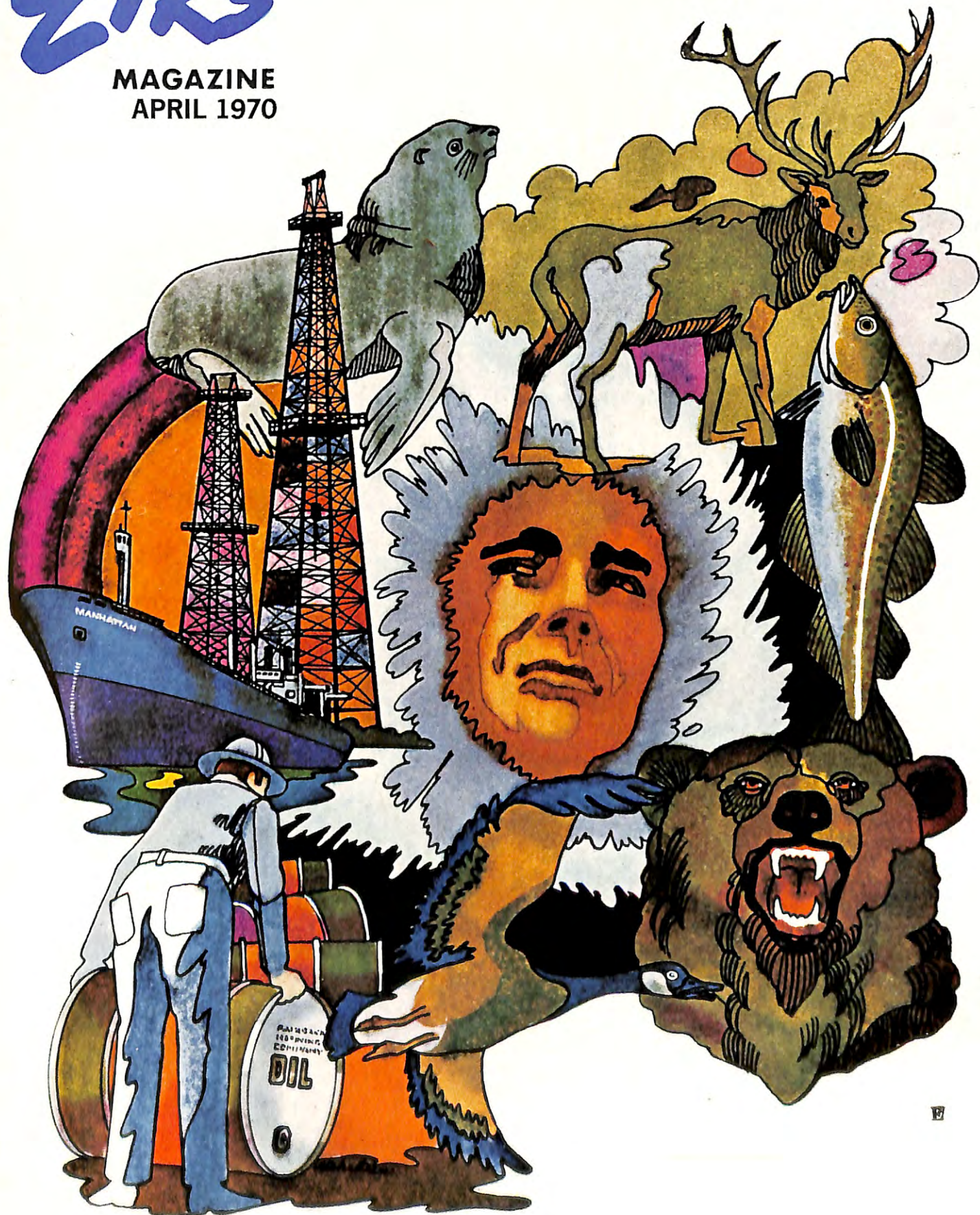


THE ELKS

MAGAZINE
APRIL 1970

in this issue:
Arctic Anxieties
Buying & Selling a House
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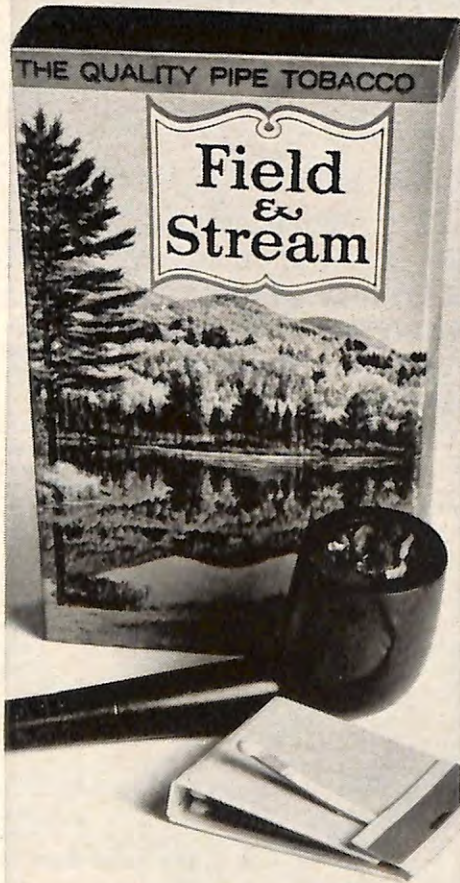
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THE **Elks** MAGAZINE

VOL. 48, NO. 11

APRIL 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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THE ELKS MAGAZINE, VOLUME 48, No. 11, April 1970. Published monthly at 425 Diversey Pkwy., Chicago, Ill. 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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A Message from the Grand Exalted Ruler

The SUMMONS To SERVICE



If a bugle had sounded the alert, the response of Elks everywhere in support of our programs this year could not have been greater.

How inspiring it has been to see Elks in all sections of the country organizing their energies and talents to make a program a working fact, to realize a goal, to carry Elkdom forward yet a little more!

I am grateful beyond the telling to the Exalted Rulers whose terms end this month for their leadership, and to the other officers and committeemen whose devoted efforts have achieved so much success for Elkdom's undertakings for our young people, for the handicapped, for our hospitalized veterans, for the safety and progress of our beloved America.

But the summons to service does not follow the calendar. It never ends. The bugles and the drums sound now for all of us, and especially those good Elks who take over the leadership of our lodges in April, and for their Brothers who pick up the responsibility of committee assignments. They sound, too, for Elks in the ranks, for every member to give his intelligent, informed and devoted support to all things that are beneficial to this Order and that will let us serve our country better.

We must give our support to the young men and women who are intent on getting an education, their prime purpose for being in college. They may take little if any part in campus strife,

but are nevertheless, just as concerned as you and I with shaping a better world. These are the young people who will swing the pendulum to decency and honor. We Elks must assist them with scholarships and other financial aid. Above all we must give them our moral support if we are to keep our commitment as citizens.

We must be concerned with curbing those who promote the abusive use of drugs, pornography aimed at the young, the destruction of family discipline and hatred of our democratic institutions. Let us encourage those school officials and all others in responsible positions who are resisting the vicious efforts to subvert our young people either to make money or to promote destructive ideologies.

There is a need in these times for greater dedication, for more action. The problems are sterner. Therefore, our accomplishments must be greater.

Let the record of our generation show that we were not passive and unconcerned in a time of turmoil and crisis, but that we acted wisely and firmly as Good Elks—Proud Americans to turn a strong nation over to those who followed us.

Sincerely and fraternally,

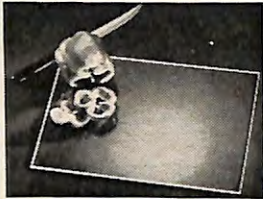
Frank Hise
Grand Exalted Ruler

Good Elks—Proud Americans

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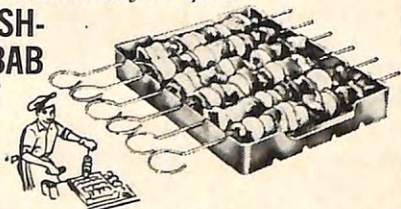


The flower of the Orient—the lotus blossom—is the pattern for this set of 8 white, true-porcelain bowls, they are the perfect size for desserts, chilled soups, consommés... yet they can double as

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 Set of 8 matching Saucers...\$2.98. 16 Pc. Bowl & Saucer Set \$5.49 sent postpaid.

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"The Joy of Giving"



Dear Mr. Stuart:

Just two years ago about this time you personally wrote me, informing me that the Elks National Foundation Trustees had awarded me a grant for \$2,400 to be applied to my Physical Therapy Education.

Last September 4th I graduated from Case Western Reserve University with a Master of Science degree and recommendation for certification as a licensed physical therapist. What a thrill it is to be a part of this profession! I am in love with my job!

I have accepted a staff position at the Massachusetts General Hospital in Boston, and today, as I treated little Kevin, age three, I realized that none of this would have been possible without the help of the Elks.

could never be complete if I couldn't treat children. I'm still "finding myself" so to speak, still developing into the very best physical therapist I know how to be. I sincerely plan on continuing my education in specialized areas of treatment of children and adults with central nervous system deficit, which is what cerebral palsy is.

How can I begin to say thank you for helping me find myself, helping me find a sincere and confident place in life where I can serve my fellow man? I couldn't begin to. Please assure the board of trustees that I graduated in fine standing and that I hope to make them and to make my school and my family very proud of me. And thank you, Mr. Stuart, for all you've done for me.

Most Sincerely,
Carol M. Davis PT



In 1967, Carol Baker of Williamsport, Penna., was the recipient of a \$2,400 grant from the Elks National Foundation. With this grant she was able to reach her goal of becoming a physical therapist. In her letter she thanks the Executive Director of the Foundation, Mr. Nelson E.W. Stuart.

Enclosed meet Kevin to whom I literally lost my heart during a seven week clinical assignment at Sunbeam School for physically handicapped children in Cleveland. I'm helping her to get the feel of what it's like to sit or squat, then rock forward and stand up. She had cerebral palsy and I hear that she is now able to stand by herself and walk in the parallel bars with assistance. When I treated her last April she was just mastering a crawl on all fours.

I know now that, as a professional, my treatment schedule



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Herb feels that the neat stamp of the postage meter makes a good impression on people, like "nice clothes, a good car." It's another way of showing customers and prospective customers that he's an efficient professional businessman. It also gives his business a plug by printing a small advertisement on his letters along with the meter stamp. ("Advertising can only help.") And he likes the way the meter keeps a record of his postal expenses for Income Tax time. It's natural that each user of a Pitney-Bowes postage meter picks a few of the many reasons for renting it. What's funny is that each one's reasons are different.

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ARCTIC ANXIETIES

Alaskan taxpayers may be joyous about recent arctic oil discoveries, but not the ecologists. They fear the oil may cause more trouble than it's worth.

by E. Jervis Bloomfield

ARCTIC OIL may prove a mixed blessing. Such heresy wouldn't have been tolerated by many Alaskans on the night of September 10th, 1969, as their state counted the chips from the biggest auction in history. Few, even today, would subscribe to such a notion.

Alaskans, however, are included among the appreciable number of people who are questioning the final cost in terms of environmental quality and the perpetuation of resources other than oil. They point out such things as the delicate balance between wildlife and environment in arctic and tundra areas and the problem of slow decomposition of oil and other pollutants in frigid waters. They are still trying to make their voices heard above the din of prosperity.

On that Wednesday, in Anchorage, officials made a first count in excess of \$900,000,000, anted by the oil industry for leases on 450,000 acres of the Arctic North Slope. When oil starts to flow royalties could climb to \$200 million a year. Already Alaska has collected more than all the gold taken out in the days of the sourdough. Small wonder the taxpayers are happy.

The town was jumping as drawling Texas, crisp Englishmen, and pinstriped New Yorkers rubbed shoulders with parkas. The oil, 10 billion barrels by some estimates, was there and they'd get it out to world markets. During that week the 150,000-ton *Manhattan* pushed through the Northwest Passage with, at worst, a day's delay when turned back by ice. Should the sea route not prove feasible a pipeline could be brought across the Brooks Range to tidewater at Valdez, on the Gulf of Alaska. Or they might run one up Canada's Mackenzie River valley to hook up with the transcontinental pipelines.

The excitement had built up, a little more than a year earlier, after Atlantic Richfield and Humble Oil had jointly brought in oil at



Prudhoe Bay, on the Beaufort Sea 200 miles east of Point Barrow. Then British Petroleum announced a discovery. Fairbanks, in the interior, at the head of road and rail was the first to benefit by the bonanza. Its airport operators went wild trying to find parking space for everything from single-engine tundra hoppers to giant C-130 cargo haulers.

Thousands of miles away suppliers and shippers felt the impact. Much is lifted by air but thousands of tons of heavy machinery, housing units, casings, and drilling mud move by surface.

By a common rule of thumb, with \$1 billion invested in land rights, we may expect an ultimate investment by the oil companies of around \$30 billion. Tonnage north will triple and triple again and oil, by the billions of barrels, will flow south.

As James H. Galloway of Humble Oil told the 1969 Alaska Science Conference: "The world needs it . . . Oil is



The above map shows the route the ice-breaking tanker *Manhattan* took on its historic voyage to the oil fields of Alaska.

going to be extracted and some of the country hitherto unmolested is going to be torn up in the process."

This is what wrinkles the brows of the environmental scientists, ecologists, and conservationists with anxiety. Some anticipate massive oil spills in arctic waters, others a deadly deterioration of the biological integrity of the tundra. While a sobering thought is that 10 Billion barrels (standard 42-gallon) of petroleum is less than a year's supply for the world.

Even before the *Manhattan* sailed on August 24th admonishing voices were heard. The faint chorus swelled as the tanker nosed into her first pack ice and circled through the Northwest Passage. Then they were drowned out, at least temporarily, by the well deserved accolades as the ship and her escort, the Canadian icebreaker *Sir John A. Macdonald*, brought the westward voyage to a successful conclusion.

A sampling of the warnings shows: "The answers are not in this office, and probably not elsewhere," Dr. Max E. Britton of the Office of Naval Research's Arctic Program replied to a query, by John Frye for *National Fisherman*, as to what could be done about
(Continued on next page)

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(Continued from page 7)

arctic oil spills. He went on to speculate that any spillage would probably be there forever, because of the slow rate of decomposition in arctic waters, with clean-up essentially impossible.

The 55,000-member Wilderness Society, in annual meeting, approved a resolution opposing pipelines from the Arctic. They feared damage to terrain, plant and animal life and, it was pointed out, a major earthquake break could spill 500,000 gallons over land, into streams and the sea.

Delegates, with varying backgrounds, at the 1969 Alaska Science Conference who urged a cautious approach included Robert B. Weeden, Alaska game biologist, Professor W. A. Fuller, Canadian zoologist and Russell Hemstock, Arctic specialist with Imperial Oil. They spoke of possible disastrous results, of massive erosion and pollution, following the stripping of vegetation from the frozen subsurface (permafrost) and from oil spills, while biologist Weeden said that already extensive damage had been done by oil and the churning of the surface by tracked behicles.

In such discussions it is convenient to classify our environment into air, soil, and water, but all three categories are so interrelated that the differentiation is often meaningless. Atmospheric contaminants reach all surfaces by gravity or precipitation; eroded or poisoned earth can be blown back into the air or carried into the waterways and to the seas by rain or melting ice and snow; lethal chemicals can percolate down through the soil and reach rivers and seas through the draining of groundwater; the oceans are the final receptacle for our wastes.

The threat to the Arctic is heightened by climatic conditions. The lowest temperatures have been recorded over the rimming continents rather than polar ice: Minus 81° at Snag, in the Yukon; minus 90° at Yakutsk, Siberia. Growth is slow; decay retarded. A lichen on a rock may advance only 1/16th of an inch in a quarter century; an axe dropped on the tundra may be virtually rust-free and sound of handle after a score of years.

Atmospheric contamination goes hand in hand with technological man and, with the proliferation of heavy machinery, it has already started in the Arctic. Ten billion barrels of oil spell a massive continuation of the hundreds of millions of tons of carbon oxides, hydrocarbons, nitrogen oxides, aldehydes, sulphur oxides and other gaseous and solid pollutants we throw into our atmosphere each year. The smogs of New York, London, Tokyo, and Los Angeles have blended in the upper atmosphere while the burning of fossil

(Continued on page 23)

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"DELICATE" AUTOS is the way Dr. William Hadden, Jr., president of the Insurance Institute for Highway Safety, described cars in testifying before the Senate Antitrust and Monopoly Subcommittee. He said the institute tested four sedans of different makes running them into a wall at the speed of a man's jogging. One car had \$814.90 in damages. Meantime insurance companies are reported to be planning increased premiums on sport cars which have super h.p. engines.



TO HELP THEM FIGHT CRIME, the nation's states and cities will get \$236 million this year from the government. This is part of the fund appropriated by Congress in December, 1969 for the Law Enforcement Assistance Administration. The money will go to improve police, courts and correction agencies, according to Attorney General John N. Mitchell.

TRAFFIC ACCIDENTS would be reduced if major changes were made in the present lighting and signaling systems used on cars and trucks, according to a million-dollar study made over the past three years for the Federal Highway Administration. Among the changes, which the Transportation Department is considering putting into effect, would be an improvement in rear lighting and signaling systems through color coding and separation of various signaling functions. There would also be special signal lights to warn of slow moving and stopped vehicles.

BEING FIRST ON THE MOON does not give America the right to tag permanent names on those parts of the lunar landscape where the Apollo astronauts landed and explored. The names which the astronauts used during

Tom Wrigley

TW TW TW TW TW TW TW TW

their visits are only "informal, working names," according to David Arthur of the U.S. Geological Survey, and will not be recognized by astronomers in other countries as anything but temporary.

NEW DRUG CURE will be closely watched as it goes into effect in the District under the new Methadone Maintenance Drug Program. Some 25 persons, habitual heroin addicts, will be treated in a four stage program extending over three years or more. It is the first of its kind to use the Methadone method. The synthetic drug, used as a substitute for heroin, gradually takes away the desire for the heroin.

HISTORIC HOMES, a whole row of them on Jackson Place facing Lafayette Park opposite the White House, have been renovated. The bricks have been cleaned, the woodwork repainted, the doorways rebuilt in all their old style grandeur but there wasn't enough money to do a complete job. Inside plaster is crumbling, staircases sag and the floors creak. The buildings will be used not as homes but for government offices and perhaps little by little the interiors will be patched up.

WORLD CRIME STANDINGS covering 1955 through 1966 by the Crime Commission staff show the following homicide rates: U. S. 6.8; Finland 2.5; Japan 1.7; Germany 1.6; Canada 1.2.



GRAPE BOYCOTT backed by liberal Congressmen who are in sympathy with the California strike sprung a bad leak this year. Defense Dept. bought 2,100,000 pounds of grapes for shipment to Vietnam. In fiscal year 1967 the government purchase was 468,000 pounds of grapes.

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WRITES FROM WASHINGTON

TW TW TW TW TW TW TW TW

AID FOR BLACKS has been announced by the Episcopal Church. The Black Economic Development Conference is seeking \$3 billion in reparations from churches. The Episcopal donation of \$200,000 will be used for non-violent programs only, the House of Bishops stipulated.



HELLO FRISKER. It is a new searching device which can reveal if an airplane passenger is carrying a gun or if there is any metal object in his baggage. So don't be alarmed if a stewardess holds up a metal plate attached to a wire in front of you before you board the plane. It is battery operated.

TOURING WASHINGTON in a bus is sure an education for anyone. For instance you learn the Saturn rocket is 5 feet taller than the Washington Monument. Also that the 50 foot lantern on the Capitol burns at night when the House or Senate is in session. You are told that the roof over the hacienda garden in the Pan American Union is retractable, that the fountains at the entrance to the White House elipse were given to Mrs. Lyndon B. Johnson by the editors of 17 magazines.

UNEMPLOYMENT RISES and government economists quietly consider these steps, should they be necessary: resume full scale government building; increase road building; increase job training programs and step up defense spending.

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NEWS

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A QUIET MOMENT at Pasadena, Calif., Lodge finds the Elks' guest of honor—GER Frank Hise—taking time out for a chat with ER Robert M. Gardner (seated, second from right) and two distinguished California Brothers—PGERs R. Leonard Bush and Horace R. Wisely. Sharing a photo marking the temporary lull in activities are three members of Pasadena Lodge: PER Robert J. McLain; SP Paul E. Haines, and PDD Carroll Nordquist, event chairman. In the background, several Brothers pause to discuss the proceedings.

THE PRESENTATION of handsomely-framed Grand Lodge dispensation certificates marks the first step in the emergence of two new California lodges—Jackson and Calpine, both in the state's North Central District. (Top photo) John Garrison (second from right), chairman of the Calpine organization committee, proudly accepts the dispensation from Brother Nicholas J. Levrero, Carmichael, district new lodge chairman, as DDGER Allan A. Kane (left), Marysville, and Robert Britton, Calpine committee secretary, look on. (Bottom photo) Accepting a dispensation from VP Phillip F. English Jr. (left), Placerville, for the new Jackson Lodge, is Vic Koplin, Jackson organization chairman. Looking on are a trio of members from the organization committee: Jim Jaminson, Dick Payne, and Claude Lewis. Brother Yubi G. Separovich, Sacramento, a member of the GL New Lodge Committee, was instrumental, with Brothers English and Levrero, in organizing the Jackson group; he also aided the Calpine group, along with PDD Frank J. Luttig, Sacramento, and Lake Tahoe PER A. J. Borelli.





THREE MEMBERS of the West Point Cadet Glee Club—and their “leader,” Maj. Robert G. Finkenauf Jr. (right), officer in charge of the group—smilingly accept the compliments and thanks of Watertown, N.Y., ER William H. Schrieber III (left) and Brother Lewis Manfred, after presenting a concert sponsored by the lodge’s youth activities committee. The performance of the glee club, which consists of 100 cadets, received enthusiastic applause from an audience of approximately 1,500. Brother Manfred was in charge of lodge arrangements for the event.



A HOMECOMING DINNER at Great Neck, N.Y., Lodge welcoming DDGER Louis C. Weniger (center), the lodge’s first District Deputy, finds the honoree sharing a commemorative photo with some of the more than 300 Elks from throughout the state’s South-east and East Districts who turned out to honor him. The Brothers are (from left) PDDs Eugene G. Granfield, Brooklyn; Vincent Cataldo, Staten Island; William Steinbrecher, New Hyde Park; SP and PDD George J. Ballbach, Queens Borough (Elmhurst); George L. Olsen, Lynbrook; Leslie Bellows, Staten Island; N. Anthony Equale, Queens Borough (Elmhurst), and VP Frank Gallo, of Elmont Lodge. Brother Weniger, a resident of North Hempstead for 57 years, was also honored by a citation.



A PLEASED AND PROUD Elk—St. Joseph, Mo., ER Charles N. Brock Jr. (foreground, left)—congratulates his son, Charles III, upon his initiation into St. Joseph Lodge. Echoing the pleasure of father and son with smiles of their own are 22 other candidates who were welcomed into the lodge as members of the new Brother Brock’s initiation class.



A \$5,000 CHECK for the Newark-Wayne (N.Y.) Community Hospital Expansion Program is presented by Newark ER Charles Meyers (right) to James E. Mills, general chairman of the program. Looking on is PDD and PER Peter Jacob, a solicitor for the hospital program. The lodge’s generous gift represents a big step toward reaching the expansion goal.

A LIST of activities scheduled for Ohio Elks’ South Central District meeting, held recently at Newark Lodge, commands the attention of two visiting dignitaries—SP E. Paul Howard (left), a member of Alliance Lodge, and state Trustee L. L. McBee (right), New Lexington—who study the outline of events with ER Roger Hull of the host Newark Lodge.





MILTON, Pennsylvania, Lodge's "family" of Yost brothers became one member larger recently with the initiation of Brother Lee F. Yost Jr. (second from right). Shown with the new Elks in a post-ritual photo are the four remaining members of the family quintet: (from left) Brothers William and Larry, ER James G. Yost, and Raymond—all sons of the late Milton Brother Lee F. Yost Sr.

A HANDSOMELY FRAMED copy of a California Senate resolution, written by Long Beach Brother and Sen. George C. Deukmejian—"Mr. Law Enforcement" to his many friends—is presented to Long Beach ER Val J. Deaser (left) by PER Robert P. Shaw, during a recent Law and Order ceremony at the lodge. The resolution commended Long Beach Elks for their publication of a booklet—"Laws for Youth"—to acquaint youngsters with the laws of their state and community; the document also praised the Order for its dedication to the welfare of the entire nation.



A CLASS of seven candidates was initiated recently into Newton, Mass., Lodge. Six of the seven new Brothers—members of an Americanism class—are shown as they posed for a photo marking the event with ER Joseph W. Desmond (seated, center) and other officers of Newton Lodge.



A QUINTET of Eagle Scouts proudly display American flags presented to them by Cozad, Neb., Brother Norman Wilkins (right), youth activities chairman. Looking on at left is the boys' scoutmaster, Robert McQuire. The five young men, all from the Cozad area, brought to 60 the lodge's total number of American flag and certificate presentations to Eagle Scouts.



A HANDSOME FLOAT—entered by the Cerebral Palsy Commission of the New Mexico Elks Association in the 1969 New Mexico state fair parade—helps publicize the fine work being done by the Elks in the area of treatment for CP victims, the state's major project. Shown atop the attractive parade entry are Brother Morrin E. Armstrong, Albuquerque, state major projects chairman; several therapists from the Albuquerque Rehabilitation Center, and several children who are being aided by the program.



A MEMORIAL DINNER at Lynn, Mass., Lodge finds ER John W. Brennan Jr. (standing, third from right) surrounded by members of the family of the honoree—the late Brother George R. Grant, former secretary of Lynn Lodge. With Brother Brennan are (seated, from left) Mrs. Elizabeth Connolly, mother-in-law of Brother Grant; Mrs. Marie Grant, his widow; Mrs. Frances Grant, his mother, and Mrs. Fern Dobbins, his sister, and (standing) Bernard M. Connolly, brother-in-law; Edward and Dana Grant, sons of the late Brother Grant, and William and Alvah Grant, his brothers. Proceeds of the event will be used toward furnishing an office for the lodge's secretary and treasurer; the office will contain a plaque paying tribute to the departed Brother Grant.

LODGE NOTES

EL PASO, Tex. The children at the Saigon Malnutrition Center, Saigon, Republic of Vietnam, were cheered recently by the arrival of a check for \$25 donated by the Elks' ladies. The ladies learned about the center's work through servicemen stationed in Vietnam who help the center, or "House of Love," as it is called.

The center is supported by the men and their families, and donors throughout the United States. More than 120 children, many of them orphans and ranging in age from newborn to seven years old, occupy the premises. Most have come from refugee camps, hospitals, and villages in Vietnam.

The Elks' ladies check was undoubtedly most welcome in support of this worthy cause.

DANVILLE, Va. Cash prizes were presented recently to the lodge's Youth Leadership winners—Stephen Richard Echols and Elizabeth Leigh Updike—by PER Henry I. Slayton and ER Kenneth D. Phelps.

CAMDEN, Tenn. Camden Lodge members have taken steps recently to augment their youth activities program with a three-point attack on the drug problem, including a reward of \$1,000 for information leading to the arrest of anyone selling or peddling drugs; sponsoring educational programs in the schools on the harmful effects of drugs, and a local scholarship fund for students.

DESPLAINES, III. Two \$150.00 awards were presented recently to the lodge's two Youth leadership winners, Marianne Marzac and William Alzos, both students at Maine Township High School, Park Ridge.

DALLAS (NORTHWEST), Tex. Junior Elks recently received certificates of achievement for their efforts during the past year—among them, participating in an Easter party for younger children and in Pioneer Days of Farmers Branch, which earned the youths enough money to buy a toaster for the children in the Texas Elks Crippled Childrens Hospital at Ot-tine—the state major project; repairing toys given away to underprivileged children of the area, and many other activities. ER Jon C. Sunthimer presented the certificates to the worthy youths and a commemorative plaque to Robert Baker Jr., president of the Junior Elks.

COCOA BEACH, Fla. "Cher Che La Elks" was the theme for Cocoa Beach Lodge's first annual Mardi Gras Ball. The name of the Krewe—the Krewe of Harry-Anna—was taken from the state major project, the Harry-Anna Crippled Children's Hospital in Umatilla, Fla. ER and Mrs. Kenneth S. Taylor, acting as reigning royalty, crowned the King and Queen, Brother Al Bjorklund and Mrs. David Lockett. Fidelity, Charity, Justice, and Brotherly Love—the cardinal principles of Elksdom—were all represented in the royal court.

MILTON, Fla. Fish fries, benefit dinners, basketball games, written appeals, and jars placed in business establishments throughout the county are among the many ways that lodge members and their ladies have raised funds to aid two youngsters—Paula Amerson and Bart Morrell. Paula, a three-year-old girl, is undergoing brain tumor treatment in a Gainesville hospital. Four-year-old Bart is a patient at the N. B. Anderson Cancer Hospital in Houston, Tex. According to a recent tabulation, \$878 has been raised for Paula and \$1550 for Bart—with more benefits planned.

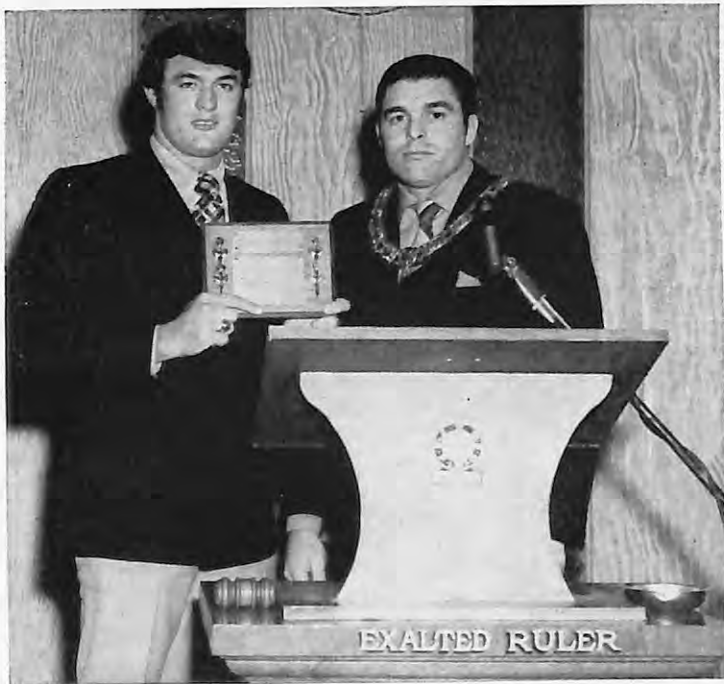
NORFOLK, Va. Two \$25 Savings Bonds were presented recently by ER Ferris M. Hoggard to the lodge's two first-place Youth Leadership winners—Elizabeth Anne Isley, a student at Lake Taylor High School, and Robert Newton Grandy Jr., a student at Maury High School.

PHOENIX, Ariz. A total of 137 Brothers with 25 or more years of membership were honored recently at an Old-Timers Night. Guest of honor at the gala affair was National League umpire Jocko Conlon, a lodge member, who related his experiences—including officiating at 6 World Series and 6 All-Star games—as one of baseball's outstanding umpires. Embossed plastic cards were presented to the 25-year members by Brother Hughes, a lodge trustee and chairman of the event.



A DISTINGUISHED visitor to Biddeford-Saco, Me., Lodge—GER Frank Hise—receives an attractive blanket from ER William J. McNally on behalf of the lodge members. Viewing the presentation are several Elks dignitaries on hand to welcome Brother Hise: (from left) DDGER Seymour Nathanson, Portland; GL New Lodge Committeeman Joseph Winner, Lewiston; SP Donald H. Ireland, Presque Isle; SDGER Edward A. Spry, Boston, and GL Americanism Committeeman W. Edward Wilson, a Newton, Mass., Lodge member.

A LARGE NUMBER of Virginia's most distinguished Elks assembled at Roanoke Lodge recently to pay tribute to Virginia SP Doral E. Irvin (sixth from left), superintendent of the Elks National Home, during "State President's Night." Shown sharing a commemorative photo with Brother Irvin are some of the many Brothers who attended the gala banquet and dance: (from left) DDGER R. Earl Campbell, Lynchburg; Sidney H. "Sam" Sullivan, Fredericksburg, state Chaplain; James Fitch, Manassas, president of the Virginia Elks Boys Camp Inc.; PSP Paul S. Johnson, Roanoke, chairman of the arrangements committee and banquet master of ceremonies; state Treas. Cecil T. Duffee, Norfolk; PGER John L. Walker; PSP Charles D. Fox Jr., Roanoke; VP John T. Curran, Portsmouth; DDGER Wesley M. Petrie, Waynesboro; Roanoke ER T. Lewis Weld, and PSP Cecil G. May, Clifton Forge. Highlighting the recent event was the presentation of awards to Brother Fox—a former Grand Inner Guard, honored for his nearly 50 years' service on local, state, and national levels—and Exalted Ruler Weld.



AN "OUTSTANDING CITIZEN" award—the highest honor that Elks can bestow on a non-member—is presented by Miami, Okla., ER Jack L. Panter (right) to Steve Owens, a record-breaking tailback at Oklahoma University who won the 1969 Heisman Trophy as the nation's greatest college football player. The award recognized Owens as an outstanding individual and promoter of the Elks' principles of charity, justice, brotherly love, and fidelity.

INSTITUTION CEREMONIES for Chandler, Ariz., Lodge No. 2429 finds the new lodge's corps of officers sharing a photograph with PGER R. Leonard Bush and DDGER Bob D. Belsher (second row, second from left), advisor, Miami, who were on hand to witness the event. The new lodge's charter officers are: (first row, from left) Trustee Larry Gilliam; Tiler Edwin Workman; Trustee Jerry Chapman; Trustee Robert Ryan; Trustee Francis Becker; Treas. Frank Potenzo; Est. Lect. Kt. M. D. O'Sullivan; Esq. Richard Carpenter; In. Gd. Lowell Meathrell, and Secy. Palmer Boberg, and (second row, from left) Est. Lead. Kt. Arthur Dobson; ER Gail T. Gaddis; Est. Loyal Kt. Charles Bosse; Chap. Richard Chitwood; Trustee Roger Maat, and Organist Dean Lewis. The institution ritual was conducted by members of the "mother" lodge, Mesa; the charter membership of Chandler Lodge is approximately 300 Brothers.

MORE THAN 31 eventful years of spreading joy with a bright red suit, a frosty white beard, and a jolly ho-ho-ho come to a close with a well-deserved nap for Peru, Ind., Brother Frank Ahnert, who recently announced his "retirement" at the young age of 71. Brother Ahnert, for many years chairman of Peru Lodge's annual party for the little ones, has also made countless visits to the homes of lodge members to delight their children with a personal glimpse of the "grand old man"; it is estimated that he has helped express the meaning of the season to more than 75,000 young people over the years.





NORTH ARLINGTON, New Jersey, Lodge's 13th annual charity ball proves a good drawing card for both lodge members and a host of visiting dignitaries. Shown assembled before a sign proclaiming the recent event are PGER William J. Jernick and DDGER Frederick A. Hagin Jr., Belleville (standing, eighth and third from left, respectively), two of several distinguished guests attending the gala affair. Joining Brothers Jernick and Hagin for the photographic record are North Arlington ER George H. Miller (standing, center) and several of his fellow lodge officers, including a number of Past Exalted Rulers.



WHEN St. Joseph, Mich., Lodge recently inducted 15 men into its Old-Timers club, three of the new members represented 165 years' membership in the Order—all of them in St. Joseph Lodge. They are (from left) Brothers Fred H. Schlutt, initiated Oct. 12, 1916; Herbert Kerlikowske, initiated Sept. 25, 1913, and John F. Morlock, initiated Nov. 13, 1913. Looking on at right is St. Joseph ER Jack F. Rowe—who was quick to admit that all three initiations took place before he himself was born.



ELEVEN happy young men—part of a group of 22 Eagle Scouts recently honored by Kingsport, Tenn., Elks—strike a pose during the lodge's Eagle Scout Recognition Night. The youngsters, all of whom had attained Eagle rank during 1969, were invited, with their parents, to dinner at the lodge, followed by a special presentation ceremony. Each scout received a recognition certificate from the Grand Lodge and a miniature American flag for desk use. The presentations were made by Kingsport Brother Charles Sidden, acting on behalf of the lodge's Americanism committee.



A LARGE GROUP of Brothers from Mendota, Ill., Lodge bear proud witness to the presentation of a \$5,000 check for the Mendota Community Hospital Drive. Presenting the check to Brother Wes P. Yenerich, chairman of the drive, is ER Donald P. Stephenitch. The check—slated for an addition to the hospital, which is expected to cost \$1,500,000—brings the lodge's total contributions since the hospital was built in 1952 to a remarkable \$70,000.

THE REMARKABLE Mawn family of Winchester, Mass., Lodge recently shared the spotlight with a distinguished lodge visitor—DDGER Nicholas J. Mazzoni (fifth from right), Chelmsford. The occasion of Brother Mazzoni's visit was doubly happy for PER James F. Mawn (center), whose seventh son—Peter (second from left)—was lead man for a class of 18 candidates initiated into the lodge at this time. Sharing a photo with ER Robert G. Thompson (sixth from right) and Brothers Mawn and Mazzoni are (from left) nephew Francis D. Mawn; sons Peter, Joseph, Thomas, and Richard; son-in-law Louis Brazzee; son-in-law and PER John F. Murphy, and sons James Jr., John, and Kevin—all members of the Mawn "family."



The End of a (Steamboat) Romance

by Phyllis Tamor

THE GHOST of Mark Twain cruises down the inland waterways as the 19th century steamboat Delta Queen rides the 4,000 miles of the Ohio, Mississippi, Cumberland, and Tennessee Rivers. But the romance of the steamboat will come to a bittersweet end in the 20th century as the Queen is retired next year. Only the nostalgia of the steamboat era will remain.

It was in 1924 that the Queen was built in Scotland at a cost of \$865,000. Later, she was shipped to San Francisco where she was reassembled, gingerbread and all, on the Sacramento River in 1926. But her destiny was to travel out of what was to be her future home port of Cincinnati, Ohio.

In 1947, after World War II, Captain Tom Greene of the Greene Line Steamers bid \$46,250 for the Queen—and got her. Captain Tom, descendant of a long line of “riverboat” Greenes, was a dreamer. His dream was to get the Delta Queen to provide the finest passenger steamer ever to ply the Ohio and Mississippi rivers. And now that he’d got her, his problem was getting the beautiful steamboat to Cincinnati. He accomplished the task by bringing the boat via San Francisco Bay, the Pacific Ocean, Panama Canal, Caribbean Sea, and Gulf of Mexico into New Orleans and up the Mississippi and Ohio Rivers. Later he gambled over three-quarters of a million dollars to fit the Queen to operate in style and comfort on the inland waters.

Captain Tom Greene’s death aboard the Queen in 1950 (his mother, Captain Mary Greene, died on the boat just a year earlier) shocked riverboat men everywhere. The young Captain Tom had collapsed with a heart attack at the age

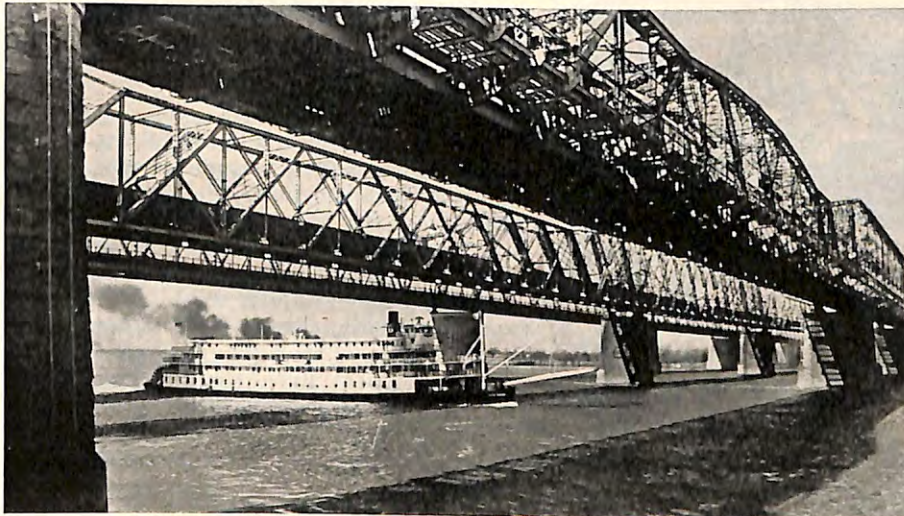
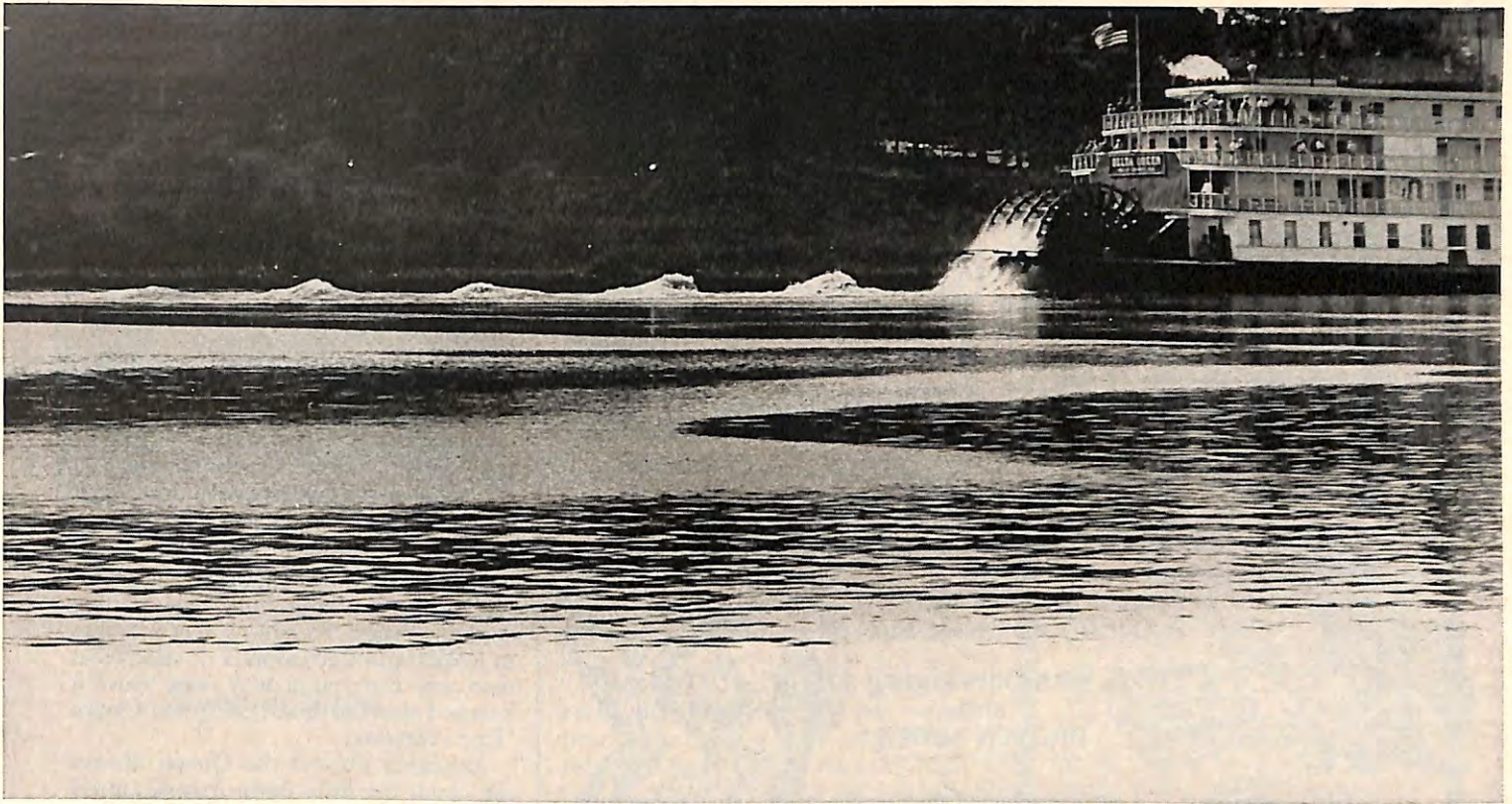


of 46. Now the responsibility of the Greene Line Steamers fell to Captain Tom’s widow, Letha. Letha Greene was determined to keep the Delta Queen afloat—so much of her late husband was invested in the steamer. Because the freight business was playing out, she was forced to sell the Line’s other steamers—Evergreene, Chris, Tom, and Gordon—to get money to keep going. Later, in 1958, the future looked glum and Mrs. Greene thought the Delta Queen was doomed to go on the block. In time, she obtained backers who joined the battle to preserve a passenger steam-

er and keep it going. And the Greene Line continued unbroken.

Just a few years ago, the Greene Line celebrated its 75th anniversary of steamboating. It took eleven generations of Greenes to bring the story of the Greene Line Steamers to the present. And now, the only overnight, vacationing steamboat has a definite retirement date.

Until November, 1970, the Queen, stately and royally, will steam downriver from Cincinnati to New Orleans and then upriver to Pittsburgh’s Golden Triangle. She’ll transport her almost two hundred passengers down to Louis-



The romantic Delta Queen, last of a long line of historic paddlewheelers, will steam up and down the inland waterways of the Mississippi, Ohio, Cumberland, and Tennessee rivers until November of this year. Then the grand, old girl will retire.

ville in time for the running of the Kentucky Derby. Then on to St. Louis, St. Paul and weekend trips. All along the river they'll watch her, the old ones who have watched riverboats when inland waters were crowded with the famous names of steamboat days, and the young ones who like to listen to the yarns spun by the few riverboat men left. Even now, the cry "steamboat 'round the bend" brings people to the levees to watch the Queen and listen to the old riverboat songs, played on her steam calliope.

Old riverboat men (and women)

ache a little, thinking ahead to the end of the Delta Queen, last of the long line of Greene Line Steamers, last of the vacationing steamboats. For the beautiful Queen does not comply with new federal safety-at-sea requirements. And so she'll retire, to become a floating restaurant or a day excursion boat on the Ohio or Mississippi Rivers she knows so well. An Act of Congress was passed, allowing her to continue for one more glorious year of steamboating.

All is not lost for those who love the river. Greene Line Steamers was recently sold to Overseas National Air-

ways for one million dollars, and will continue to operate. A new boat is planned, one which will meet safety-at-sea requirements of the U.S. Coast Guard yet retain the old time charm of the earlier Greene Line riverboats. Cost of the new boat, estimated at ten million dollars, is quite a contrast to \$865,000—the price of the Queen. Greene Line officials promise modern convenience and recreational luxuries in addition to the charm in the new overnight riverboat. Development of two riverfront leases are planned, one in Cincinnati
(Continued on next page)

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(Continued from page 19)
and one in St. Louis, as floating entertainment centers.

Meanwhile, as 159 years of steamboat river packets pass into history, the Delta Queen has already started her final year. Passengers who hurry can savor a moment of history and enjoy a delightful bit of Americana by traveling with her on a last journey for a fond farewell. Travelers, seasoned or not, will slow down to Mark Twain's pace of riverboating. Always in sight of shore, they'll listen to the steam calliope playing the likes of "Waiting for the Robert E. Lee" as they wave to those on the river banks. Gourmet meals will be served them, from the creole dishes of New Orleans to the catfish caught on the Tennessee. Entertainment's relaxing and enjoyable. Conviviality's commonplace on the steamboat and everyone comes to know the Queen's big captain, Ernest Wagner, 6 feet 5 inches in height and 250 pounds of steamboat man and the young first mate (also a licensed riverboat pilot), Captain Clarke "Doc" Hawley.

Strangers aboard the Queen always ask about the little flower boxes, affixed near the top of the paddlewheel on either side, watered by the spray as the paddlewheel turns. Mint is growing in the boxes, to be used in the Mint Juleps served aboard the Queen.

There's much more that could be said about the Queen, near the end of a romance. The exciting steamboat races with the Belle of Louisville so often resulted in the Queen's winning the golden antlers, placed proudly above her pilot house until the next year's race.

So how appropriate it would be to toast the Delta Queen on a last voyage with a tall, cool Mint Julep, prepared with mint grown above her giant, red paddlewheel. Farewell, lovely lady.

STATE ASSOCIATION CONVENTIONS

| STATE | PLACE | DATE |
|---------------|-------------------------|------------------|
| Louisiana | Opelousas | April 17-18-19 |
| Iowa | Dubuque | May 1-2-3 |
| Ohio | Columbus | May 1-2-3 |
| Arizona | Phoenix | May 6-7-8-9 |
| Oregon | Salem | May 14-15-16 |
| Illinois | Peoria | May 14-15-16-17 |
| Nebraska | Ogallala | May 15-16-17 |
| Wyoming | Casper | May 15-16-17 |
| California | Sacramento | May 20-21-22-23 |
| Hawaii | | |
| Kentucky | Richmond | May 21-22-23 |
| New York | Kiamesha Lake | May 21-22-23-24 |
| Indiana | French Lick | June 4-5-6-7 |
| Pennsylvania | Tamiment-in-the-Poconos | June 4-5-6-7 |
| Connecticut | Hamden | June 5-6 |
| Texas | McAllen | June 11-12-13 |
| Minnesota | Winona | June 11-12-13-14 |
| New Jersey | Atlantic City | June 11-12-13-14 |
| North Dakota | Minot | June 14-15-16 |
| Massachusetts | Chicopee | June 18-19-20 |
| Washington | Pasco | June 18-19-20 |
| Utah | Ogden | June 19-20-21 |
| Maryland | | |
| Delaware | St. Mary's County, Md. | June 26-27-28 |
| D. of C. | | |
| West Virginia | Princeton | Aug. 6-7-8 |
| Virginia | Lynchburg | Aug. 15-16-17-18 |
| Colorado | Aurora | Sept. 10-11-12 |



BY BILL TRUE

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Bingo — Bango — Bungo: Bass at Night

"So you got a bet on," said the man running the 12-horse outboard. "Well, I'll get you the first fish anyhow."

Mac steered the 14-footer into a steep-banked cover and turned off the gas. "Put on a small plug and cast to that log on the bank," he urged. A quick manipulation of the snap swivel and a coach-dog finish medium runner was ready for action. The spinning rod hardly eased back after the cast before the monofilament tightened and knifed the water. The struggle was short, for Old Papermouth isn't a slugger. But the big black crappie was on the stringer only 10 minutes after we had left the boat dock.

It was early April and we were night fishing on Lake Norfolk in Arkansas. Mac and I had one boat; Amos Palmer, Cotton Cordell and Jack Ballew were in the other. The usual bet had been made: a dollar a man on first, biggest and most fish. Bingo-Bango-Bungo, we call it. Mac's crappie hole put the first dollar apiece in my pocket, or so we thought.

Word had gone out from Gama-liel, Arkansas, where Ballew has a tackle shop, that the big largemouth bass were hitting at night. Norfolk is well known as a producer of big bass, even now over 20 years after the North Fork of the White River was first impounded to create the big dam lake.

A hot spot for fishing in its childhood, the lake continues to give up big strings as an adult. Unlike

many of the mid-South reservoirs, Norfolk hasn't been strictly a boom-then-bust proposition as a fishing hole.

We were planning to use the rig that produced big bass in the past—a spinner and pork eel combination. The lure is a black leadhead jig headed by a pair of small spinner blades on twin wires making the single hook weedless. Final garnish is a five-inch black pork rind eel. Only a largemouth can get his lips around this concoction.

Mac turned off the outboard and hooked up his electric motor, greatly popular with most big lake fishermen and almost a necessity at night. The motor keeps the boat just the proper distance from shore for effective casting.

We unlimbered our eels and twin spinners and commenced the attack.

Some two hours and several rocky points later our wrists were tired from casting but nary a black rattled the stringer. One bass had run about six feet with my eel but evidently couldn't choke it down. He zipped the reel drag, then was gone. Shortly after Mac cussed gently as he lost a fish the same way. After two more false alarms he began to cuss a little louder.

By this time a fairly stiff breeze sprang up and all fish activity stopped. The luminous dial on my watch said 11 o'clock, so we headed for the sound of a nearby outboard. It was our buddies in the other boat.

"Pay me," yelled Ballew, hoisting his stringer. The half obscured moon revealed several fish tail flapping at the side of their boat. Jack, it turned out, had taken a smallmouth, a couple of blacks and one Kentucky bass. Cotton's contribution was a nice white bass and a couple of largemouths besides. Amos, along with Mac and me, had had a nice boat ride.

"We all three had fish on at the same time a little while back," said Ballew. "But then the fish stopped hitting like somebody threw a switch. Might as well head in."

Back at Ballew's tackle shop at two in the morning each of us autographed three one-dollar bills and handed them to Jack as his Bingo-Bango-Bungo loot. (Seems he caught his first fish five minutes after we left the dock so my crappie didn't even win the first fish prize.)

Ballew had taken first, biggest and most—a grand slam that means more to some fishermen than a hole in one does to a top golfer. ■

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Lynbrook, N.Y., Lodge presents Franklin J. Fitzpatrick for Grand Secretary



At a regular meeting of Lynbrook, New York, Lodge No. 1515 on January 8, 1970, the following Resolution was adopted unanimously:

"WHEREAS, the Officers and members of Lynbrook, New York, Lodge No. 1515 recognize and appreciate that Brother Franklin J. Fitzpatrick has rendered outstanding service over the years to Lynbrook Lodge, the New York State Elks Association and the Grand Lodge; and

WHEREAS, Brother Fitzpatrick has ably served Lynbrook Lodge as Exalted Ruler and in many other capacities including six years as Secretary; and

"WHEREAS, Brother Fitzpatrick has rendered distinguished services to the New York State Elks Association as an officer and committeeman and as its President; and

"WHEREAS, he has served the New York Southeast District ably and well as District Deputy Grand Exalted Ruler and as President of its Past Exalted Rulers' Association; and

"WHEREAS, he has effectively functioned as the Order's National Convention Director for a period of nine years and in this exacting responsibility displayed outstanding ability for organization and detail; and

"WHEREAS, Brother Fitzpatrick has clearly demonstrated his integrity, dependability, administrative ability, knowledge of the affairs of the Order and adherence to its principles during the years since 1962 when he first was elected Grand Secretary;

"NOW, THEREFORE BE IT RESOLVED: That Lynbrook Lodge is greatly honored and proud to present to the 1970 Grand Lodge Convention in San Francisco, California, the name of Brother Franklin J. Fitzpatrick for reelection to the office of Grand Secretary of the Benevolent and Protective Order Of Elks Of The United States Of America."

William F. Britton, *Exalted Ruler*
George B. Metz, *Secretary*

New Haven, Conn., Lodge presents Edwin J. Maley for Grand Treasurer



EDWIN J. MALEY, having served in all the major chairs of New Haven Lodge No. 25 of the Benevolent and Protective Order of Elks and

WHEREAS: He has served with distinction as the Exalted Ruler of this lodge, and

WHEREAS: HE IS, without question, the most distinguished member of New Haven Lodge, and

WHEREAS: He has served with dignity as the District Deputy Grand Exalted Ruler of the Connecticut Southwest District, and

WHEREAS: He successfully served as President of the Connecticut State Elks Association, and

WHEREAS: He has devoted countless years of time and effort on behalf of the Crippled Children of the State of Connecticut in his capacity as chairman of the major project of the State Association, and

WHEREAS: He has served with diligence and prudence as the Grand Treasurer of the Benevolent and Protective Order of Elks of the United States of America, and therefore:

BE IT RESOLVED: That New Haven, Connecticut Lodge No. 25 of the Benevolent and Protective Order of Elks is proud to present to the National Convention of the Benevolent and Protective Order of Elks in San Francisco, California in July, 1970, Bro. Edwin J. Maley for reelection as the Grand Treasurer of the Benevolent and Protective Order of Elks of The United States of America.

Unanimously adopted by
New Haven, Conn. Lodge #25
on December 18, 1969

Howard C. Klump, *Exalted Ruler*
Russell J. Ryan, *Secretary*

(Continued from page 8)

fuels has raised the carbon dioxide content of the air 10% in a century.

The health of the polar seas is a comparatively recent concern and all the more important since the Arctic Ocean, as we shall elaborate, is much of a closed system. The hydrocarbons of petroleum are the carbohydrates of living matter which have lost their oxygen. It takes bacteria to get them back into the cycle of life and, at Arctic temperatures, the process is so slow as to be practically non-existent. The break-up of a 250,000-ton tanker would be a nightmare.

Accidents occurred in 1969 which could augur ill for the future. A Panarctic dry cargo barge and a new tanker barge were crushed in the ice, spilling 470,000 gallons of diesel and jet fuel into arctic waters. A rubberized tank ruptured on the beach at Prudhoe with the escape of 50,000 tons of fuel. While Panarctic's Rig One on Melville Island, with three blowouts in the season, is a reminder that wells can be unpredictable.

The threat to the tundra country is no less real. Oil not only persists in arctic waters and degrades sea ice but, being an efficient absorbent of solar radiation, can destroy permafrost with subsequent development of unexpected drainage lines and nasty erosion. Any churning of the fragile vegetative cover can cause lasting damage and the sled tracks of early explorers are still visible after a century. When Walter J. Hickel was governor of Alaska he had a 400-mile "ice road" built to the oil country. Bulldozers gouged away snow and the matted vegetation beneath down to the frozen subsurface. Now the road is a long, permanent, and unsightly scar across the land, much of it an ugly water-filled ditch.

Actually the arctic circle, at 66° 30' north, means little to environmentalists for arctic conditions prevail anywhere north of the often irregular treeline. Ecologically this zone pushes south in western Alaska, on both sides of Hudson Bay, and along the coasts of Labrador and Norway. Likewise the trees advance north over the circle in central Alaska, toward the mouth of the Mackenzie, in northern Sweden and Finland, and along a great stretch of arctic Siberia.

And this Arctic is no biological desert.

Commercial fisheries curl around the western tip of Alaska and extend far up the coast of Labrador. Across the top of the continent the polar seas are so rich in phytoplankton (small, drifting plant life that inhabits water) that at times the waters are tinged bright green. Here may be found cod, halibut, and a species of arctic char. The Eskimos depend mostly on marine mam-

mals for food, clothing, and cash. These include walrus, three species of seal, and the polar bear. Almost a dozen species of whale may be found on occasion though they are sadly depleted by earlier excessive exploitation.

Seasonally the Northland is a fantastic breeding ground for birds, the cradle of dozens of species. Many are seabirds or waterfowl, including ducks, brant, and geese. Others come as a surprise. The gyrfalcon, snow goose, rock ptarmigan, a little finch known as the hoary redpoll and half a dozen other species nest to the northern tip of Ellesmere Island.

Further south the tundra country

starts as soon as you step out of the boreal forest and it stretches not only to the polar seas but up onto the offshore islands through which weaves the Northwest Passage. These are no mere hunks of glaciated rock shoving their noses above sea ice, for Baffin Island is larger than California and Ellesmere and Victoria are both about the size of Kansas.

Here, the growing season is short but intense. As early as 1909 it was recorded that the Arctic had 28 species of ferns, 250 lichens, 332 mosses, and over 700 species of grasses and flowering plants. Many more have been, and

(Continued on page 52)

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ELKS NATIONAL SERVICE COMMISSION



PDD John Rosasco, Chairman of Elks National Service Commission, and Bro. Leo Frutkoff, both members of Coral Gables, Fla., Lodge, are shown with camera, projector, and over 100 record albums that were donated by the Commission to the VA Hospital in Miami.

Recreational Director Lloyd Joyce of Marion, Ind., VA Hospital is shown accepting books from Bro. Leo Glogas of Dunkirk. With them are: ER Max Patterson and PDD Virgil E. Bowman of Marion and PER James A. McCune of Dunkirk. The books were collected in a combined effort by local Elks and Boy Scouts.



Members of Jackson, Miss., Lodge, are shown presenting tanned deer hides to the Occupational Therapy Section of the Jackson VA Center. From left to right are: Chairman Charles Nettles, Director of Center John B. Byrd, Secy Alton E. Windsor and ER Gordon A. MacDonald. The hides were furnished by PER Charlton C. Brent of Greenville.

Do you know all you should about

Buying & Selling a House

by
Barbara Hicks Robinson

MANY HOME BUYERS and sellers are surprisingly casual in handling what may be their most important investment. Others worry too much. The surest way to protect yourself is to seek the services of a reputable real estate man.

How can you find the best one for you? Call your bank, savings and loan association, title company and local real estate board. Ask business associates and neighbors. When the same name appears frequently among the recommendations, interview these people and select the one in whom you have the most confidence.

Approximately 87,500 real estate agents belong to the National Association of Real Estate Boards. The title, "Realtor," is reserved for members who must also belong to local real estate boards and subscribe to a professional code of ethics.

If you should have reason for concern over a procedure that seems unfair or improper, go to your local real estate board. Upon occasion, a board has insisted upon restitution or has threatened suspension of a license, even though the agent has been within the law.

Although you can and should leave most of the work to the professional real estate man, here are facts and terms with which you should be familiar:

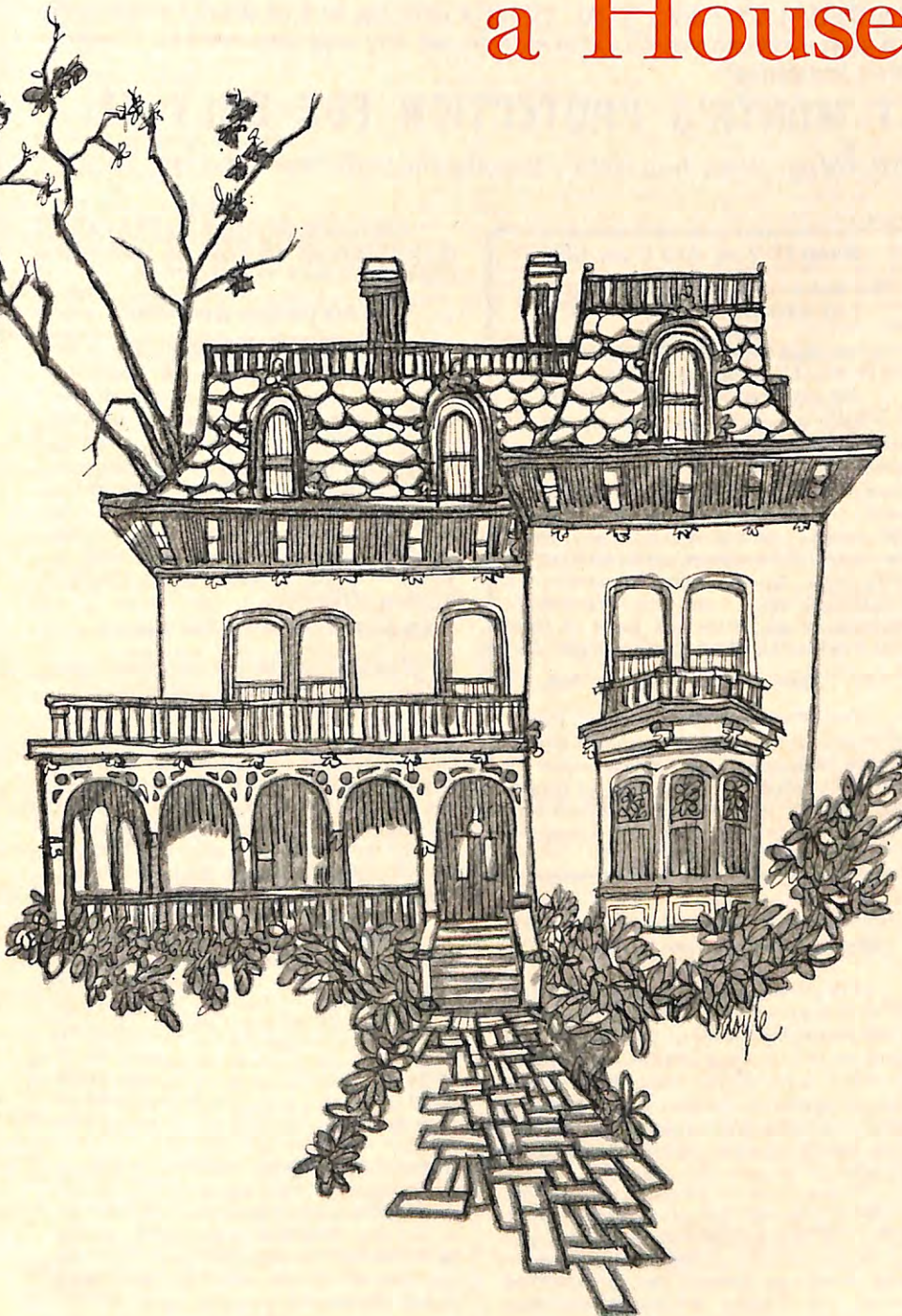
FOR BUYERS

New or pre-owned house? A new house will give you the latest models in equipment and conveniences, a minimum of upkeep for several years, probably a lower down payment and long-term financing. But, it may also require extensive landscaping, fences, patios, drapes and carpeting.

On the other hand, a pre-owned home might give you more space and larger rooms for less cost, extras such as drapes and carpeting, and a profusion of shrubs and flowers. It could also demand additional repairs, redecorating, and more constant maintenance.

Either way, you'll find a wide range of prices. A rule of thumb offered by the National Association of Real Estate Boards is, "Buy a home that costs not more than 2½ times your annual income. And, monthly payments, as a general rule, should not exceed 25 per cent of your monthly income." Federal Housing Administration figures indicate that homeowners spend about 24 per cent of their after-tax income on basic housing expenses.

Your agent can advise you regarding the best method of financing and he
(Continued on page 40)



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How long could you stay in the hospital without worrying about the pile-up of daily expenses? Who will pay for the expenses of costly X-rays, doctor bills, drugs and medicines? And how about the expenses at home—rent, food, telephone and others that just go on and on? With expenses like these, could you avoid having your savings wiped out and your family life upset?

Even If You Are Over 65

This Extra Income Plan Pays You Cash in Addition to Medicare and Other Insurance

An absolute must now that YOUR share of hospitalization costs has increased 10% under Medicare!

Even though Medicare will pay most of your hospital expenses, it just can't cover everything. Your extra Income Plan helps solve this problem by paying \$100.00 a week, in cash, direct to you, for as long as 100 weeks . . . and gives you the privilege of spending this money any way you want to. With your total benefit amounting to \$10,000.00 you'll keep your financial independence and enjoy the peace of mind that this Plan's EXTRA CASH will give you.

Absolutely NO LIMIT On Age

This Plan welcomes you no matter what your age is -- and without any qualifications whatsoever! Even if you're over 75 you're still eligible . . . provided, of course, that you fill in and mail the Enrollment Form with just ONE DOLLAR during this limited enrollment period.

And remember: YOUR EXTRA CASH IS PAID DIRECT TO YOU . . . AND YOU USE IT ANY WAY YOU WANT TO.

These Are The Only Exclusions!

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| 75 and over | only \$9.10 |

NOTE: The regular Monthly Premium shown here (for your age at time of enrollment) is the exact amount you will continue to pay for the life of your policy. It will never increase because you pass from one age bracket to the next! If won't even change because of frequent claims or the amount of money you collect. It can change only if there is a general rate adjustment affecting all policies of this type in your state.

EXTRA CASH Gives Peace of Mind and Security, Helps Replace Lost Income

Everything costs more these days. (Who knows better than you?) Hospital costs alone have TRIPLED in just a few short years . . . and they're expected to DOUBLE soon. While 7 out of 8 Americans have some hospital insurance, most find that benefits simply don't cover ALL the bills that mount up when sickness or accident strikes.

Union Fidelity created this low-cost Hospital Income Plan to help cover your UNCOVERED expenses while hospitalized . . . to put EXTRA CASH in your hand for bills from the doctor, the surgeon, the nurse, the druggist or anyone else who provides service and treatment you need and want. You may even have enough left over to help REPLACE any income you lose because of your confinement.

PAYS YOU CASH

\$100.00 a week tax-free cash from first day in hospital!

PAYS YOU CASH

to a maximum of \$10,000.00 for any hospital stay lasting 100 weeks!

PAYS YOU CASH

Money mailed direct to you—not to the doctor or hospital!

PAYS YOU CASH

in addition to hospitalization, Medicare and Workmen's Compensation!

That tell you how Union Fidelity's \$100.00-A-Week Extra Cash Income Plan gives you the protection you need—at amazingly low cost!

- How much will this policy pay me when I go to the hospital?
You will receive \$100.00 per week.
- When will my hospitalization benefits start?
The day you enter the hospital.
- Will I be paid if I am in the hospital for less than a full week?
Yes. This new Plan pays if you are in the hospital for only a day, or a week, a month, a year.
- 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 \$1.00 premium for the first month's coverage.
- How long will I continue to receive my Extra Cash?
For every day you are hospitalized for as long as 100 weeks for every covered accident or sickness.
- Is there any red tape to join?
No. We only ask you to complete and mail your Enrollment Form. No questions to answer. No salesman will call.
- Suppose I collect benefits for a certain sickness or accident. What happens if I am hospitalized again for the same condition?
You go back to collecting your \$100.00 a week until you've been hospitalized for a total of 100 weeks and have collected \$10,000.00. Then, if the same condition puts you back in the hospital after you've resumed your normal activities for six months, you become eligible to receive \$100.00 a week again, for up to 100 additional weeks. Any new condition will be covered immediately, of course.
- How may I use these benefit payments?
You may use them any way you wish—for hospital and doctor bills, rent, food, household expenses or anything else. You alone decide how to use the money.
- Why do I need your Extra Cash Plan in addition to my other insurance?
Chances are your present hospital insurance won't cover all your hospital and medical expenses. Even if it did, you will still need extra cash to cover all your household expenses.
- May I join if I am over 65?
Yes. You are welcome to join no matter what your age is. THIS PLAN HAS NO AGE LIMIT.
- Can you drop me or raise my rate because of health reasons?
No. We will never cancel or refuse to renew your policy regardless of your health or the number of times you collect benefits. Also we guarantee that we will never adjust your rate unless we take the same action with regard to all policies of this type in your state.
- What is not covered by this policy?
The only conditions not covered are hospitalization caused by mental disorders; act of war; pregnancy, childbirth or miscarriage; or care provided in a government hospital. You are even covered for any chronic ailment or pre-existing condition after your policy has been in force for only two years. Everything else is covered.
- Can other members of my family take advantage of this special offer?
Yes. Just add their names to the Enrollment Form when you fill it in.
- Why is this offer good for a limited time only?
Because by enrolling a large number of people at the same time our underwriting, processing and policy issue costs can be kept at a minimum. These savings, of course, are passed on to you.
- Do I need a medical examination or a statement from my doctor?
Definitely not. Just fill in the Enrollment Form and send it off today with \$1.00.
- What other advantages are there of joining this Plan now?
By joining now you do not need to complete a regular application—just the brief form in the lower right-hand corner of this page. Also, during this enrollment period, there are no other qualifications—no "waivers" or restrictive endorsements can be put on your policy.
- How does the Money-Back Guarantee work?
Examine your policy carefully in the privacy of your home. If for any reason you are not completely satisfied, return it within 30 days and we will promptly refund your money. Meanwhile, you will be protected while making your decision.
- How do I join?
Fill in the enrollment form below and mail it with just \$1.00 for the first months protection. Residents of all 50 states, and the District of Columbia are eligible, except Conn., N.M., N.C., S.C.

How Can We Offer All This Protection for So Little?

If you're lucky, you can buy ordinary insurance at any time and pay regular rates. But NOW—with just a stroke of your pen—you can get Union Fidelity's \$100.00 a week (\$14.28 per day) Extra Cash Income Plan for the special low cost of only \$1.00 for the first month. And how is this possible? BECAUSE UNION FIDELITY ENROLLS A LARGE NUMBER OF PEOPLE AT ONE TIME . . . direct by mail. This highly efficient "mass enrollment" cuts our costs to the bone. We are able to issue thousands of policies in a few short days. By this method our overhead expenses are reduced drastically. And the savings are passed on to you!

After the first month you continue your protection at Union Fidelity's low monthly rates. And bear this in mind: the rate you pay now will never be increased because of changes in your health or age—nor will your benefits ever be reduced!

A Nationally Respected Company

As important as the cash income itself, the low cost and ease of enrollment, is this one vital fact: Your policy is backed by the resources, integrity and national reputation of Union Fidelity Life Insurance Company of Philadelphia, an old line legal reserve company and a member of the Union Fidelity Insurance Group which is licensed in all 50 states and Washington, D.C. (Residents of the state of New York will be issued coverage through American Patriot Health Insurance Company, another member company of the Group.)

Easy To Join—No Red Tape—No Salesman Will Call

Join NOW. During this limited enrollment period there are no qualifications whatsoever . . . but you must mail the Enrollment Form BEFORE the Midnight deadline. We will issue your "Extra Income Hospital Plan" and put it in force the very same day we receive your Form.

UNDERWRITTEN BY

UNION FIDELITY LIFE INSURANCE COMPANY

614 Merle Hay Tower, Des Moines, Iowa 50310

A Member of the Union Fidelity Insurance Group

The Union Fidelity Insurance Group is licensed in all 50 States and, Washington, D.C.

Do not delay. Fill out—and mail Enrollment Form today with only \$1.00 (regardless of the number of people to be protected)

**To: FRATERNAL INSURANCE DIVISION
614 Merle Hay Tower
Des Moines, Iowa 50310**

NATL OFFICIAL ENROLLMENT FORM NO. 09-8923-9021-27

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

ADDRESS _____ Street or R.D. No.

CITY _____ STATE _____ ZIP _____

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

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

| NAME (Please Print) | RELATIONSHIP | SEX | DATE OF BIRTH | | | | AGE |
|---------------------|--------------|-----|---------------|-----|------|--|-----|
| | | | MO | DAY | YEAR | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

Do you carry other insurance in this Company? No Yes
(If "yes" please list policy numbers) _____

I have enclosed my first monthly premium of \$1.00 and hereby apply to Union Fidelity Life Insurance Company, Philadelphia, Pennsylvania 19102. I understand the policy is not in force until actually issued. If for any reason I am not completely satisfied with the new protection I may return my Policy for cancellation within thirty (30) days and my payment will be promptly refunded.

SIGNATURE _____ DATE _____
478X Sign—Do not print 17T

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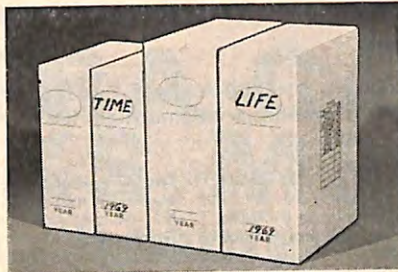
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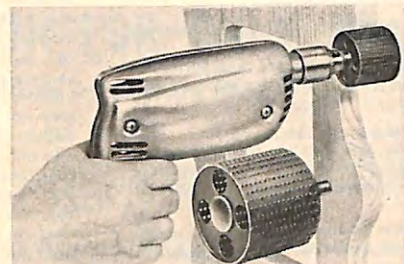


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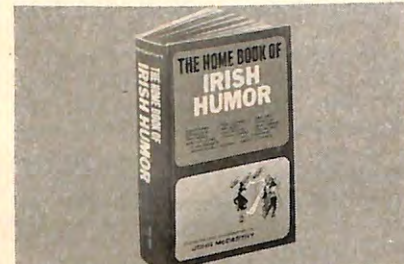


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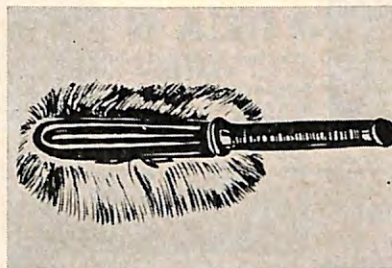
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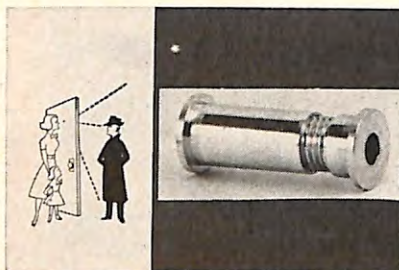
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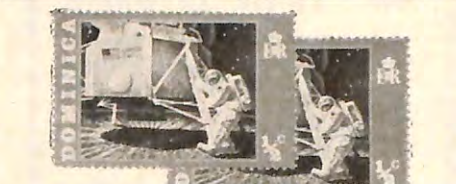
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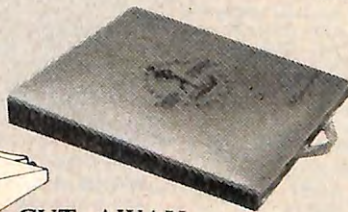
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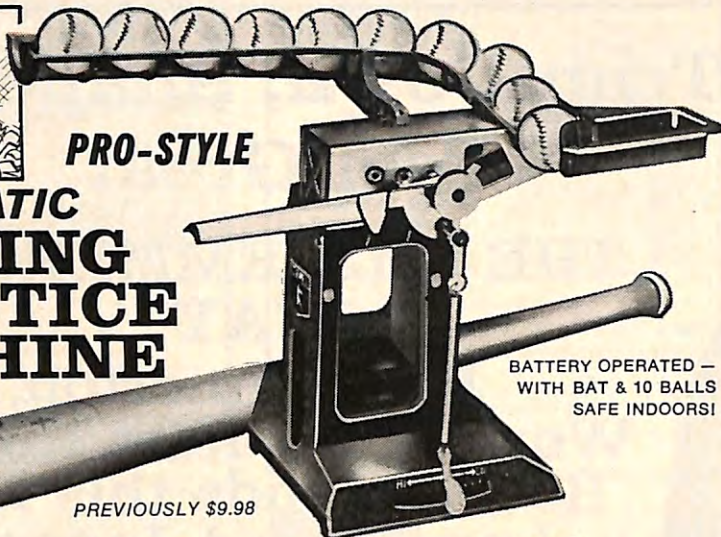
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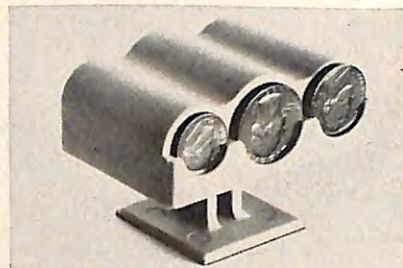


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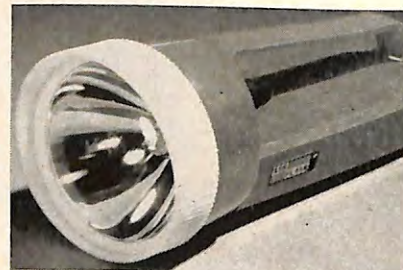
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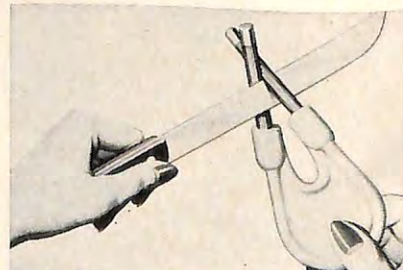
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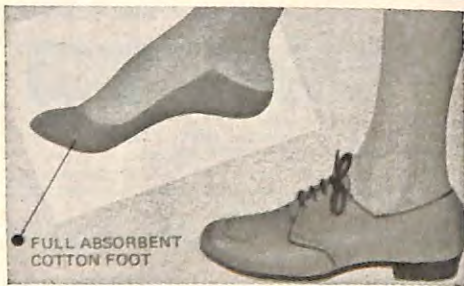
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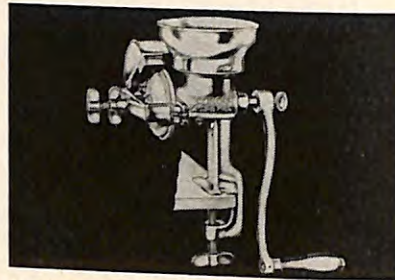
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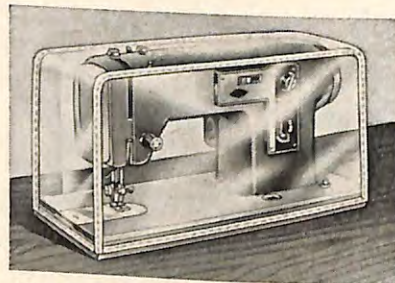
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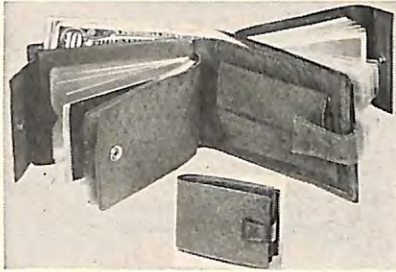
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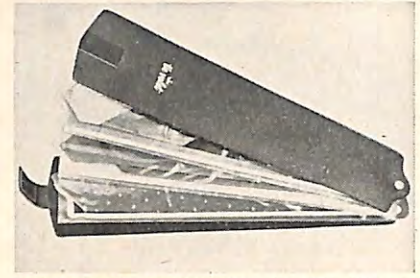
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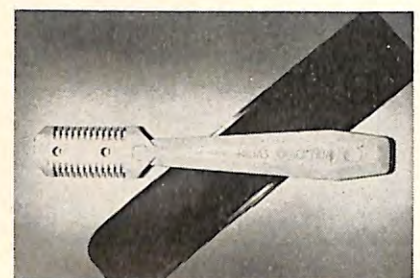


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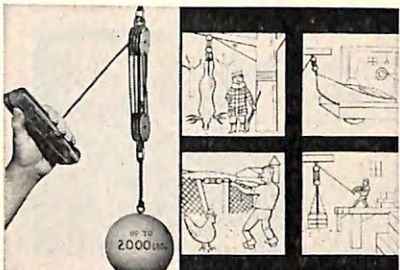
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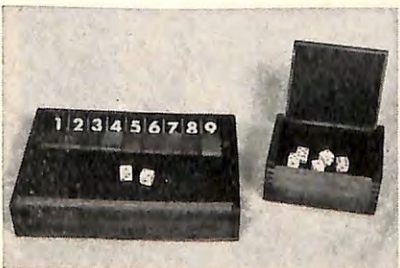
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WHEN IT'S GAME TIME, try these two fun games and your guests may never leave. Any number can play Flip Box Game (left), \$8.95 each, 2 for \$17.50—or Liars Game (right), \$4.95 each; 2 for \$9.50. Add 85¢ post. per game, \$1.70 for 2. (Ill. residents add sales tax). Sharmont Gifts, Dept. EL-4, Box 125, Harvard, Ill. 60033.



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Easy living starts after work! And calls for Easier Slacks: Easier to get on over your shoes. A little easier in the knees, crotch, and thigh. Lets you bend easier when you snap the leash on Fido's collar. Easier in the seat when you squat to find the proper can of red paint on the bottom shelf.

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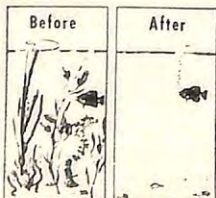
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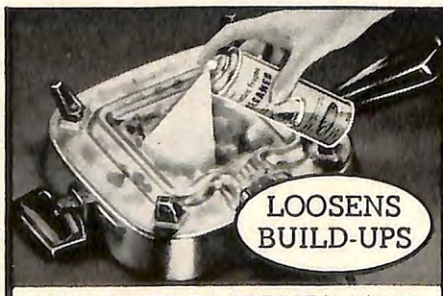
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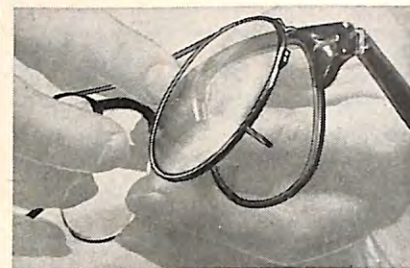


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Say "Hello" To Zoysia Grass Say "Goodbye" To Crabgrass And Weeds

All Summer Long, Year After Year After Year



Amazoy is the Trade Mark, registered U.S. Patent Office, for our Meyer Z-52 Zoysia.

By Mike Senkiw, Agronomist

When Zoysia Grass was first released by the U. S. Dept. of Agriculture, some people said "wait" to it. Habit is too strong to break overnight. The old, familiar grass names were good enough for them.

Other people were ready for an improvement. They had enough of pouring work and money into ordinary grass that (1) washed out, (2) wore out, (3) burned out, and (4) died out.

These people liked Zoysia's promise of a permanent, deep-rooted lawn that stayed green, beautiful and weed free all summer . . . that cut mowing $\frac{2}{3}$. . . and rarely if ever needs watering or feeding. So they said "Hello!" to Zoysia Grass, "Goodbye!" to crabgrass and weeds, and grew a lawn that's the pride of their neighborhood.

"MOWED IT 2 TIMES," WRITES WOMAN

For example, Mrs. M. R. Mitter writes me how her lawn ". . . is the envy of all who see it. When everybody's lawns around here are brown from drought ours just stays as green as ever. I've never watered it, only when I put the plugs in . . . Last summer we had it mowed (2) times. Another thing, we never have to pull any weeds—it's just wonderful!"

Wonderful? Yes, Zoysia Grass IS wonderful!"

And if you say "Hello" to Zoysia Grass

now, I promise you'll be delighted with the change—the change in your lawn and the change Zoysia puts in your pocket.

HOW IT CHOKES OUT CRABGRASS

If costly chemicals fail to control crabgrass for good, how does Zoysia do it? Established Zoysia simply grows so thick and luxurious that crabgrass seeds don't germinate! You'll never need to spend a cent on crabgrass and weed killers again.

CUTS WATERING AND MOWING TOO

Your drought-resistant, fully established lawn not only cuts your water bills, it cuts your work in other ways: It cuts pushing a noisy mower under a broiling summer sun by $\frac{2}{3}$. It resists blight, insects and diseases. It will NOT WINTER KILL TO TEMPS. 30° BELOW ZERO. After killing frosts, it merely goes off its green color, regains fresh new beauty every Spring—a true perennial that ends re-seeding forever!

FOR SLOPES, PLAY AREAS, BARE SPOTS

If slopes are a problem, just plug in Amazoy. When established, it will end erosion—also plug it into hard-to-cover spots, play-worn areas, etc.

NO SOD, NO SEED

For fullest growing season, order Amazoy now. There's no seed that produces winter-hardy Meyer Z-52 Zoysia Grass, and sod of ordinary grass carries with it the same problems as seed—like weeds, diseases, frequent mowing, burning out, etc. That's why Amazoy comes in pre-cut plugs . . . your assurance of lawn success.

Since home-owners agree that a "living carpet" of Meyer Zoysia Grass creates a lawn of beauty, our guarantee of growth means you, too, can have a beautiful and perennial Zoysia lawn.

No Need To Rip Out
Your Present Grass

PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style. Every plug 3 sq. inches.

When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds. Easy planting instructions with order.

YOUR OWN SUPPLY OF PLUG TRANSPLANTS

Your established turf provides you with Zoysia plugs for other areas as you may desire.

Every Plug

Guaranteed to Grow

In your Area • In your Soil

- WON'T WINTER KILL—has survived temperatures 30° below zero!
- WON'T HEAT KILL—when other grasses burn out, Amazoy remains green and lovely!

Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product.

MORE THAN 70 MILLION PLUGS SOLD!

Outsells All Others Five To One!

Every Amazoy plug is grown for transplanting exclusively, under my fulltime supervision. It's this controlled transplant quality that has made the world's best known Zoysia Grass . . . and our nurseries into the world's largest growers.

Consider the time and money you invest in your lawn and it doesn't pay to struggle with grass that burns out just when you want it most. Get Amazoy now and let it spread into thrillingly beautiful turf!

WORK LESS • WORRY LESS • SPEND LESS

- Easy To Plant, Easy To Care For
- Perfect For Problem Areas
- Chokes Out Crabgrass

And Your Established Amazoy Lawn—

- Reduces Mowing $\frac{2}{3}$
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- Stays Green Through Droughts
- Laughs At Water Bans

No Need To Rip Out Your Present Grass
Plug In Amazoy

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This full size step-on plugger (patented) is rugged, yet so light, a woman can handle it easily. A growth producing 2-way plugger that cuts away competing growth at same time it digs hole for the plugs. Saves bending, time, work. \$4.95 separately, also available free in special combination with order of grass (600 plugs or more).

Just set Amazoy plugs into holes in ground like a cork in a bottle. (Plant 1 foot apart, checkerboard style.) Easy planting instructions with each order.

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| <input type="checkbox"/> 200 Plugs | \$1120 | <input type="checkbox"/> 200 Plugs & Plugger | \$1375 | <input type="checkbox"/> 300 Plugs & Plugger | \$1775 |
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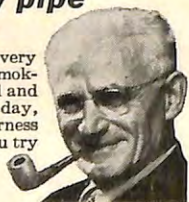
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 Dept. EL, Statesville, N.C. 28677

(Continued from page 25)

probably has a reliable concern with which he deals. Once you know the cost of a house in which you're interested, consult your bank and compare loan offers.

Always inspect a property with the agent or one of his associates. Keep appointments and don't refuse to go inside if the outside doesn't meet your expectations.

Ask him about local restrictions on the property and about zoning (to be sure that a service station will not be built next to you).

When you inspect a house, look for these signs of potential trouble:

1. Sagging floors or uneven moldings (faulty beam below?)
2. Spotty fresh paint on walls and ceilings (hiding something?)
3. Ceiling soot above heater (poorly operating heater?)
4. White, splotchy marks on cellar floor (faulty waterproofing?)
5. Galvanized-iron plumbing system (repairs coming up?)
6. Dimming lights when everything is turned on (faulty wiring?)
7. Rust spots on roof gutter and leader (replacement on the way?)
8. Patchy shingles (new roof due?)
9. Cold walls in winter (insulation not up to par?)

Once you feel a house is for you, let the agent present your 'Offer to Purchase'. He can be an invaluable negotiator and can keep the line of communication open.

An accepted offer is a contract and should state your purchase terms.

The procedure for closing the transaction varies somewhat by states, but your agent will be familiar with local practice.

FOR SELLERS

Once you've chosen your agent, be realistic about your home and the price it can bring. You may have put a great deal of money into the house, but only capital improvements (such as another bedroom or garage) increase the net worth.

Help the agent with the sale of your home by sprucing it up. First impressions do last and, often, potential buyers refuse to go in if the outside isn't what they had hoped for. The lawn should be well trimmed, the yard clear of trash, and walks clear. The house itself should sparkle. Consider a coat of good exterior paint, if there is any question.

Your home will be more attractive and easier to sell if you:

1. Keep it neat, with special attention to the two rooms that help sell more homes than any others—the kitchen and bathroom.
2. Keep windows clean, with shades raised midway. If the house is

(Continued on page 46)

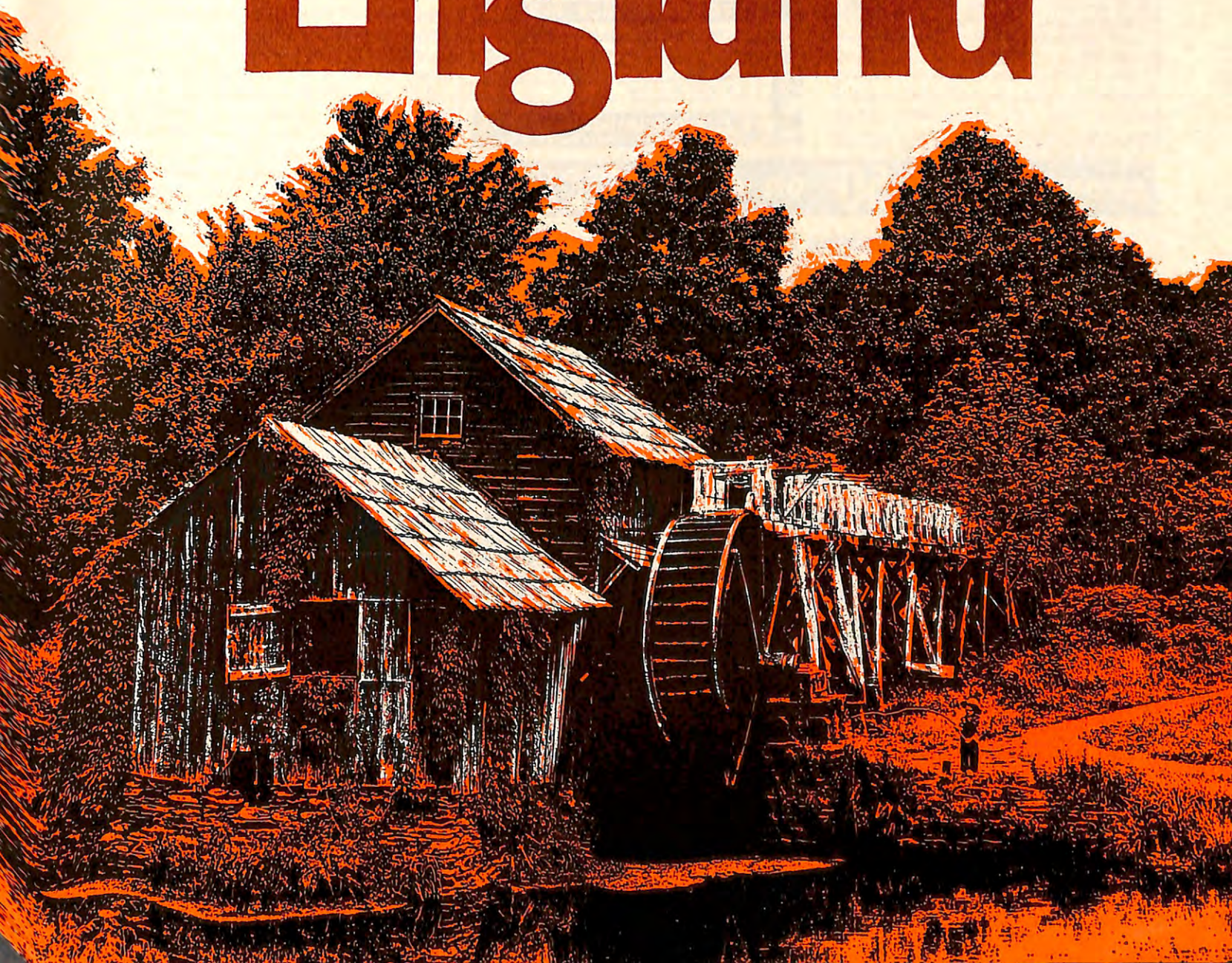
For Elks Who Travel: By JERRY HULSE

New England

LAST AUTUMN I WENT off exploring New England with John Squire, Laurance Rockefeller's soft-sell public relations man. It's not really necessary, I found, to sell New England; it sells itself. We were there just as the earth reached its golden benediction, the hills aflame, smoke curling from the chimneys of old New England farmhouses. It was a Norman Rockwell painting taken from an old Saturday Evening

Post cover. It was, indeed, the resurrection of rural America, a scene which is dissolving as cities reach out to overwhelm the peaceful countryside.

New England, though, is more than just an autumn place; it is a four-season land of such enchantment as to inspire both poet and painter. Now with April, springtime has cast its promise once more—a promise of new life as the Hillsides turn green. Soon the air will be perfumed with the blossoms of trees and flowers which grow wild, and after this will come the ripening of summer.



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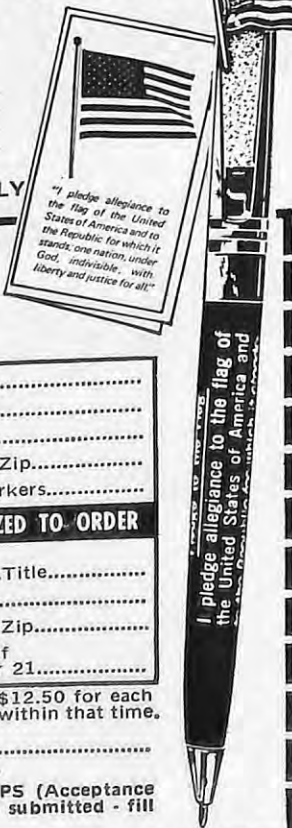
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(Continued from page 41)

Vacationers will invade Vermont's Green Mountains, New Hampshire's White Mountains, the Berkshire Hills of Massachusetts and the Litchfield Hills of Connecticut; they'll explore picture postcard villages, stroll through cool green meadows and look in on the famous jazz festival up in Newport, R.I. In all New England, though, they'll visit no lovelier town than Woodstock, Vermont—a 19th century village with the warmth of another time. John Squire and I stopped there to look in on Laurance Rockefeller's new Woodstock Inn which replaces an old one that's been receiving guests since 1892.

Woodstock has been called one of the loveliest villages in America. What other four could be so beautiful? The church bells echo among the foothills of Vermont's Green Mountains, and during summertime flower boxes along Central St. spill over with violets and geraniums—boxes once used to gather sap for the making of syrup. Hollywood came to Woodstock looking to film Peyton Place, but Woodstock responded by hurrying the producers out of town. Somehow in the pressure of the 20th century, the little village has managed to remain on the other side of the 19th century threshold.

Villagers still shop from a catalog at the Sears store. Maple syrup and popcorn are sold at the little Woodstock Market. It's a town where the citizens smile and wish one another good morning as they pass on the street. Arriving from Los Angeles one wonders if perhaps the whole town isn't a bit looney. Smiling instead of frowning? There is a travel office on Central St., but for the life of me I can't imagine why anyone should want to go anywhere if he could live in Woodstock. At one end of town there's the statue of a soldier with an inscription which reads: "In the memory of the boys of Woodstock who served in the Army and Navy in the war of the Rebellion—from Big Bethel to Appomattox . . . faithful and fearless." Woodstock is red, white and blue—a town which isn't embarrassed because it remembers its heroes.

The villages in New England are unlike any others in America. Take the town of Litchfield in Connecticut: even its jail is a thing of beauty, facing the Green, as it does. Imagine a jail which has been declared an official historical site?

Newport is nationally famous as the home of the America's Cup Race and for its jazz, folk and opera festivals. Louis Lorillard, the tobacco man, brought jazz to Newport in 1953. After this jazz pianist George Wein took over as impresario. He feels about jazz the way most men feel about love and food and drink. When he plays you can almost hear the Mississippi flowing by.

(Continued on page 50)

by James L. Slattery and Richard Gosswiller



It's Your Business!

PUT ON YOUR BUSINESS BIFOCALS

This is indeed a good year to think positively—and an almost awe-inspiring example of positive thinking was provided last January by a certain Japanese public official, Mr. Enji Uetaki, the 68 year old mayor of one of Tokyo's subdivisions. He opened a bank account with what was, in Japanese money, the equivalent of \$27.50. His plan was to have his descendants benefit from that account as it grew from the accumulation of interest. However, he stipulated that no withdrawals could be made from the account until the year 2970!

At that time—one thousand years from now—that \$27.50, at 5½% interest, will have grown to \$5,000,000,000,000,000,000,000,000!

You'll probably ask, "Is Mr. Uetaki serious about all this?"

He's certainly very serious about the idea his gesture represents. He said that he wants to "encourage people, including myself and my descendants, to have a big heart and to think big and plan big." He went on to say that "The year 1970 is a good year to start such a big project."

There are several morals to be relearned, if we've tended to forget them, from that pleasant little example. To begin with, there's a powerful lesson there about the importance of thinking about interest rates and in our Management Memos section you'll find more about that subject.

But the really important lesson offered by Mr. Uetaki, we think, is that of the value of thinking and acting with "bifocal" vision. Mr. Uetaki obviously is a practical-minded man; as the mayor of a busy Tokyo subdivision he has to deal effectively with administrative problems on a day to day basis. But he also believes strongly in looking ahead.

This year is definitely a year in which it's critically important to be "bifocal" in your business thinking. If you own a quite small business, then you very definitely want to be doing everything you can to insure its financial solidity over the near future. A tight-money inflationary recession—and that's exactly what was in the picture when this article was written—is a very dangerous

thing indeed for the small businessman, especially for the one who's been operating on an almost tight rope-narrow current basis in his finances. And in spite of the popularity of books and articles that offer magic secrets of business success, there just isn't any magical way for keeping a small business afloat during times like these. The hard old rule is simply this one: "If you can't meet your financial obligations, then . . . ZAP!" Three basic principles to follow to make sure you can meet your financial obligations are these: (1) keep pushing for *income*—and for the typical small businessman that of course means pushing for *sales*; (2) maintain vigorous but intelligent *costs-and-expenses control*—and that includes being watchful against losses from theft and from "shrinkage"; (3) keep your *credit rating* good.

Those are the basics for successful operation on a short-range basis. What about the long-range aspect of "bifocal" business planning?

Well, take the word "pollution". How many businessmen could foresee, back in 1968 say, that in 1970 pollution would be a priority problem? Now that it is, it will have enormous effects on our economy and plenty of implications for many small businessmen.

An alert company in Chicago which retails home air-cleaning and air-humidifying appliances came out with a big newspaper ad last January 23, the day after President Nixon spoke at great length about pollution in his message to Congress. The big-type heading of the ad read: "STOP AIR POLLUTION IN-DOORS! Humidify your whole house, office or apartment, too."

Whatever your business may be, it's almost certain to be directly or indirectly affected by some of the economic effects of the big nationwide natural-resources pollution.

MANAGEMENT MEMOS:

New Pension-Plan Possibilities for the Self-Employed.—Late last year the IRS made a ruling which greatly liberalizes the pension-plan possibilities

for professional men and for small-businessmen. The new arrangement involves forming a corporation (incorporation of professional practices is now permitted in 47 states). In California, by the end of last year, it was estimated that at least 30,000 M.D.'s had changed to the corporate form, which permits applying capital-gains tax rates.

Will Your Bank Help You In Marketing?—Lawrence G. Chait, chairman of the marketing firm carrying his name, has predicted that banks will soon begin offering a full range of marketing services to small retail merchants in order to promote the use of bank-credit cards. Addressing the United States Savings and Loan League, he urged that their members start up their own credit card operation.

Home Furnishings Doing Well—At the International Home Furnishing Market convention in Chicago last January the prevailing spirit was an optimistic one. William W. Wirtz, president of the American Furniture Mart, looked for a 6.56% increase in sales in his industry this year. J. D. Shaw, chairman of the Carpet and Rug Institute, looked toward a 10% increase in number of square-yards of floor-covering fabrics sold, and a \$150 million increase in sales income.

Optimistic about Franchising.—By the end of 1969 there were about 1,200 major or national franchising companies and some 650,000 individual franchised businesses. These figures were reported in January of this year by David Slater, president of Mutual Franchise Corporation (located in New York City) and chairman of Boston College's Center for the Study of Franchise Distribution.

Warehouse Space Shortage Predicted!—Last December, Daniel H. Overmyer, chairman of the New York-based warehousing firm bearing his name, took a glum view about warehouse-space prospects in the 1970's and said that the shortage of warehouse space would increase the costs of consumer goods. Overmyer pointed out that today's tight money market inhibits the building of additional warehouse facilities. ■

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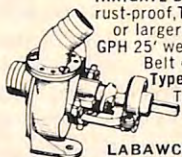
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EASY SHOPPING

through the Elks Family Shopper

The Elks Magazine **FAMILY SHOPPER** is featured on pages 28 to 39. In it you will see a variety of useful, new, attractively priced items carefully chosen so that you may buy safely and with complete confidence. It's the easy, arm chair way to shop, free from the confusion of crowds. When buying be sure to tell the advertiser that you saw his advertisement in

THE ELKS MAGAZINE

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Elks Youth Week

Grand Exalted Ruler Frank Hise has declared that we should all be concerned about the many things that are influencing our youth. The threat to our nation is too great to sit idly by and let our children be subjected to teachings of doctrines that seek to tear us down; the Order of Elks must step in and fight these evil influences, must strengthen our youth in believing in America. Accordingly, he has requested 100 percent participation in Elks National Youth Week, beginning May 1, 1970.

Therefore, the GL Youth Activities Committee, under the leadership of Michael J. McNamara, is asking each state association to sponsor a statewide program for the lodges under its jurisdiction—a program in which each lodge within the state will have the opportunity to participate. In addition to this, the committee is asking each subordinate lodge to conduct its own program during the week beginning May 1 to demonstrate the Elks' interest in our youth.

The committee is sponsoring a contest for the best state association program and for the best subordinate lodge program. The latter is divided into five categories, with the following membership breakdown: lodges with fewer than 300 members; lodges with between 301 and 600 members; lodges with between 601 and 1,000 members; lodges with between 1,001 and 2,000 members; and with more than 2,000.

To enter the contest, simply prepare an accurate brochure on your activities. In your brochure, please submit a membership classification. To qualify, no brochure shall weigh more than 25 pounds; it shall not exceed 15 by 18 inches in overall size and 6 inches in thickness.

All brochures must be received not later than May 29, 1970, by

Committeeman F. George Warren
525 Columbia Street
Olympia, Wash. 98501

Please do not send any material or brochures to THE ELKS MAGAZINE.

All state youth chairmen are requested to send immediately their reports on new scout troops or dropouts directly to

Michael J. McNamara, Chairman
GL Youth Activities Committee
111 Russ Street, Randolph, Mass. 02368

in our MAY issue SMALL-BUSINESS FEATURE

- 10 Keys to Profit & Growth
- New Hardware & Software
- Forecast for the '70's



A uniquely beautiful setting—featuring a lifelike Elk and frosty evergreens—sets the mood for Corvallis, Oreg., Lodge's memorial tribute. During the roll call, a tiny "star" appeared on the backdrop curtain as the name of each departed Brother was read.

Secretary Phillip E. Powell reads the roll during Elwood, Ind., Elks' ceremony, reminding those in attendance that an Elk is "never forgotten, never forsaken."



"To Our Absent Brothers"

THOSE WHO NO LONGER ANSWER when their names are called were honored with remembrance by lodges throughout the Order last December 1—Elks Memorial Sunday—in Elkdom's annual tribute to the many "Absent Brothers."

Robert M. Bender Sr., Albany, N.Y., the GL Lodge Activities committeeman in charge of the memorial services competition, received reports from more than 500 lodges. It is estimated that 50,000 attended the nationwide memorial services.

The three judges charged with the difficult task of judging the submitted brochures were John J. O'Brien, Whitehall, N.Y., a Past State President and former GL Judiciary committeeman; PDD George J. Halpin, Watervliet, N.Y., and VP John T. Nichols, a PER of Albany Lodge.

Three winners were selected in each of the five membership categories, with awards to be presented at the Grand Lodge convention July 12 through 16 in San Francisco. Additional outstanding entries received honorable mention are shown here.

The 1969 award-winning lodges are:

Lodges with fewer than 300 members—First place: Clifton Forge, Va.; second place: Dunkirk, Ind.; third place: Elmont, N.Y.; honorable mention: Camden, N.J.

301 to 600 members—First place: Savannah, Ga.; second place: Paris, Tenn.; third place: Teaneck, N.J.; honorable mention: Statesville, N.C.; Gardner, Mass.; Houlton, Me.; Bellows Falls, Vt., and Martins Ferry, Ohio.

601 to 1,000 members—First place: Elwood, Ind.; second place: Cambridge, Md.; third place: Oswego, N.Y.; honorable mention: Van Wert, Ohio; Fond du Lac, Wis; New Hyde Park, N.Y.; East Chicago, Ind., and Hornell, N.Y.

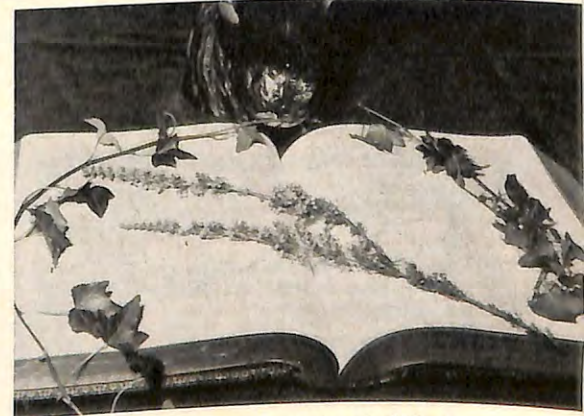
1,001 to 3,000 members—First place: Corvallis, Oreg.; second place: State College, Pa.; third place: Kearney, Neb.; honorable mention: Rock Hill, S.C.; Logansport, Ind.; Elmira, N.Y.; San Pedro, Calif., and Las Vegas, Nev.

3,001 or more members—First place: Fargo, N.D.; second place: Tacoma, Wash.; third place: Long Beach, Calif.; honorable mention: Springfield, Ill.



◀ *The magic hour of eleven—Elkdom's hour of recollection—finds expression in the moving Eleven O'Clock Toast, here delivered by Savannah, Ga., PER Jack K. Berry.*

▶ *Members of the Clifton Forge Baptist Youth Choir added the charm of musical accompaniment to Clifton Forge, Va., Elks' impressive tribute to "those who no longer answer."*



▶ *Glossy ivy leaves and a sprig of delicate blossoms adorn the Holy Bible, opened to the Twenty-third Psalm, which lies atop the Elks altar during Fargo, N.D., Lodge's salute to departed Brothers.*

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Youth Leadership Judges



Helen Bentley



Senator Muskie



Senator Murphy

APPROPRIATELY, the chairman of the judges for the 1969-1970 Elks National Youth Leadership Contest was herself a winner of that competition as a youngster. Mrs. Helen Delich Bentley, chairman of the Federal Maritime Commission, won first place in the national contest in 1941.

Joining Mrs. Bentley in judging the contest entries, as announced by GL Youth Activities Committeeman Gerald L. Powell of Peru, Ind., contest chairman, will be U.S. Senators George L. Murphy (R-Calif.) and Edmund S. Muskie (D-Me.).

The selection of youth leaders in the 21st annual nationwide competition will be made from among high school students—18 years and younger—certified by each state association as the top boy and girl winners.

Judges Bentley, Murphy, and Muskie will select three winners in the boys' division and three winners in the girls' division. First-place winners in each division will receive \$2,000 U.S. Savings Bonds; second-place winners, \$1,600 bonds, and third-place winners, \$1,250 bonds.

PDD Michael J. McNamara, chairman of the GL Youth Activities Committee, will award the bonds—provided by the Elks National Foundation—during the Grand Lodge annual convention, July 12-16, 1970, in San Francisco, California.

(Continued from page 40)

- being shown at night, turn on lights in every room.
3. Fix leaky faucets, loose door knobs, warped cabinets and drawers.
 4. Remove all unnecessary material from closets, attic, basement and garage. Keep stairs and hallways clear.
 5. Keep outdoor furniture and barbecues free of dust, and attractively placed.

Many sellers dislike having prospective buyers trooping through the house at odd hours. Discuss this with your agent and arrange appointments. The agent may wish to place the house on 'multiple listing'. This means that the house is listed with a central listing organization and is available to other brokers in the area. It does not mean, however, that countless agents and clients need invade your home. Specify that you wish the house shown by appointment and only through your own

agent. If you are in a rush to sell, you may have to forego convenience and allow a 'lock box' to be placed on your door, which can be opened at any time by any broker who qualifies to receive a master key. (Your own key is placed inside the 'lock box'.) This often makes for a faster sale.

The best thing that you can do when the agent and a prospective buyer arrive is to greet them courteously, then disappear. There should be no children or pets about, if at all possible, and the radio and television should be off. The agent knows your house and will do a professional selling job. If he needs further information, he will ask. Never apologize for the appearance of your home. If a prospect telephones after an inspection or if someone comes to the door upon seeing the sign, refer him to your agent. Your reply could be detrimental.

When you find someone who is inter-
(Continued on page 50)



A CHECK for \$1139—slated for the Edward F. Keon School for Retarded Children—is presented by Peekskill, N.Y., ER Louis Morris Jr. (left) to Brothers Wilfred and David DuBeau, as Est. Loyal Kt. Ron Hoffman, school committee chairman, looks on. Five years ago, Peekskill Lodge adopted the school as its special charity. Each year funds are raised for the school through various benefit affairs; this year's events included a band concert, a lobster dinner, a hole-in-one contest, and a baseball special.



THE FOURTEENTH home service nurse in Pennsylvania is Mrs. Kathleen Pastorius, R.N. (center), of Butler, shown accepting the keys to a car to be used in the statewide Elks cerebral palsy program, from Greenville, Pa., ER H. L. Bollenbacher (right) as SP Ronald C. Wolfe, CP Administrator J. P. Ebersberger, and Brother Donald Oesterling, Butler, look on. The program—which recognizes that cerebral palsy is primarily a home and family problem—provides regular visits by the home service nurses. With the addition of Mrs. Pastorius, handicapped individuals and families in 48 of the state's 67 counties will be aided.



SOUTH MIAMI, Florida's Eagle Scouts are presented certificates recognizing their attainment of this distinction. Distributing the awards during a lodge ceremony is Brother Gerald Seiden. Among many honors conferred on the scouts was the proclamation of their own special day by Mayor Jack Block of South Miami.



SECOND PLACE in a recent Junior Bowling League Tournament went to the youngsters sponsored by Port Jefferson, N.Y., Elks. Gathered with the boys for an informal portrait are (from left) ER William DeBari, Secy. Douglas A. Haefner, and John Corona, youth activities chairman.



◀ EAGLE SCOUT Leonard Staller (right) of Wildwood, N.J., and West Wildwood Mayor Robert W. Hentges (center) join with Greater Wildwood PER Otto Schramm, district Americanism chairman, in viewing several American flag decals and seals which are being promoted by Greater Wildwood Elks.

A CLASS of candidates was initiated recently into St. Mary's County, Md., Lodge in honor of PGER William J. Jernick (seated, second from left). Lodge officers join Brother Jernick and the new initiates in posing for a photo marking the ceremony.



POSING with a local YMCA flag football team sponsored by Smithtown, N.Y., Lodge are Brother Frederick F. Schick (left), youth activities chairman, and Coach Bob Schick.

A CANDLELIGHT ceremony recently feted Mount Vernon, N.Y., ER Arthur Alterman (left), who serves as district chairman of the Hutchinson River Council, BSA. The festivities were held in honor of Brother Alterman's receiving one of scouting's highest honors—the Silver Beaver—given for distinguished service. Charles C. Schwartz, a delegate to the National Council of the Boy Scouts of America, made the presentation before an audience of 800 guests and dignitaries.



A THIRTY-SIX-HOUR vigil begins at Glen Burnie, Md., Lodge with the presentation of a flag to ER W. Perry Linthicum by Brother Edmund J. Gauss. Witnessing the ceremony were (at left) Brother Kenneth A. Orsie and DDGER Harold W. Dorness, a lodge member. Also invited to participate were the American Legion, the Veterans of Foreign Wars, and Boy and Girl Scout groups.



BINGHAMTON, New York, Elks recently initiated a large class of candidates in honor of DDGER Harry P. DeBloom (first row, fourth from left), a member of Sidney Lodge. Shown with the initiates after the ceremony are Brother DeBloom and a pleased ER Richard F. Stevens.



A CLASS of candidates was initiated recently into Lewistown, Pa., Lodge in honor of PER and Secy. Perry L. Powell. Brother Powell, an Honorary Life Member, served five years as secretary of the North Central District of the Pennsylvania Elks State Association.



DELRAY BEACH, Florida, Brother Bill Logan (left) presents a check for \$782, donated by the lodge members, for the needs of patients at the Harry-Anna Crippled Children's Hospital in Umatilla. Shown accepting the donation is ER Eugene Boggs (second from left), as Est. Lead. Kt. Dennis McKessy and Est. Loyal Kt. Gerald Rogne stand by as witnesses.



A PLAQUE commemorating 50 years of continuous lodge membership is presented by Passaic, N.J., ER John J. Zaccone (left) to Trustee Emil J. Levendusky (right). Brother Levendusky is also a trustee of the Passaic County Elks Cerebral Palsy Treatment Center and a former chairman of the Passaic County Crippled Children's Committee. Shown with the honoree are PER Marvin B. Martinique and Robert J. Levens—son of the recipient and himself a 28-year member.



A PLEASED Daytona Beach, Fla., ER Nick George Ellis (left) accepts a trophy and commemorative photo of the lodge-sponsored Giants—Halifax area midget football team—from George Smith, coach of the team. The awards designate the team as league champion, with a record of nine wins and one loss. Parents of team members, coaches, and referees attended.



DISPLAYING a "certificate of appreciation" awarded him recently by Hollywood West, Fla., Lodge for "duties above and beyond the call of duty" is Brother Fred McDonald (center). Flanking Brother McDonald are ER Frank Boffi, who made the presentation, and Brother Nuel Baxter, who was also a recipient of the award.



DISTRICT DEPUTY James L. Colbert (standing, fifth from right), Somerville, Mass., was honored at his homecoming by the initiation of a class of candidates in his name. Shown with the candidates during the festivities are PDD and PER Irving L. Stackpole, currently serving as lodge secretary, and ER Gerard P. Donahoe (background, fourth and fifth from left, respectively).



A "FIRST" is achieved by the installation of John Deardorff Jr. (right) as Inner Guard of Johnstown, Pa., Lodge. Shown administering the oath of office to Brother Deardorff is his father, PER and Secy. J. Howard Deardorff. It is the first time in the lodge's 79-year history that the corps of officers has included a father-son team.



ASSEMBLED for the initiation of a group of candidates in honor of the homecoming visit of DDGER Daniel G. Satin (fourth from left) of Miami, Fla., Lodge are (from left) Est. Lead. Kt. Morris Rabinowitz; PDD and state Secy. Frank J. Holt—official escort for the evening; Grand Est. Lead. Kt. Chelsie J. Senerchia; Brother Satin; James Harris—new initiate and nephew of Brother Satin; Morton I. Harris—father of James and brother-in-law of Brother Satin, and ER Daniel E. Smalle—all of Miami Lodge.

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New England (Continued from page 42)

A few summers ago jazz pianist Mischa Mengelberg came over from the Netherlands, and there was Father Tom Vaughn, an Episcopal minister who gives his soul to this music. Another jazz man, Dollar Brand, spent a few coins getting to Newport from South Africa. Newport didn't stop with jazz, though. After this they tried a folk festival and then they turned to opera, which is about as far afield as you can get from jazz.

Newport is likewise famous as a living museum that smells of salt air and history. It's where it all began. The town contains the nation's oldest library, its oldest tavern, its oldest synagogue and the nation's oldest military organization, the Newport Artillery Co. The first bell ever to toll over a New England church rang out here, and Pelham St. was the nation's first avenue to be lighted with gas. In Newport John Kennedy and his bride repeated their vows and earlier Jackie Kennedy made her debut at the fashionable Clambake Club.

With springtime's arrival, Newport along with all of New England is coming awake again. Soon the tourists will begin arriving and the summer breezes will fill the spinnakers of graceful sailboats on Narragansett Bay—until autumn turns its golden hand, signalling the season's benediction once again. ■

House

(Continued from page 46)

ested in buying your home, he will probably make an offer substantially below yours. This is a difficult area, so be sure that you let your agent serve as intermediary and advisor. He is familiar with the market and can assist you in determining the offer that is in your best interest.

Properties difficult to sell are sometimes easier to exchange. Those with large equities or those that are free and clear adapt to exchanging. When money is 'tight' and interest rates for loans are high, the exchange method is sometimes the only means of putting through a transaction.

Don't overlook expenses connected with the sale of your property, aside from the six per cent commission to the agent. Depending upon local custom, you could be asked to pay point charges over and above the one allowed by FHA or VA loans; closing costs; boundary survey fees; appraisal and inspection fees, including termite; tax stamps; fees for recording deeds and documents; notary and trustee fees.

By following these suggestions, you can be confident that you have 'covered the bases' and that you'll have relatively few problems in buying or selling your home. ■

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GER Frank Hise recently attended the Iowa Elks State Mid-Winter Conference held at Ottumwa. Shown with Bro. Hise are: ER Wayne L. Millard, Iowa Elks Assn. President Clarence E. Weber of Davenport, and PGER Raymond C. Dobson.



During the recent South Carolina State Elks Convention, held in Orangeburg, Secretary C. John Collins (left) and ER L. Norris Foster (right) of Greenville presented GER Hise with a certificate making him honorary citizen of their home town.

LODGE VISITS OF

Frank Hise



Danielson, Conn., Lodge was honored by a visit from GER Hise. This was the first time that a GER has visited the lodge. Shown with Bro. Hise are State Senator Thomas Dupont, ER Walter R. Kozlow and DDGER (East) Maurice L. Bedard.



GER Hise and a host of Elk dignitaries payed a visit to Pasadena, Calif., Cerebral Palsy Cottage where, in conjunction with the Spastic League of Pasadena, about 100 children are treated. The Cottage is a combined project of California and Hawaii Elks. In the center is little Paul Kassabian, a Cottage patient.

FOR A CLEAN ENVIRONMENT

MAN HAS BEEN FOULING his environment from the year one, and the problems he has caused himself thereby have become more serious as he has multiplied, settled down and grown smarter. Today, pollution has become a threat to man's survival.

In one way it is fortunate that prehistoric men had the habit of tossing animal bones and other refuse over in a corner of the cave, out the door of the hut into the lake below or onto the pile that archeologists call kitchen middens. These remains have been one of the most productive sources of knowledge about our ancestors and how they live before the advent of scribes to leave us written records.

Man's early methods of refuse disposal were satisfactory enough when he could, and did, just move on when the environment got a little thick. Only when he gave up his nomadic ways, and began to congregate in urban centers did his habits come to plague him, and that literally. Some early civilizations developed advanced methods for the disposal of human waste, notably the underground sewers of Rome that antedate the Christian era. In general, however, sanitary disposal facilities were primitive or non-existent, and the result was the plagues that swept Europe from time to time, taking as many as two-thirds of the population.

The aspects of today's pollution problem are different and its dimensions far greater, reflecting the affluence created by our technology and our rapidly growing population.

Elimination of water and air pollution, or its reduction to

livable levels, is receiving the close scrutiny it deserves, but a growing headache is what to do with mountains of trash that we create every day—paper, bottles, cans and other debris.

The Elks Magazine focused on this phase in an article entitled "De-fusing the Great Trash Explosion," that appeared in the December, 1968 issue. Recently the Southern Railway offered to haul the 1500 tons of trash generated daily by the City of Washington, D. C. on special trains to a Virginia landfill a hundred miles away, thus avoiding air pollution caused by burning.

Burning is the chief cause of air pollution, as was pointed out in an article entitled "Danger: Dirty Air," published in the May, 1965 issue of *THE ELKS MAGAZINE*. Smokestacks, home chimneys, leaf fires, motor vehicles, airplanes, town dump fires—all contribute to the hundreds of millions of tons of pollutants that we must banish for the sake of our health and our aesthetic pleasure.

Elks and Elk lodges can contribute to solution of our pollution problems. We can avoid and teach the avoidance of littering, make sure our heating plants are not offending. For Elk lodges it is highly important that they be good neighbors and avoid despoiling the environment by littering, careless waste handling or offensive chimney.

Environmental control will require billions of dollars, but the cost will be greater and success longer deferred without the willing cooperation of individual citizens.

(Continued from page 23)

are still to be, enumerated. Insects, notably the blackflies, are there by the swarm. In and above the colorful carpet of vegetation the roster of birds has swelled to almost two score species; the land is bright with bird sound from the dreamy lisp of the savannah sparrow to the *krauk* of the raven.

Ground squirrels, shrews, voles, lemmings and arctic hares are the bread of life for weasels, arctic foxes and wolves. The lynx may foray out from the trees while the ill-tempered wolverine will eat anything he can get his teeth into regardless of size.

The Arctic Ocean is unique in geophysics. A shallow soup bowl with gently sloping rim, brimming with water, gives a reasonable facsimile: Wide sea plains such as made the *Manhattan* stand a score of miles offshore at Prudhoe; polar deeps exemplified by a Russian sounding of 17,880 feet in the Eurasian Basin. The central two-thirds of these seas are covered by floating ice.

This ocean, fed by such rivers as the Mackenzie, Lena, Ob, and Yenisey, is continually trying to overflow its basin. The way is blocked by continental land masses and numerous islands, the largest of which is Greenland. Russia ac-

counts for about 45% of the continental blockade, Canada 25%, and Alaska and Norway another 7% or 8% apiece. Further, as the frigid waters move south they are met by warmer water moving north. What spills over is mostly in the East and West Greenland and the Labrador currents. Water—and any contaminants—may endlessly circle the pole.

Already the open oceans are in such a state that oceanographer Jacques-Yves Cousteau has warned: "There is an urgency about it because the sea as a biological concept is in great danger of being damaged or destroyed . . ." DDT traces have been found in Antarctic penguins and lead concentrations ten times normal in Pacific waters.

The idea of the Arctic Ocean becoming a stagnant, deep freeze cesspool for technological poisons and gunk is disturbing.

Until now the Soviet Union has been the biggest factor affecting the health of the polar seas. As early as 1920 they set up a study for the Northeast Passage. Now 300 ships annually carry a million tons through the sea route to Vladivostok while coal, tin, gold, oil, and other natural resources move out from northern Russia. Aiding are 20 icebreakers, including the 25,000-ton

nuclear-powered *Lenin*; over 100 weather and ice forecast stations; and drifting stations on the polar ice each manned by a dozen scientists. Altogether, 35,000 men are said to be employed on the Northeast Passage.

We have seen no account of major oil spills from the Soviet sphere but other reports are not reassuring. According to an article in *The Weekly Review*, based on official Soviet publications, the River Ob daily receives more than a billion gallons of unprocessed sewage plus cyanide, nickel, and other harmful wastes which exceed permissible norms a hundredfold. The Ob drains into the Arctic Ocean.

Major oil companies, now sensitive to public opinion, are taking precautions against spillage; laying deep gravel over the permafrost for roadways; even airlifting out junk from earlier explorations. At this writing the U.S. Senate has just passed legislation placing the onus for spillage on ship owner or oil well operator while Canada is drafting regulations for the passage of vessels through the arctic islands. All pertinent laws within each national jurisdiction may be to the good but, for the Arctic, they seem akin to a man insisting his corner of the swimming pool be kept uncontaminated. ■

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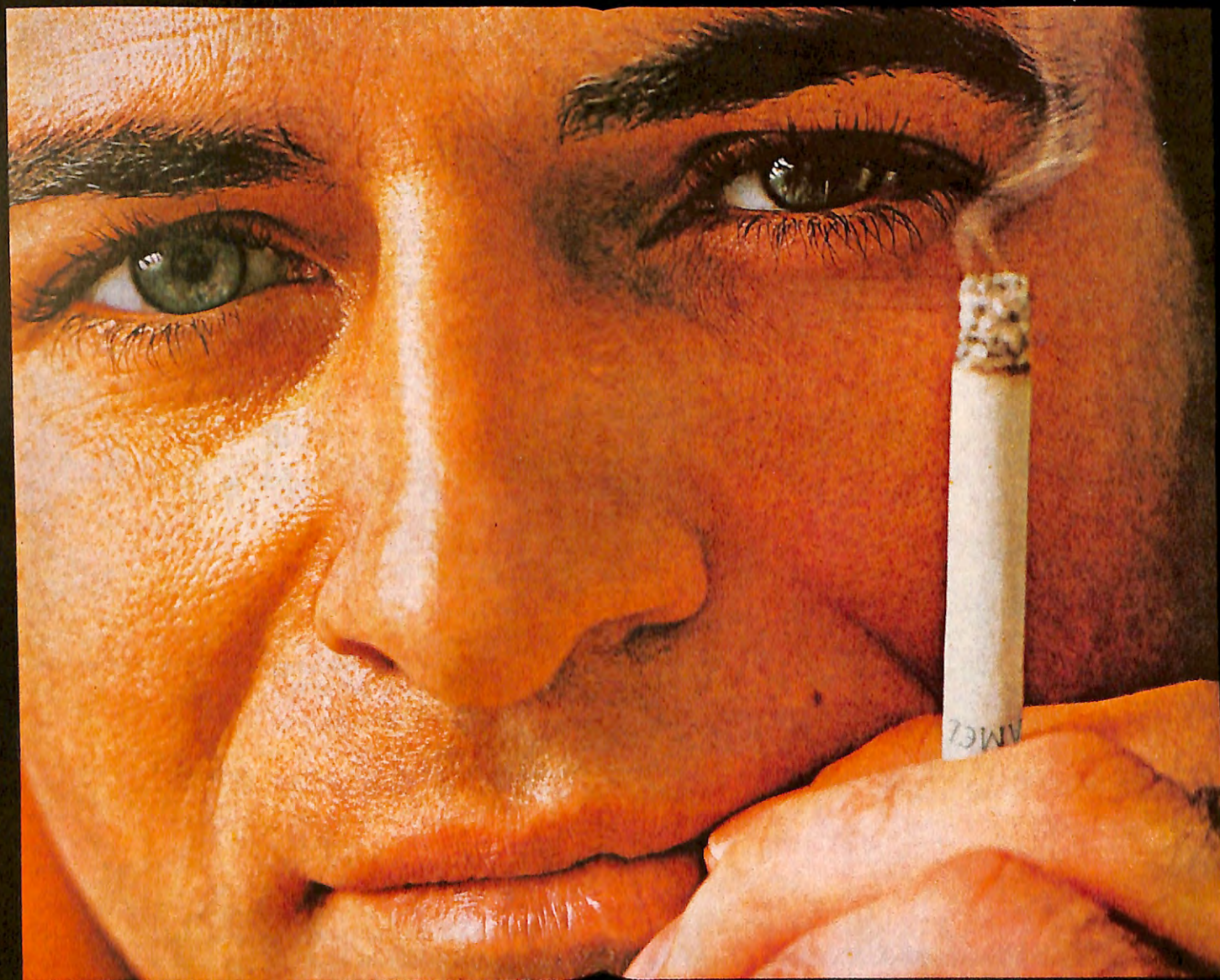
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