 gang slayings in 1968. During the first 7½ months of 1969, 29 youths in this city died in gang wars." Gang finances are obtained through robbery, burglary, blackmail, mugging and other criminal activities,

he said, adding: "Nothing short of a concerted effort by an aroused public, law enforcement, the courts, and youth agencies will stop the terror of gangs in our streets."

WASHINGTON'S SUBWAY called "Metro" will be under construction Dec. 9 when the first shovelful of earth will be raised in a remarkable ceremony. It will signal the start of 10 years in which \$1 billion in construction wages will pour into the District. Only 100 men will be working at the start but by 1971 over 1000 will be digging under the city and by 1973, 5000 workers will be toiling on the 97.7 mile regional system. The payroll will range from \$50 million to \$100 million a year.

SNOWMOBILE SALES SPURT. They say millions will be in use this winter in the U. S. and Canada. Even Eskimos now use them instead of dog teams and sleds. The new models carry two persons and can haul a sled of luggage. They cost from \$850 to \$1000.

William J. Dunn

We note with regret the death on Nov. 30 of William J. Dunn, the brother of PGER Ronald J. Dunn, and a member of Oneida, N. Y., Lodge. Funeral services for Brother Dunn were held Dec. 3 at the Campbell-Dean Funeral Home in Oneida.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of October 23, 1962: Section 4369, Title 39, United States Code)

1. Date of filing: September, 1969.
2. Title of Publication: THE ELKS MAGAZINE.
3. Frequency of issue: Monthly.
4. Location of known office of publication: 425 W. Diversey Parkway, Chicago, Cook, Illinois 60614.
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6. Names and addresses of publisher, editor, and managing editor:
National Memorial & Publication Commission—B.P.O. Elks of U.S.A., 425 W. Diversey Parkway, Chicago, Illinois 60614.
General Manager: Wm. H. Magrath, 425 W. Diversey Parkway, Chicago, Illinois 60614.
7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)
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8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state): None.
9. For completion of nonprofit organizations authorized to mail at special rates (Section 132, 122, Postal Manual) The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes have not changed during preceding 12 months.

10. EXTENT AND NATURE OF CIRCULATION

	Average No. Copies Each Issue During Preceding 12 Months	Actual Number of Copies of Single Issue Published Nearest to Filing Date
A. Total No. Copies Printed (Net Press Run)	1,546,625	1,568,986
B. Paid Circulation		
1. Sales Through Dealers and Carriers, Street Vendors and Counter Sales	— 0 —	— 0 —
2. Mail Subscriptions	1,528,903	1,539,664
C. Total Paid Circulation	1,528,903	1,539,664
D. Free Distribution (including samples) By Mail, Carrier or Other Means	4,206	4,205
E. Total Distribution (Sum of C and D)	1,533,109	1,543,869
F. Office Use, Left-over, Unaccounted, Spoiled After Printing	13,516	25,117
G. Total (Sum of E and F—should equal net press run shown in A)	1,546,625	1,568,986

I certify that the statements made by me above are correct and complete.

Wm. H. Magrath, General Manager



BY BILL TRUE

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Sailfish Fiesta

Zihuatanejo—may be tough to pronounce, but this Mexican town below Acapulco on the Pacific Ocean is probably destined to become another fabulous blue water fishing capital.

Last spring a group of fishing tackle salesmen and executives, myself included, spent a week at Zihuatanejo and sampled the exciting fishing for Pacific sailfish in the area.

We stayed at Las Brisas hotel whose buildings run down the face of the coastal cliff in terraced fashion. From it you look out over beautiful Zihuatanejo Bay. Rates are reasonable and include meals. The bayside location assures the cool breezes for which the hotel is named.

There is a sport fishing fleet based at the town of Zihuatanejo but since the hotel is some distance away the fishing boats picked us up from the beaches below the hotel. This involved a short trip through the surf in a tiny dugout. It becomes a balancing contest to keep from falling overboard particularly when you're loaded down with tackle, lunch and other gear. Rather than repeat the dugout act when returning to the hotel in the evening I got into the habit of diving overboard from the fishing boat and swimming ashore.

The fishing boats at Zihuatanejo are not the latest in oceangoing craft but they are in good repair and are well handled by their skippers. And even though the captain and the mate know very little English it's amazing how fast you learn to communicate once on the fishing grounds.

You begin trolling for sails right at the mouth of the bay and might get your first strike minutes from the hotel. Baits are rigged American style and outriggers are used. Big dolphin often hit the trolled baits and there's always the chance of a marlin.

As is common in ocean trolling you soon become almost hypnotized watching the baits skipping in the wake—until you notice a bulk looming behind a bait and a bill comes slashing from the water. Pop goes the outrigger clip and you grab the rod and begin counting. A fast ten-count and you rear back on the rod to set the hook. Then comes the first circulation boosting jump and you're fast to a big Pacific sail.

I was using the lightest of tackle: a new free spool bait casting reel and a rod of the musky fishing type. Line was 15-pound monofilament. Every sailfish becomes a trophy when you take him on tackle like this. As a matter of fact, one seven-foot, 100-pound beauty took almost five hours to land. We took a total of 12 sails during our stay and released all but one.

There are other angling attractions at Zihuatanejo too. Roosterfish are common along the sandy beaches and at certain times of the year the water around the rocky islands off the coast turn red with huge schools of red snapper. Add big jacks, called "yellowtails" locally, and you've got a jackpot, particularly for the light tackle addict. Zihuatanejo is still relatively unknown by the angling fraternity so there are no crowds and the surroundings are unspoiled. I hope it stays that way—but a few more fishermen wouldn't hurt. So come on down!

TIP OF THE MONTH

Seasickness bother you when you're afloat on salt water? Try these three things:

- 1) Buy motion sickness pills and take one or two a half-hour before you get aboard.
- 2) Keep your eyes on the horizon, not on the pitching deck.
- 3) Stay out on deck; don't lie down in the cabin.

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The Great Stone Faces

(Continued from page 45)

when men could not continue their work due to financial difficulties.

It might also be noted that Borglum's estimate was a very poor one—the project actually took fourteen years to complete, and cost \$989,992.32, including \$836,000 in Federal appropriations.

The carvings were an incredible task. And as studies have shown, the granite in this location erodes at the rate of less than one inch in 100 thousand years—thus assuring that if our civilization should perish, archeologists of the future would be certain that these magnificent heads were representative of the “gods” of our time. Borglum purposely left a 3-inch layer of granite for weathering, enough so the faces will look their best in 300,000 years.

The stone faces are the largest ever carved, bigger than those of the Sphinx, the Statue of Liberty, or the Colossus of Rhodes. You could stand inside of Lincoln's eye, or take a stroll of 20 feet along Roosevelt's mustache. The figures have noses that are 20 feet long, mouths measuring 18 feet across, and eyes that measure 11 feet wide. The eyes have a penetrating quality due to the 22-inch projection for the pupil of each eye. This projection was just one of the many touches of Borglum's genius, for they truly give a life-like quality to the eyes.

Movement of the sun changes the shadows on the faces, giving them different expressions that make them look as if they have suddenly come alive.

Looking at the “giants of America,” no one can deny that Mount Rushmore National Monument is truly one of the most inspiring feats of both sculpting and engineering in history. It is also a “shrine for democracy”—dedicated to four of America's greatest leaders, and given to the world through the genius of a great and dedicated artist.

However, Gutzon Borglum felt differently about it. Although he carved the figures to the scale of men 465 feet tall, he did not intend that the memorial should be merely the expression of one man's talents or a monument known only for its gigantic proportions. To Borglum, and those who worked with him, “a monument's dimensions should be determined by the importance to civilization of the events commemorated.”

Borglum was right. Looking at the near life-like features of these faces one feels a great surge of pride—pride in these great men and their deeds, and pride in a country that can boast of such fine leaders.

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SIX SONS of lodge members were initiated recently into Devil's Lake, N.D., Lodge by a team of officers from Grand Forks Lodge. Shown as they assembled for a photo after the ceremony are Grand Forks ER Woodrow R. Hanson (seated, center) and Devil's Lake ER James Kling (standing, center). The proud fathers, standing behind their sons, are (from left) Joe Wolfe; PER Anton Serumgard; PER and PSP T. C. Coulding; Clem Chinquist; PER Howard L. Strand, standing in for Brother Albert Evans, and C. W. Allen.

GRAND EXALTED RULER Frank Hise examines a handsome Buffalo Bill Commemorative Rifle, presented to him by Cody, Wyo., Lodge during the recent fall meeting of the Wyoming Elks Association. Standing alongside Brother Hise is "White Man Dances"—Cody Brother Bill Waller—who made the presentation.



ADDRESSING some of the many Elks gathered at Cincinnati, Ohio, Lodge for a Southwest District meeting is Brother Lewis E. Kilpatrick, Troy, district activities chairman. Listening attentively are (from left) SP E. Paul Howard, a member of Alliance Lodge, DDGER Phillip H. Gottlieb, and ER Howard F. Smith, both members of Cincinnati Lodge.



A QUARTET of distinguished California Elks join Bishop ER James S. Hancock (center) for a photo marking their visit to Bishop Lodge. The visiting Brothers are (from left) PGER Horace R. Wisely; SP Paul E. Haines, Pasadena; PGER R. Leonard Bush, and Grand Esquire Marvin M. Lewis, Brawley; they were guests of honor, along with their ladies, for a lodge dinner-meeting.



A GROUP of old-timers—members of El Paso, Tex., Lodge who have attained or surpassed the grand old age of 70—assemble for a photograph marking a recent lodge get-together. The Brothers were honored with a delicious buffet dinner by members of the Past Exalted Rulers Association; among those attending the affair were 94-year-old Brother Richard Kunz and his 70-year-old son Leonard.



HERMISTON, Oregon, Secy. Loren E. Miller (left) presents an Honorary Life Membership pin to one of the lodge's distinguished members—PER and immediate PSP R. R. "Whitey" Schroth—as DDGER Gordon D. Arnold, Hood River, looks on.



WELL-TRAVELED bowlers—Brothers who are “charter” members, still bowling, of the Valley Elks Traveling League—smile for the camera at the league’s twentieth anniversary celebration, held recently in Sacramento, Calif. The 80 members who form the league make up teams from Modesto, Stockton, Sacramento, Woodland, Marysville, Lodi, and Grass Valley; Elks who have participated in the program for 20 years estimate they have traveled “almost as far as the astronauts.”



SMILING from atop Tucumcari, N.M., Elks’ entry in their city’s recent annual Pinata Festival is a pretty young lady in Western dress—14-year-old Ginger Freed, the daughter of Brother and Mrs. Ralph Freed. The lodge’s float won a third-place ribbon in the parade competition.



A TRIO of Alameda, Calif., Elks assemble to offer congratulations to DDGER Owen D. Cant (second from left), a member of Alameda Lodge. ER Donald L. Landreth gets the first handshake in, as a pair of PDDs—Donald K. Quayle (left) and Robert A. Smale—await their turn. A class of 20 candidates was initiated into the lodge on this occasion in honor of Brother Cant.



PASADENA, California, Brother William A. Mundy (center)—“Uncle Billy” to his many friends—strikes a pose with several of his Pasadena Lodge friends who recently presented him with a late model car. The Elks are (from left) PER Edward J. Pittroff; PER Ernest H. Prentice; Gordon Gun, who refurbished the car and made the presentation; Wayne Griggs; Frank Seale, and George Burr.



GUESTS OF HONOR at Riverside, Calif., Lodge’s recent Old-Timers Night—a group of Brothers who boast 35 and 50 years’ membership in the lodge—strike a pose during the festivities with ER Norman L. Lilley (first row, right). Three Brothers received 35-year pins, and nine Brothers 50-year pins, at this time.

LAKE CITY, Washington, Elks recently initiated an Americanism class of 186 candidates into the lodge. One of the new Brothers—Warren Bierman—is no stranger to Elkdom; in 1941 he won a \$250 scholarship in a nationwide Elks essay contest on “What Uncle Sam Means to Me.”

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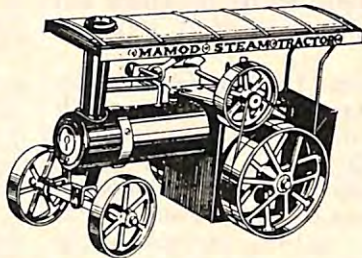
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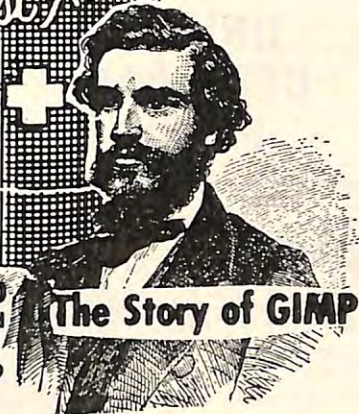
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Franchising

(Continued from page 54)

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In one case, Los Angeles franchise consultant Aaron M. Rothenberg recalls getting an urgent call to a franchise business only to find the wife of the owner in tears. She was overburdened trying to keep books a certain way for the company and overwhelmed by the minute detail demanded.

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For several years, Mrs. Bentley has been maritime reporter for the *Baltimore Sun*, and has written a syndicated column on shipping topics. It was this experience that won her appointment to the Commission.

Undoubtedly Mrs. Bentley's status as a leading mem-

ber of the Fourth Estate was an important reason for the wide publicity her appointment received. But it was not the only one. Her long association with salt water, it is reported, has enriched not only her knowledge but also her vocabulary, contributing to that colorful character so much admired by the press.

The Elks scholarship alone was not responsible for Mrs. Bentley's success, but as one newspaper feature story on her appointment pointed out, "It greased the way." That is in fact the sole function of Elk scholarships—not to do the job for a youngster but to lend a hand when it is needed, to give encouragement when the way looks dark.

When Mrs. Bentley received her scholarship, the Foundation was awarding a mere handful of such grants yearly and as noted in small amounts. This year, thanks to the ever-increasing generosity of Elks, the Foundation is awarding more than 500 scholarships with the top amount at \$2,500.

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Activists For America

AN UNEXPECTED BENEFIT from the violence in the streets and on the campuses engendered by our non-violent revolutionists is the growing number of citizens who have been goaded to take pen in hand and write their congressmen and a lot of other public officials in an effort to stiffen their spines.

This is just fine. Most citizens have been content to limit their contribution of self-government to voting, and a large percentage have historically failed to do even that. Taking part in school board meetings or city council hearings has been confined to an even smaller number of citizens, and it takes a really hot issue to get up a delegation to go to the state capital.

As for communicating one's opinions to one's Congressman, Senators, or to the President, few citizens indeed have taken this route to participatory democracy. But this is changing. More and more citizens are following the urging of Grand Exalted Ruler Hise and are getting involved by letting their elected officials know where they stand.

This trend undoubtedly will receive a great deal of impetus from the "Help Run America" program of Western Union. The telegraph company offers to transmit personal opinion messages of 15 words to the President, Governor and other officials for 90 cents except in Hawaii and Alaska.

A splendid example of this growing spirit of involvement was offered by George F. Monahan, a member of Plainfield, N.J. Lodge No. 885. Brother Monahan is Assistant Professor of Modern Languages at Jersey City State College. He was the only speaker—faculty or student—to stand up and oppose our capitulation in Viet Nam during last October's "moratorium" observance on that campus. It took great courage for Brother Monahan, an uninvited speaker, to tell that audience that Viet Nam was merely a part of communism's program of world conquest, and to warn them that unless they turned aside the communist bayonets today their sons will face them tomorrow.

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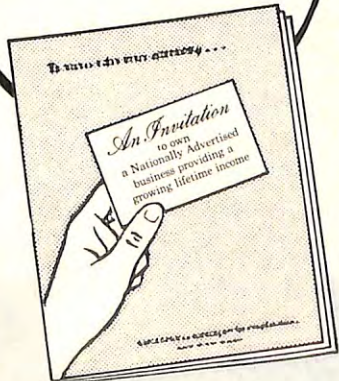
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Melts Ice Fast!...Burns Up Snow!

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HOBİ, Inc., Dept. L-1
7 Delaware Drive, Lake Success, N.Y. 11040

Please rush _____ imported Flame Guns at special sale price of only \$17.98 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full cancellation of charges any time within 10 days.

N.Y. residents, add sales tax.

Check Money Order for \$ _____ enclosed.

Charge my
Diners Club # _____

(signature) _____

Name _____

Address _____

City _____ State _____ Zip _____

A fine buy at regular price—a give-away value at special super-sale price! You save \$12! Never slip again—avoid dangerous falls—costly law suits! This quality jet-rod Flame Gun clears stairs, walks, driveways of even heaviest snow, thickest ice in seconds, frees “snowed in” cars. No heart-taxing shoveling—no bending. Easy, clean, one-hand operation from comfortable standing position. No cumbersome cords, no expensive batteries, no costly fuel!

SAFE...SIMPLE...COSTS MERE PENNIES PER USE!

In summer, kills weeds fast, sterilizes ground, gets rid of insect nests, keeps flagstone and cement walks clear, trims borders! Less than 2 pints of kerosene gives 30 minutes continuous use. Completely safe; weighs under 5 lbs; full instructions included. Order today—you will soon be paying \$12 more! Next season, do your weeding without bending.

ONLY \$17.98 plus \$1.00 for postage and handling.

Prompt Shipment. **HOBİ** Dept. L-1
Satisfaction Guaranteed. **HOBİ** 7 Delaware Drive, Lake Success, N.Y. 11040