

THE
Elks

MAGAZINE
JUNE 1970

In this issue:
Air Pollution
Rodeo '70
I Remember Baseball



What makes it work like a truck, ride like a car?



Twin-I-Beam Only Ford has it!



It's a fact that forged steel I-beams make the strongest front axles. That's why all the big trucks use them. It's a fact, too, that independent wheel suspensions with coil springs make the smoothest ride. That's why nearly all passenger cars use them. And when you combine two I-beam axles and coil springs in an independent suspension, as in Twin-I-Beam front suspension, you have what only a Ford can deliver: big-truck toughness *and* a car-smooth ride. If you like, add

Flex-O-Matic rear suspension and the ride stays smooth, with or without a load. Inside Ford's cab — the roomiest and quietest of them all — is comfort unlimited. All the options you may want: power front disc brakes, Cruise-O-Matic transmission, air conditioning, sliding rear cab window and a choice of five great engines, up to a 390-cu. in. V-8. Test-drive a Ford soon. It's the only pickup that gives you big-truck toughness with a car-like ride. And that's a fact.

FORD PICKUPS





A Message from the Grand Exalted Ruler

FLY IT PROUDLY

THIS IS THE MONTH when we pay honor and respect to our country's Flag. Down through history no nation has achieved the greatness of our own America whose Flag has flown proudly and grandly these many years as a symbol of a free people.

EVEN THOUGH we are going through a period of great change, a period of turmoil and internal strife we are still a great nation and, God willing, shall continue to be for many years to come.

THERE ARE those few in our United States who claim that our Flag is the symbol of oppression, that it is no longer the symbol of our people. Nothing could be further from the truth. It is the same Flag that has carried us through periods of war and depression, the same symbol that guarantees us our rights under our

Constitution, the same symbol that supports the Bill of Rights and the rights of the individual to seek his own destiny.

It is a constant reminder of the price that we have paid for freedom and the prosperity that we enjoy today.

LET EVERY ELK and every Elks lodge display Old Glory on our national holidays over our lodges, our homes and our businesses. Let us make our Flag Day ceremony, established in 1911, not simply a gesture on this one day but a reminder of our duty throughout the year. **THERE ARE** too few of us speaking out in defense of our country and if our American heritage is to be preserved we must be involved in its preservation. We are not opposed to change, but the change must come in an orderly manner based on common sense with emphasis upon the rights of the individual to the point where they do not conflict with the rights of others.



IT IS VITALLY important that we understand the thinking of this very intelligent generation of young people. It would be a tragic mistake to condemn a whole generation because of the militant minority. We want our young people to express themselves for most of them are sincere and hold deep and honest convictions. From our Order's experience we can be confident that our young people will come forth with new ideals, with sound, new concepts, proving themselves better Americans for having been subjected to the pressures at this point in time.

COMMON SENSE and love of country will prevail. There are no hopeless situations. Today's problems result in large degree from apathy on our part. We must carry our message of love and respect for our nation to all citizens. We must take a closer interest in our government. We must dedicate ourselves to the teaching of our young people. . . . working with them for a better America. **FLY OUR FLAG** and be proud of it. Be good Elks—proud Americans.

Sincerely and fraternally,

Frank Hise
Grand Exalted Ruler

Good Elks—Proud Americans

The Lazy Pipe Tobacco

This gentle-tasting tobacco has just the right combination of plugs and flakes for smooth and steady burning. Think of it this way: on a single pipeful of Bond Street you can travel a couple of relaxing miles in a canoe, without even lifting a paddle. (Provided your mate does.) We think you'll find the Bond Street taste to your liking (and don't be surprised if a passing sportsman has some glowing compliments for the aroma).



Lights easy—
takes its own good
time about burning.



THE ELKS MAGAZINE

VOL. 49, NO. 1

JUNE 1970

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"Fly It Proudly" A Message From the Grand Exalted Ruler	1
The Citizen's Role in the War Against Air Pollution	4
Elks National Foundation—"The Joy of Giving"	8
Convention Welcome	9
Rodeo '70	10
Lodge Visits of Frank Hise	12
News of the Lodges	14
Membership Requirements of the B. P. O. E. of the U. S. A.	22
Around Washington	26
Elks Family Shopper	28
I Remember Baseball	37
It's Your Business	39
Elks National Service Commission	40
For Elks Who Travel	46
It's All True	49
Convention Program	51
The Elks Magazine Editorials	52



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What two golf pros learned at the Spark Plug Handicap.

Spark plug design really does make a difference.

Golfing greats Julius Boros and Tom Weiskopf proved it in a fuel economy test.

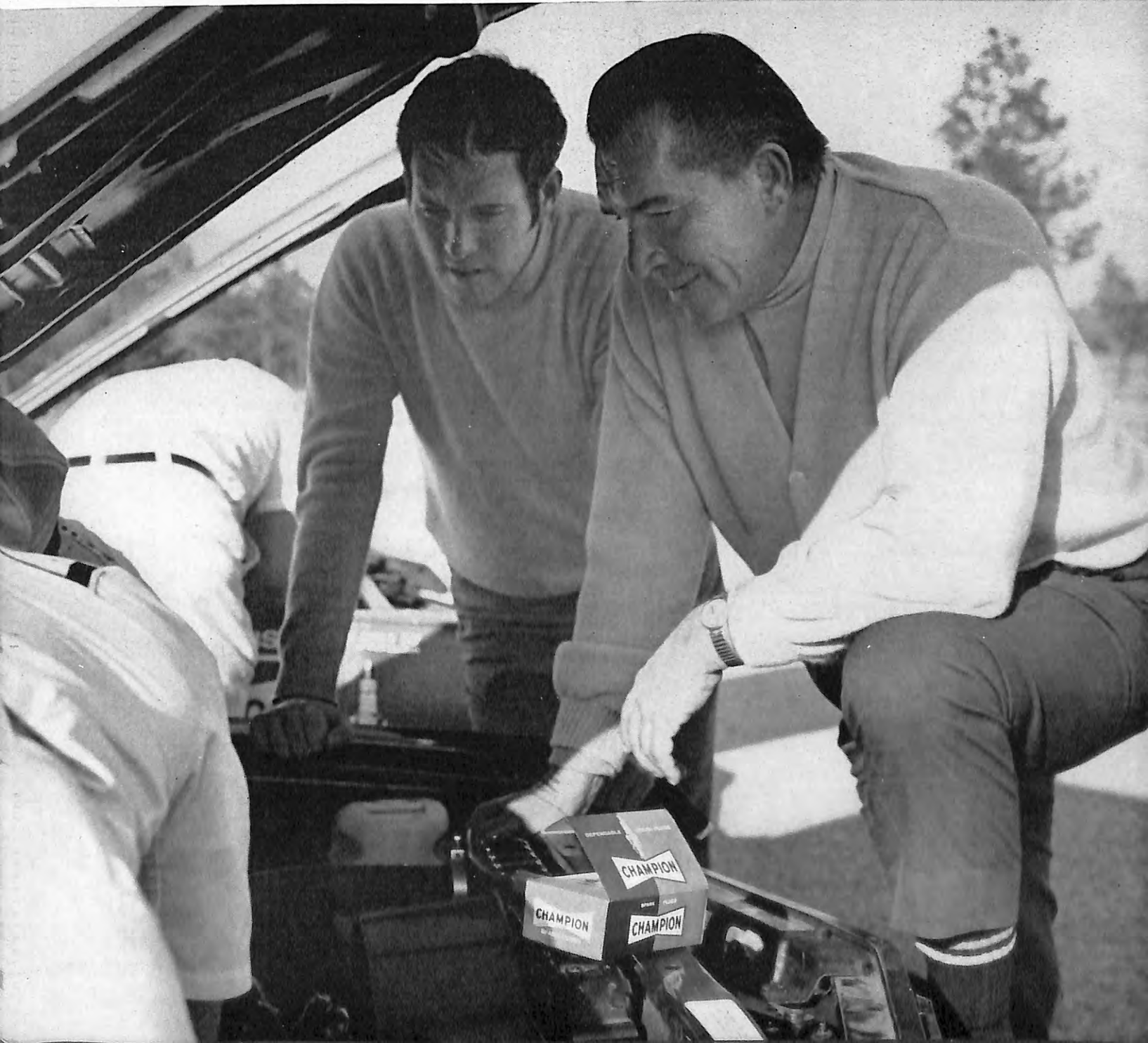
Their 1970 Chevrolet Impalas were absolutely identical *except* Julie's car was powered by Champion Turbo-Action design spark plugs. While Tom's car had a competitive brand of different design.

In the first run, Julie's car went farther . . . with Champions. When they swapped plugs and ran

the course again, Tom's car went farther . . . with Champions.

Tom and Julie agree, spark plug design does make a difference in fuel economy. So do over 20 million other car and truck drivers who've switched to Champions.

Drive with Champions. When golf greats Julius Boros and Tom Weiskopf did, they drove farther.

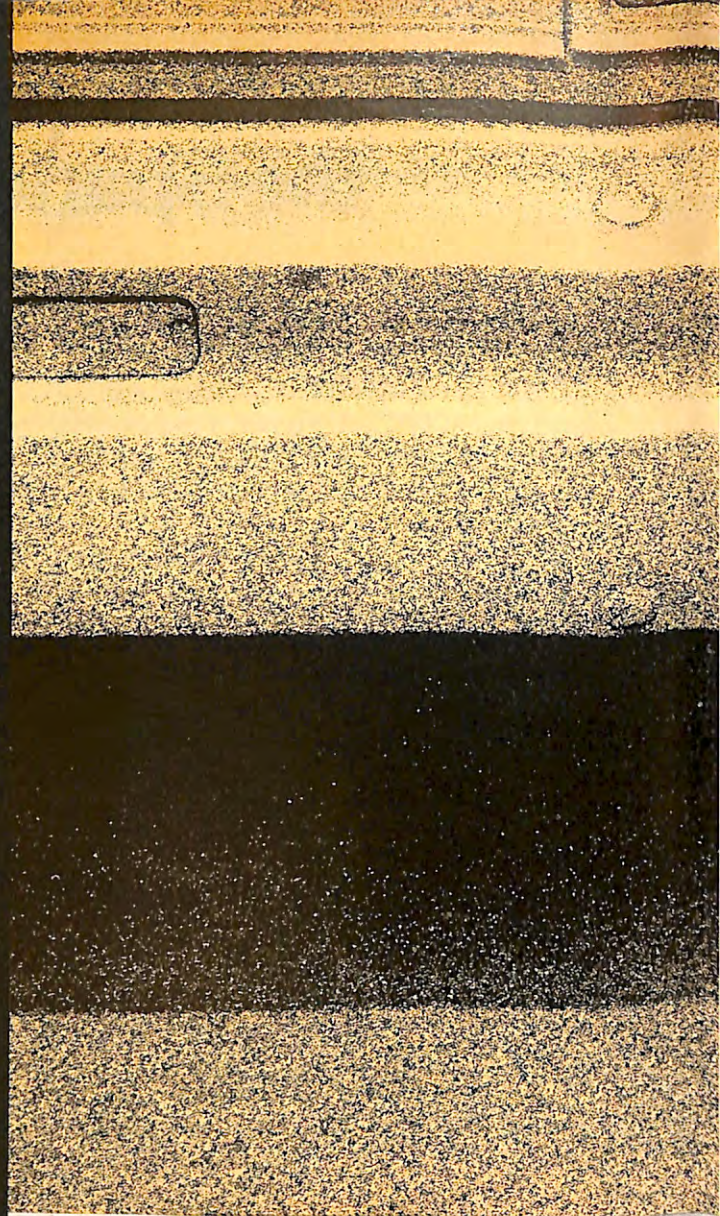


THE CITIZEN'S ROLE IN THE WAR AGAINST AIR POLLUTION

by David C. King

AFTER YEARS OF SELF-DELUSION, America is awakening to an ecological nightmare. Each day seems to bring more shattering news of environmental chaos—children in Los Angeles cannot run, skip, or jump (indoors or outdoors) on smog-warning days; death from pulmonary emphysema in New York City has increased 500% in a decade; 142 million tons of pollutants are lofted into our skies each year. Perhaps the area of most immediate concern is the growing menace of air pollution. We don't have to fly over every American city to know that something is wrong. We know there's danger now, and we're ready to do something about it. The trouble is that we tend to look for simple answers to a complex problem. We think we recognize the enemy—industry and technology; and we think we know the cure—government action.

What we have not yet been willing to do is face the fact that this war against air pollution is total war. It involves all of us. We are the ones who created the problem, not Detroit or your local industry. And, while legislation can help,





all the bills in the world won't save us unless we're willing to do something ourselves. Let's take a look at some of the ways each of us has contributed to our poisoned air.

First, we must recognize that our image of the villain as a factory spewing smoke over an urban area is not really correct. Industrial pollution IS serious, no question about that, but in practically every area of the country, corporations have made tremendous strides in reducing the amount of pollutants they add to the atmosphere.

The real villain is now becoming obvious—the automobile. Most experts agree that roughly 60% of the pollutants in the air come from the internal combustion engine. As we've become aware of the dangers of the automobile, we've automatically focused on a single target in our demands for action—the automobile manufacturers.

But—and this is the point we must get straight—while much of the responsibility lies with the auto firms, part of the blame is ours. We are the ones who have created what Lewis Mumford called “the religion of the



motorcar." There are now over 100 million automobiles in this country, and we all take it for granted that we have the right to drive them when and where we please. We do have that right—as long as we're willing to pay the price for it.

When our automobile population began to boom, we encountered the annoyance and inconvenience of clogged streets and highways. We began pressuring our elected representatives for remedial action. But what sort of action did we demand? More and better public transportation? Quite the contrary. Some cities, like Los Angeles and San Francisco, even went so far as to abandon mass transit systems that were pretty serviceable.

We didn't want mass transportation; we simply wanted more room to drive our cars. The result was that we began paving huge pieces of valuable urban real estate and constructing thousands of miles of super highways. In 1957, our Federal highway program cost us \$26 billion, and, while the figure isn't that high in the current budget, it still dwarfs the insignificant amount that has been appropriated for rapid transit systems. In other words, we're sticking to the same choice we made a couple of decades ago—more highways, not fewer cars.

Quite apart from what the highway programs have done to the aesthetics of our landscape and the tax base of our urban centers, they have simply added to the congestion that they were designed to eliminate. When a new expressway is built, why should a suburbanite take public transportation to work when it suddenly seems so much easier to drive? The result is, as Mumford points out, that "almost before the first day's tolls on these expressways have been counted, the new roads themselves are overcrowded."

So the spreading highway system has been our own doing. In building more and more roads, local, state and federal governments were merely responding to our demands. While we have been urging the passage of highway legislation, we have seen passenger railroad service drop from 150,000 miles to one-third that amount in the past twenty years. Electric railway track has all but disappeared. If we had not been so insistent on our "right" to drive, those passenger lines could be making a big dent in both congestion and pollution.

As government has responded to our demands for highways, so has Detroit responded to our demands for cars. What we have demanded from the auto manufacturers is not cheap and efficient transportation, but huge, shiny cars with more horsepower than any sane person would ever have any use for. And, needless to say, the higher the horsepower, the greater the fuel con-

sumption and hence the greater the air pollution.

As long as we want super horsepower cars, manufacturers will produce them and dealers will sell them. Norman Cousins, editor of *Saturday Review* and chairman of New York's Task Force on Air Pollution, wrote recently: "So long as millions of Americans associate high horsepower with status and personal potency, it may be difficult to sell cars with reduced but adequate capabilities." Because we demand the luxury of unneeded power, then, every mile we drive, we add more poison to the air than we would with a smaller—and more economical—car.

We have seen heartening evidence in recent months that the wheels of government are grinding into motion. In addition to encouraging these efforts, more must be done, and the major burden still falls on us—as individuals and as community groups. By now it should be clear that no simple formula, no magic distribution of tax money, will be sufficient. We have to launch the assault on as many fronts as possible and as quickly as we can. Here are some suggestions that any individual or group can follow without much trouble:

1) Don't drive to work if you can use public transportation. Ecologist Kenneth P. Cantor estimates that half-filled buses can carry 17 times as many people per hour over a highway lane as cars can. If your community doesn't have adequate mass transit facilities, find out why and do something about it.

2) If you have to drive to work, take passengers. The average car during commutation hours carries 1.5 people. If every driver took just one more passenger, congestion would be cut in half.

3) Buy unleaded gasoline. All major oil companies have plans to install additional pumps for lead-free gas. It's going to cost a few cents a gallon more, but remember, the longer we delay, the higher the price—especially in terms of health.

4) If you don't plan to buy a new car this year, at least buy a catalytic converter—a device attached to the tailpipe to trap dangerous hydrocarbons and carbon monoxide. General Motors estimates these converters will cost about \$35.

5) If you do buy a new car, find out what sort of pollution-control device is included. If there isn't one, insist on its inclusion.

6) Keep your engine well tuned; an engine that isn't working properly multiplies the pollutants tremendously.

Notice that just about every one of those steps is going to take a little out of your pocketbook—but the price is insignificant compared to the cost of continued inaction. There are other things

you can do, especially if you can cooperate with others through church or business groups. Here are a few examples:

First, support local and national conservation groups, most of which have been voices crying in the wilderness until recently. Help your community take a positive attitude toward environmental improvement. In other words, don't just work to stop pollution, but take steps to make your surroundings more pleasant and beautiful.

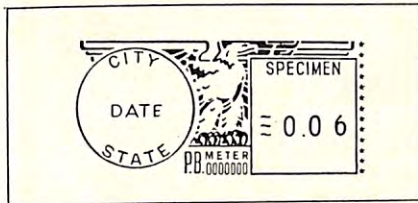
Second, encourage local, state, and national legislators in their efforts to combat environmental decay. At the local level, for example, municipal governments can take firm action on eliminating pollution contributed by buses and city-owned trucks. New York City, which has been saved from total disaster only by favorable winds, has now equipped virtually all of its buses with a needle fuel injection system. The device is relatively inexpensive, labor being the major cost, and it cuts the emission of pollutants by more than half. Find out what your community is doing in this regard and start exercising some pressure for more action.

Government action also seems necessary to get trucking companies to accept their share of the responsibility. Major manufacturers of trucks state that they have pollution control devices available, but few trucking companies have expressed any interest. Under the Federal Environment Improvement Program, 1971 model trucks will have to meet certain standards for smoke and pollutant emission. But once the trucks are on the road, control is going to be pretty tough to maintain. Every community will have to police the trucking companies in its area. Again, take some time to find out what's being done (or what isn't being done), and give your state and local legislators some solid backing. Even a letter-writing campaign would show them they have support.

And, third, encourage your local schools and universities to institute courses on ecological problems. Fifty years ago, H. G. Wells predicted a race between catastrophe and education. We're in that race now. Youth must be encouraged to understand the complexities of the problems, and also to feel that what they do as individuals can and does make a difference.

It seems appropriate to close on a note of optimism—but a note that has a warning attached. In the words of James E. Allen Jr., U.S. Commissioner of Education: "We have created this technology by exploiting our talent for invention, our dedication to learning, and willingness to work and work hard. Now we face the ultimate challenge of using these same characteristics to regain control of our technology—lest, uncontrolled, it exterminates us." ■

If you use: the automatic shift, the 60 second camera, the credit card, the ball-point pen, you'll appreciate the convenience of Pitney-Bowes metered mail.



Our new desk-top Touchmatic Postage Meter, for example, makes mailing a letter as easy as pushing a button. Push one for 6¢ worth of postage. Push two for 13¢. Push push push any amount from 1¢ to \$9.99. To eliminate expensive accidents, you push the \$ lock before you push \$1.00 or more. (Remove the \$ lock key and your Touchmatic is permanently locked so no one else can use it.)

Now, just insert the unsealed envelope into the machine, and in one operation, your mail is stamped, sealed and stacked.

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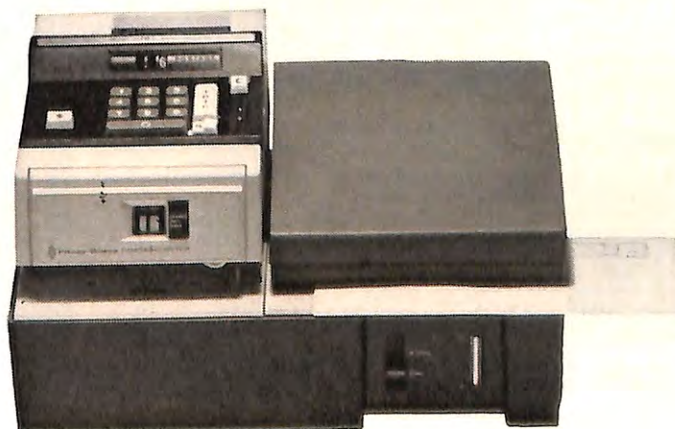
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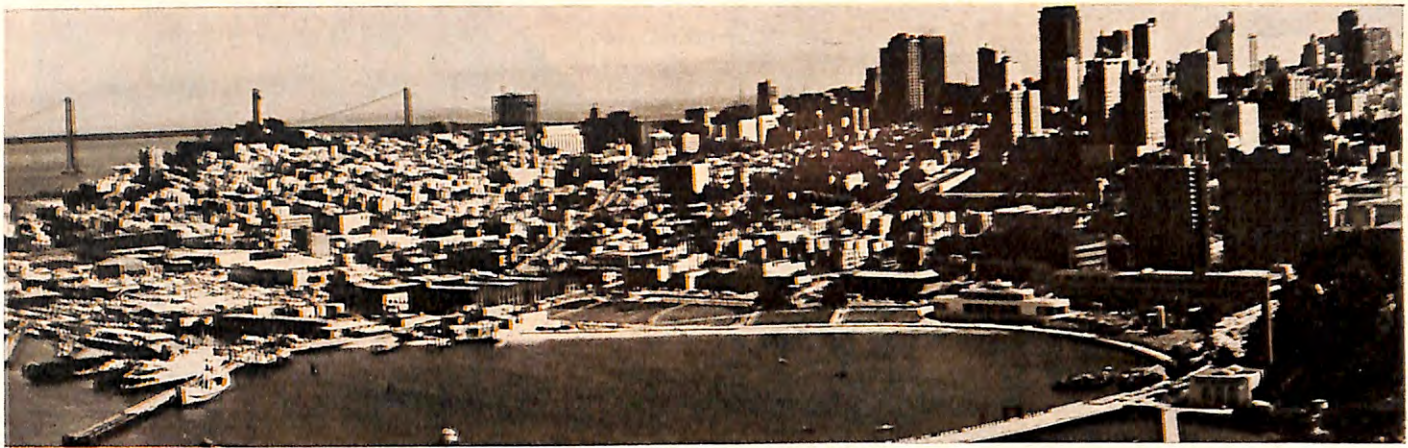
Norman Y. Chambliss of Rocky Mount, N.C., Lodge is shown receiving the Elks Honorary Founders Certificate. Harvey C. Roberts (right), local chairman of the Elks National Foundation, and Sol Hertzberg, co-chairman, presented a plaque honoring Brother Chambliss for over 20 years' service to the Foundation.



ER John H. Downing of Cambridge, Ohio, Lodge presented a check in the amount of \$100 to SP E. Paul Howard for the Elks National Foundation as the 29th annual bowling tournament got under way.



On the occasion of his official visit to Reading, Pa., Lodge, DDGER Charles D. Leh Jr., presented an Honorary Founders certificate to PDD Jack Reagan for his contribution to the Elks National Foundation.



WELCOME to SAN FRANCISCO

Brother Elks and their families



R. LEONARD BUSH



HORACE R. WISELY

GREETINGS

We proudly invite all members of the Benevolent and Protective Order of Elks to attend the Grand Lodge Convention in the beautiful city of San Francisco July 12 to 16, 1970.

We believe it to be true that no city in California and few in the world can equal the scenic beauty of San Francisco.

The Elks of California, over one hundred sixty-five thousand strong, look forward to your visit with us.

Please come and enjoy our hospitality where a true western welcome awaits you.

R. Leonard Bush
Past Grand Exalted Ruler

Howdy, Podner!

Welcome to the old West!

We can't promise you cowboys, bandits, stage coaches, or train robberies, but we can promise you a warm greeting and an enjoyable stay in this friendly City by the Golden Gate.

San Francisco is an exciting, cosmopolitan city which is rich in history and romance. It is a gourmet city with fine food in unusual restaurants, unique places, and plenty of opportunity for fun. There should be sunny days and cool evenings.

You will see two of the world's famous bridges, the blue Pacific Ocean, Fisherman's Wharf, Alcatraz, Golden Gate Park, Lombard Street, Mission Dolores, cable cars, and many, many other interesting sights.

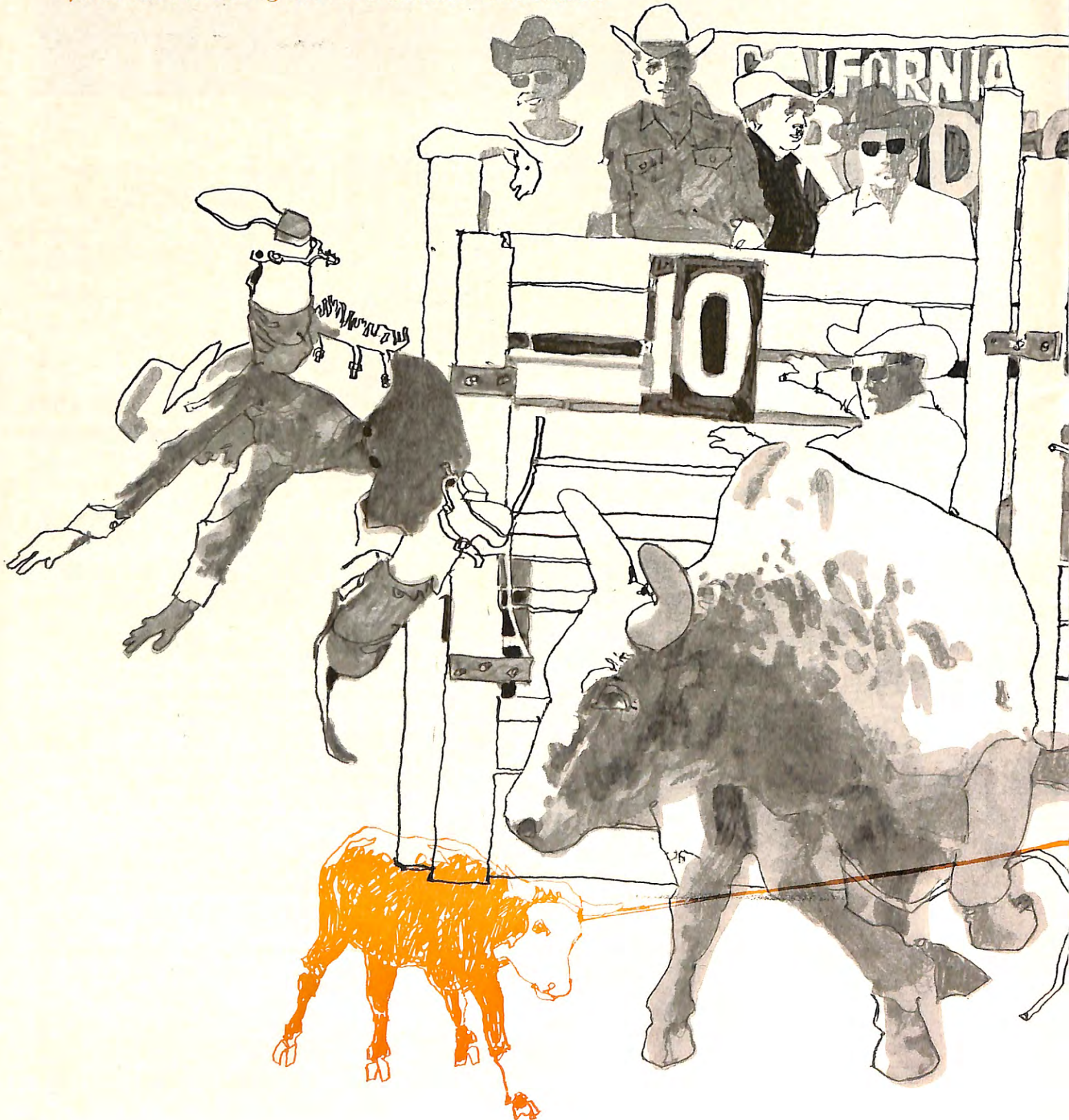
Bring your family and make a real vacation of your trip to the Grand Lodge Convention. Visit some of the other famous California historic and scenic areas: the giant Redwoods, Yosemite National Park, the Mother Lode Country, the California Rodeo, Carmel-by-the-Sea, Disneyland, Knott's Berry Farm, the San Diego Zoo, and Marineland—just to name a few.

We'll be waiting for you! Hasta la vista, compadres!

Horace R. Wisely
Past Grand Exalted Ruler



*A visit to the 1970 California Rodeo
would be a rewarding experience to Elks and their
families attending the 1970 annual convention*



RODEO 70



A WARM WESTERN WELCOME will await delegates to the San Francisco convention.

Those who elect to extend their visit to California through the following weekend will have an unrivalled opportunity to view the riding and roping skills of the Old West and the pageantry of the state's early history.

Just two hours by automobile from San Francisco, close to the scenic and historic Monterey Peninsula, lies the City of Salinas, home of the world-famous California Rodeo.

The California Rodeo is one of the "Big Four" of the world, a distinction which it shares with Calgary, Pendleton, and Cheyenne. It annually attracts spectators from all of the fifty states and many foreign countries. The dates are July 16 through 19.

The California Rodeo is always worth a visit, but this year it will provide greater entertainment than ever as it joins with other parts of the county in saluting the Old Monterey bicentennial.

The citizens of Salinas inherited their love of fine horses from the Spanish dons who once occupied the area and dispensed hospitality with an open hand.

Each afternoon's performance at the rodeo grounds north of town begins with a grand entry which, by Sunday, numbers more than a thousand horses.

This year additional color will be

added by a pageant of the nine flags which have flown over the state of California since Juan Rodriguez Cabrillo first touched the coast of California at San Diego and raised the Spanish Royal standard long before the Pilgrims landed at Plymouth Rock.

In 1759 England's Sir Francis Drake brought his vessel, the Golden Hind, to anchor north of San Francisco. He raised the flag of the Cross of St. George and called the land New Albion.

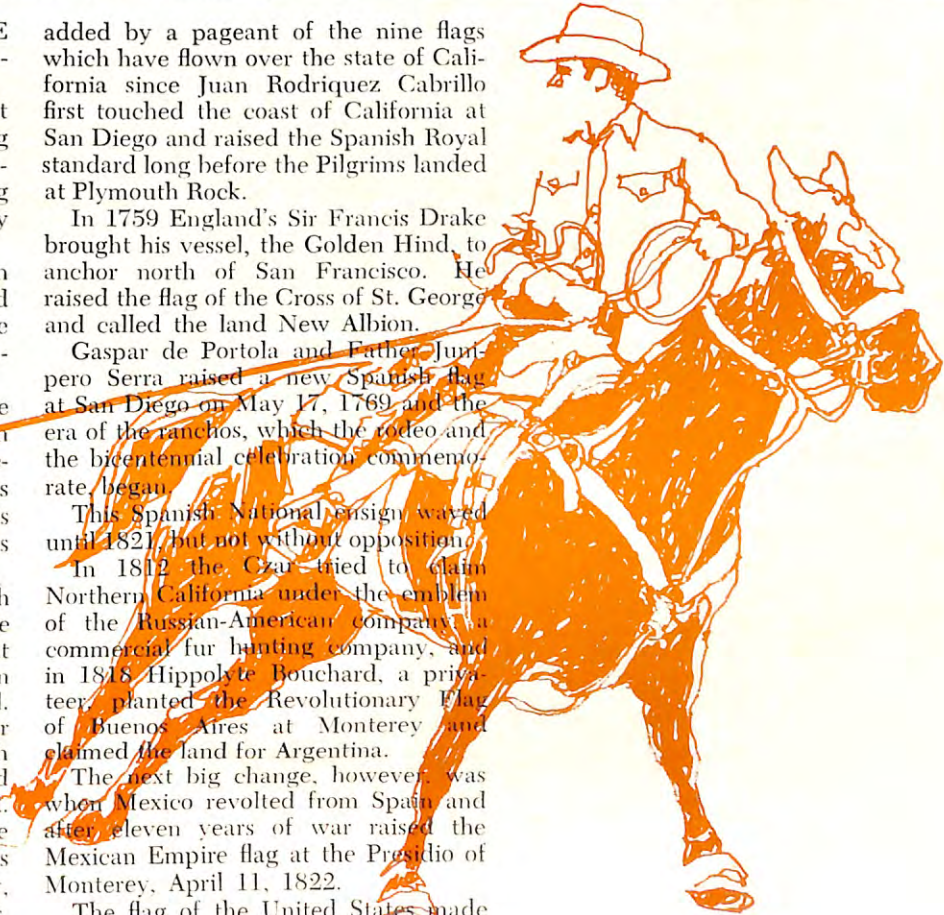
Gaspar de Portola and Father Junipero Serra raised a new Spanish flag at San Diego on May 17, 1769 and the era of the ranchos, which the rodeo and the bicentennial celebration commemorate, began.

This Spanish National ensign waved until 1821, but not without opposition.

In 1812 the Czar tried to claim Northern California under the emblem of the Russian-American company, a commercial fur hunting company, and in 1818 Hippolyte Bouchard, a privateer, planted the Revolutionary Flag of Buenos Aires at Monterey and claimed the land for Argentina.

The next big change, however, was when Mexico revolted from Spain and after eleven years of war raised the Mexican Empire flag at the Presidio of Monterey, April 11, 1822.

The flag of the United States made
(Continued on page 24)



LODGE VISITS OF
Frank Hise



GER Frank Hise presented awards to 50-year members on the occasion of his visit to Van Wert, Ohio, Lodge. The lodge was, at the time, celebrating its 60th anniversary. Winners of the award were Harry Shoop, PDD O.E. Shurtleff, PER Lee Conn and Carl P. Marsh.



GER Hise inspects the program for a dinner given in his honor at the Sheraton Plaza in Boston, Mass., by the State Association. Looking on are Grand Chaplain Rev. Francis P. Fenton, PGER John E. Fenton and SP Joseph E. Brett.



GER and Mrs. Hise recently visited Warren, Ohio Lodge to participate in the lodge's 75th anniversary celebration. Brother Hise and his wife were greeted at the airport by Jack Gregor, ER James McVicker, Mrs. McVicker and DDGER and Mrs. Nick Kovic.

SDGER Arthur J. Roy of Willimantic, Conn., GER Frank Hise, ER Jon-Paul Roden and lodge members paused for this photograph during Brother Hise's visit to Rockville, Conn., Lodge.


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NEWS

OF THE

LODGES

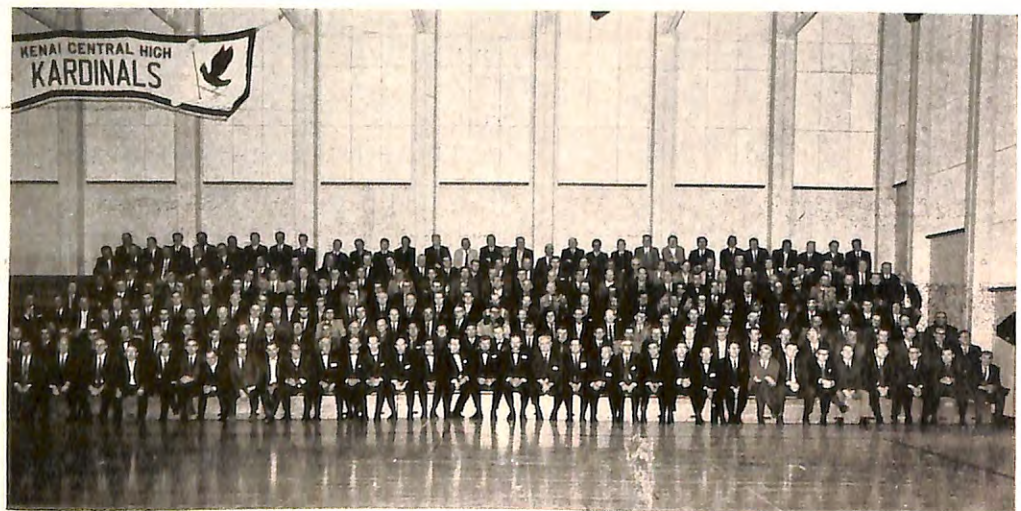


A TRIO of most distinguished Elks pose for a photo marking Georgia Elks' recent two-day meeting in Gainesville. Shown with GER Frank Hise—the guest of honor for the get-together—are PGER Robert G. Pruitt, a member of Buckhead (Atlanta) Lodge, and Georgia SP Joe Lee of Valdosta.



AMONG ELKDOM'S most outstanding recent events was the institution of Federal Way, Wash., Lodge No. 2431, which prompted a large turnout of "Western" Brothers for the ceremonies. Dignitaries in that category, shown as they paused for a photo marking the historic occasion, are (from left) DDGER Floyd V. Carpenter, Kelso; DDGER Norman T. Galloway, Naval (Port Angeles); GER Frank Hise; PGER Horace R. Wisely; DDGER G. Clifford Whittle, Seattle, and DDGER Larry Jon Miller, Colfax. The "baby" lodge came into the Order with a charter membership of 2,431 to match its lodge number; a large group of candidates initiated shortly after the institution brought the total lodge membership to approximately 2,800.

A SECOND ceremony, miles away in the 49th state, marked the institution of Alaska's Kenai Lodge No. 2425. Posing for a photograph are the approximately 300 Brothers who made up the new lodge's charter membership. PGER Horace R. Wisely headed a large delegation of dignitaries and Elks from throughout Alaska, who were on hand to welcome the state's 14th lodge. The ceremony was conducted by PDD Louis Odsather, Anchorage, with an assist from PDDs Hal Gilflen, Seward; Harold J. Dunn, Palmer, and Leon H. Johnson, Kodiak.





DAVENPORT, Iowa, Lodge's annual Pancake Supper for the benefit of handicapped children and adults—a delicious tradition now in its sixteenth year—prompts this gathering of Elks who help make the worthy event possible: (from left) Brother Richard Froeschle, youth activities chairman; Davenport Mayor John Jebens, who has lent his expert hand to batter-mixing for all 16 pancake suppers; Brother Ralph Keene, social and community welfare chairman, who originated the suppers; PER and SP Clarence E. Weber; PER R. G. Murphy, and ER William H. Hintze. The occasion also served to honor Brother Keene, who is stepping down after 20 years as committee chairman; his "career" includes many awards for service, as well as Honorary Life Membership in Davenport Lodge.



TWO CHECKS for \$1,000 each bring smiles of pleasure to a group of Holyoke, Mass., Elks who display the checks before presenting them to the Holyoke Boys Club and the Sunshine Village for Retarded Children. The Brothers whose hard work helped make the donations possible are (seated) Victor Provost, chairman of the Boys Club Building Fund, and Joseph Casey, chairman of the Sunshine Village Building Committee, and (standing) PER Michael J. McIntyre, chairman of the lodge Ways and Means Committee; ER Edward J. Suleski Sr., and PER and Treas. Samuel A. Brunelle.



A HEARTY HANDSHAKE from Nevada, Mo., ER Merl Fellows (third from right) welcomes a most distinguished visitor to Nevada Lodge: PGER Edward W. McCabe, recently named Grand Lodge sponsor for the state of Missouri. Joining in the lodge's welcome to Brother McCabe are (from left) Esq. George Schwenk; PER Leon Emery; PDD and former Grand Esquire H. H. Russell, Warrensburg; PER Roy Brown, and Est. Lead. Kt. Herman Hendrix.

A \$1,000 CHECK for the Newington Children's Hospital—Connecticut Elks' major project—is presented by West Hartford PER and Trustee John L. Pipoli (right), lodge hospital chairman, to Brother and Dr. George A. Cailouette (left), Willimantic, state major projects chairman. Lending their smiling approval of the exchange are Grand Treas. Edwin J. Maley, a New Haven Elk and member of the board of directors for the hospital, and West Hartford Deputy Mayor Arthur Fay, who witnessed the presentation.

A NEW power sewing machine is presented to the Dempsey (Conn.) Regional Center for use in the center's Putnam Workshop by Danielson, Conn., ER Walter R. Kozlow (second from right). Accepting the gift—part of a donation of more than \$1,000 worth of equipment by the Elks—is Mr. Everett G. O'Keefe (second from left), director of the center. Looking on are Danielson Brothers Wayne Rettig and William E. Chapman, co-chairmen of the lodge's crippled children's committee. The equipment will aid retarded adults in learning skills for community employment placement.





A HANDSOME FOOTBALL—autographed by players and coaches of the Toledo (Ohio) University "Rockets" football team, Tangerine Bowl and Mid-America champions—is presented to Toledo ER Edward J. Monahan (second from right) by Mr. Frank X. Lauterber, Toledo University athletic director and head coach of the "Rockets." Observing the presentation are Trustees Chairman Fred Lees (left) and PDD and PER William F. Fox, chairman of the program. The football will be placed on exhibit at Toledo Lodge.



A STEAK dinner—Danville, Va., Lodge's annual tribute to its Past Exalted Rulers—prompts ER Kenneth D. Phelps (third from right) to share photographic honors with a group of PERs who were feted on this occasion: (from left) C. A. Prescott, J. Blair Kerns; B. P. Kushner; William L. Gibson, and J. Paul Williams. The honorees shown were a portion of the 26 PERs who assembled for a vote of thanks from fellow lodge members.



A \$1,000 CHECK is presented by Sheridan, Wyo., PER Stanley A. Kuzara (left), an officer of the International Association of Turtles, Inc.—donors of the check—to ER William J. Kupper, for presentation to the Elks National Foundation. The "Turtle Club" has contributed more than \$100,000 to various charities, including a total of \$3,200 to the Foundation.

A QUARTET of Alameda, Calif., Elks bear witness as ER Donald L. Landreth (seated, right) officially signs a resolution aimed at combating the drug abuse problem in the area. Watching the signing are (seated) Secy. and PER Paul R. Krausse; Est. Loyal Kt. Richard Thomas; Est. Lead. Kt. Mark Happ, and Est. Lect. Kt. Bill Wehr. The resolution calls for public support of drug-control measures, and pledges \$25 per month, for six months, to the Alameda Love Switchboard, an organization of five adults and 17 young people, who are attempting to provide a free community information center on the hazards of drug abuse.

A CHECK from the Maine Elks Association to purchase bowling shirts and trophies for the Loring Air Force Base Junior Bowling Association, Limestone, Me., is presented by Maine SP Donald H. Ireland (third from left), Presque Isle, to Col. William C. Cridland, 42nd Combat Support Group Commander, and Mrs. Gerald Smithers, president of the bowling association. Witnessing the exchange with obvious pleasure are Mrs. Cridland; Mr. Norman Peterson, bowling center manager, and Barre, Vt., Brother Donald Cheney, recreation director. Col. Cridland is also an Elk; his assignment at Loring AFB takes him many miles away from his own Carmichael, Calif., Lodge.





A MOST DISTINGUISHED guest of Laurel, Md., Elks—Lt. Gen. Lewis B. Hershey (second from left)—pauses for an informal photo during his visit to the lodge for a recent patriotic observance. With General Hershey are (from left) Maryland State Trooper James Henkel, guest speaker for the occasion, PER Robert E. Solan, and Brother Benjamin Williams, youth activities chairman. Approximately 150 Elks and their guests turned out to welcome Gen. Hershey and participate in the interesting program.

LODGE NOTES

ENCINITAS, Calif. The annual reunion of the USS *Bunker Hill* CV-17 will be held in St. Louis June 26 through June 29, 1970.

Anyone who served on board the Bunker Hill CV-17 during her tour of active duty—from Dec. 7, 1942 until Jan. 9, 1947—is asked to contact: Bob Cox, Reunion Chairman, 6550 Ponto Drive Space #64, Carlsbad, Calif., 92008. Requests for more information should also be addressed to Brother Cox.

INDIO, Calif. A 23-inch console color television set, donated by one of the lodge members with the stipulation that the set be used to obtain money for charity, was recently the prize in a cerebral palsy donation drawing. More than \$1,500 was collected and is now part of a savings account to be used in the next piggy bank march.

OCALA, Fla. Youth Leadership awards—\$50 bonds—were presented recently by Ocala Elks to two local students, Cathy Yantes, a senior at Ocala High School, and Richard Stout, a senior at Lake Weir High School.

The awards were presented on the basis of their outstanding records.

NEWBURYPORT, Mass. A “first” for Newburyport Lodge—the installation of a son as Exalted Ruler by his father, a Past Exalted Ruler—took place recently. PER Nishan Zartarian had the honor of installing his son, Richard, as Newburyport’s new Exalted Ruler.

After the ceremony, the senior Zartarian was presented with an easy chair.

BROWNSVILLE, Tex. Winners of the Elks’ “What America Means to Me” poster contest were announced recently by Brothers Dale Keubke and Milton J. Kirby, co-chairmen of the event. The winners, by division, were: first division (grades 1-2)—Sylvia de Leon, Ebony Heights School; second division (grades 3-4)—Edna Rodriguez, Cromack School, and third division (grades 5-6)—Jan Florence, Stell School. The proud recipients of the award, their families, and their classmates received tickets to a recent performance of the Cavalcade of America Show.

WARREN, Ohio. Students of the Mary Louise Megert School of Dance, Niles, sponsored by Warren Elks, presented a program of dancing and comedy recently for 200 patients at the Cleveland VA hospital and 450 patients at Breckville VA hospital. Lodge members also donated a number of playing cards, books, and record albums to the Cleveland hospital.

MILFORD, Conn. “Vietnam Veteran’s Salute,” held recently by Milford Lodge members, signaled the inauguration of a program honoring returning servicemen from Milford. The “salute” was the first in a planned series of monthly patriotic programs by the lodge.

Sgt. Thomas Krusewski, Sgt. Edward Cronin, and Sgt. Robert Coniff—all recently returned Marine Corpsmen from Milford—were the guests of honor at the inaugural dinner. Milford Chaplain Dudley Costenbader spearheaded the affair.

VENTURA, Calif. Lodge members mourn the loss of Brother Erle Stanley Gardner, 81, well-known author and lawyer, who died recently at his ranch in Temecuela.

Brother Gardner was a charter member of Ventura Lodge and active in the organization. He also founded the “Court of Last Resort.”

He is survived by his widow and long-time secretary, Jean Bethell Gardner.

Reverend William Gilbert, a close friend of many years standing, officiated at the funeral.

BOONVILLE, N.Y. A “first” occurred recently at Boonville Lodge, when three proud fathers had the honor of attending the initiation of their sons. They are PER Francis Tasier, who assumed the role of ER and initiated the class; Brother Steve Tompkins, and Brother Preston MacDiarmid Sr. The new Elks are Roger Tasier, Jack Tompkins, and Preston MacDiarmid Jr.

MOUNT VERNON, Ohio. Lodge members were deeply saddened by the recent loss of Secy. Albert C. Hofmann. He had held the position of lodge secretary for 39 years.

Brother Hofmann is survived by his widow, Pearl.

NORTH ATTLEBORO, Mass. A group of 237 Elks and their guests attended the first annual Father-Daughter banquet, held recently by lodge members. Good food, supervised by Brother Bill Schaefer and his “crew,” and an impromptu dance contest for the girls highlighted the evening’s activities.



THE RECENT official visit of New York SP and Judge George J. Balbach (center) to Fulton Lodge prompted the presentation of Elks National Foundation certificates to two Fulton PERs—Nicholas Hopman (left) and James B. Hanlon (second from right). Joining the honorees and Brother Balbach, a Queens Borough (Elmhurst) Elk, are Fulton ER Otis Dubuque (left) and DDGER Norman A. Manor, Oswego.



FAMED ENTERTAINER Fred Waring (left) shares a friendly chat with Wichita Falls, Tex., ER J. C. Mann on the occasion of a recent performance at Wichita Falls Lodge. Proceeds from the highly successful affair were earmarked for the lodge's various charity programs.



A CLASS of 216 candidates initiated recently into Corvallis, Oreg., Lodge in honor of GER Frank Hise, a lodge member, strike a semiformal pose at the close of the ritual welcoming them into the Order. The class, which also included 20 transfer members and 10 reinstatements, was the largest ever initiated by Corvallis Elks.



LIMA, Ohio, PER Richard B. Taylor (left), president of the Ohio Council of Fraternal and Service Organizations, presents a citation to Sidney, Ohio, PER and Secy. John D. Quinn, who was named "Fraternalist of the Year" by the organization. Brother Quinn, a Past State President of the Ohio Elks Association, was lauded for his contributions to Elkdom and several other organizations.



A PROUD GRANDFATHER—Elizabeth, N.J., Brother Francis J. Kirby (second from left), a resident of the Elks National Home in Bedford, Va.—applauds the fine accomplishment of his granddaughter, Eileen Kirby of Bayonne, N.J., who displays her brand-new college diploma from Ohio State University in Columbus, Ohio. Sharing the happy family moment are two admiring Elks: Virginia SP Doral E. Irvin (right), Lynchburg, Superintendent of the Elks National Home, and Grand Trustee E. Gene Fournace, a member of Newark, Ohio, Lodge.



A HANDSOME KEY to the city of Stuart, Fla., is presented to a smiling GER Frank Hise and his wife, Jerry, by Stuart Mayor Kenneth Stimmel. The key presentation coincided with a reception and luncheon given in honor of Brother Hise during his recent visit to Stuart-Jensen Lodge.



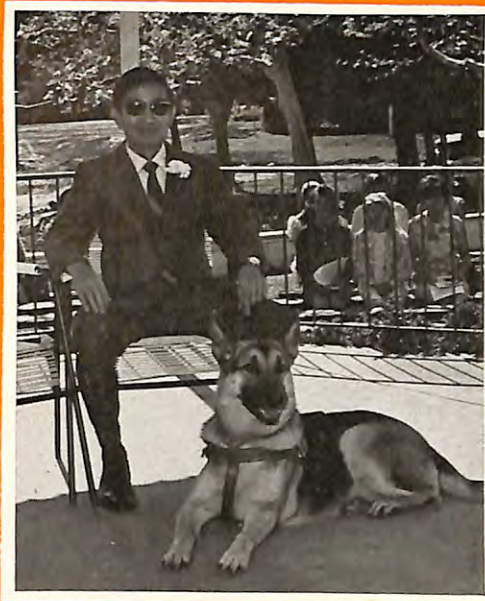
A PRETTY poster girl—Laura Catani, theme child for New Jersey Elks' crippled children's seal campaign—is the center of attention at a recent charity ball held at Orange, N.J., Lodge. Helping introduce Laura to the many Elks attending the affair are (from left) Grand Est. Lect. Kt. William J. Windecker, a lodge member; ER Benjamin L. DelVento; PER Stephen Fedor, and Est. Lect. Kt. Ben L. Spinelli. Proceeds of the ball are slated to aid many other youngsters like Laura, who are immeasurably benefited by the Elks' generosity.

LEBANON, Oregon, PER John J. Smith presents a check for \$60, on behalf of the lodge members, to Mr. Clay Myers, Secretary of the state of Oregon. The contribution was slated to help purchase and send state flags to servicemen stationed overseas; of the more than 1,600 flags provided since the program was begun, 21 have been received by servicemen from Lebanon.



VIETNAMESE SOLDIER OBTAINS GUIDE DOG

A quiet moment at Merced, Calif., Lodge finds "Kip" poised alertly at the feet of his proud new master, Nguyen Hoai Nghia, as they wait to receive formal introductions to some of the many Brothers who helped bring them together at the Guide Dogs for the Blind school in San Rafael.



THE 1,500 BROTHERS who comprise Merced, Calif., Lodge No. 1240 take great pride—and deservedly so—in their latest project, a "first" for Elkdom.

Thanks to a cooperative venture between the Merced Elks and the U.S. Army, a blind South Vietnamese ex-soldier recently acquired a guide dog—marking the first time one of the animals has been permitted to go outside the United States.

Nguyen Hoai Nghia, 30, recently claimed possession of "Kip," a young German shepherd, after months of effort on the part of Merced ER W. G. "Dub" Davenport and his fellow lodge members.

Nghia's need for a dog was brought to the attention of the Elks by Merced Brother Smokey Marks, an engineer working in a civilian capacity in Saigon. Brother Marks had observed the young veteran—blinded by a land mine in 1963—going to and from his

translator's job with RMK-BRJ Construction Co., the American firm in Saigon with which Brother Marks is employed. He learned that Nghia had entered school after being injured and had persisted in learning English through the use of tape recordings. He had then applied for his position as translator, winning out over eight other applicants.

Following Brother Marks' appeal for a guide dog to assist Nghia in negotiating the crowded streets of Saigon, ER Davenport contacted the Guide Dogs for the Blind school in San Rafael, Calif. There he learned that blind individuals selected to receive dogs—which are given to the owner, but remain the property of the school—must undergo a four-week training course at the school in San Rafael.

It was further explained that the dogs must remain in the U.S. so that periodic checks can be made on their
(Continued on page 48)

A host of California dignitaries—and four lovely ladies—surround Nguyen Hoai Nghia (standing, fifth from left) at a recent fund-raising dinner sponsored by Merced, Calif., Lodge to benefit Guide Dogs for the Blind, Inc.—donors of Nghia's dog, "Kip." With Nghia are (standing, from left) County Supervisor Pete Nordman; ER-elect Hubert Trindade; Mayor and PER James H. Vaughn; PGER R. Leonard Bush; ER W. G. "Dub" Davenport; Mr. Dave Keith, assistant director of Guide Dogs for the Blind, Inc.; Mr. Benny Larsen, executive director of the organization; Mr. Hap Hayman, field investigator; Mr. Tom Ainsworth, Nghia's instructor; Brother Decker Gaestel; Trustee Howdy Cullen, and (seated) Mrs. Trindade; Mrs. Bush; Mrs. Davenport, and Mrs. Cullen.





A FOUR-MAN "committee" of California Elks share the welcoming honors for SP Paul E. Haines (center), Pasadena, during his recent official visit to Orange Lodge. The greeters are (from left) Orange ER Robert J. Corcoran; VP Henry Lorenz, Anaheim; DDGER Jay C. Walker, Newport Harbor, and PDD Oscar W. Stutheit, Orange. Brother Haines and his wife were met at the city limits by a police escort and welcomed to the lodge by a host of Brothers, including the neighboring Anaheim Elks Fun Band.



A QUARTET of Plainfield, N.J., Elks gathered recently at the home of PER E. Herbert Dobbs (second from left), the lodge's oldest living Past Exalted Ruler, to present him with a 50-year pin. Shown with Brother Dobbs at the presentation are (from left) PDD and PER Harrison S. Barnes, a former GL New Lodge committeeman; DDGER and PER William A. Young; Plainfield ER Harold J. Johnston, and PER James E. Parker, secretary of the PERs Association. Brother Dobbs served as Exalted Ruler of Plainfield Lodge for 1924-1925; during his administration, Plainfield became the "mother lodge" of Dunellen Lodge No. 1488.



A "SURPRISE" letter of greeting from Pratt, Kan., Brother William F. Lee is examined by Lakewood, Colo., ER Gordon W. Buist (right) and Secy. and PER Clement R. Hackethal Jr. The letter, enclosing a deflated balloon, returned greetings accidentally sent to the Kansas Elk when a bunch of balloons carried off from a Lakewood Lodge children's party broke free and traveled some 400 miles to lodge in a fence at Brother Lee's Kansas ranch, creating a probable "first" in ways to extend greetings to faraway Brothers.



A QUARTET of visiting dignitaries from Tennessee—PGER Edward W. McCabe and his wife, Maggie, and SDGER Ted Callicott (right), of Paris, Tenn., accompanied by his wife—share a chat with a group of Illinois "welcomers" who were on hand for the visitors' arrival at Cairo, Ill., Lodge. Members of the greeting party include (from left) Cairo Mayor Pete Thomas and Mrs. Thomas, and DDGER George Cave, a Cairo Elk. The McCabe party visited Cairo Lodge after attending institution ceremonies for Dexter, Mo., Lodge.

A FESTIVE OCCASION—Mount Holly, N.J., Lodge's Past Exalted Rulers Night, especially honoring PER and PSP Michael A. Meany Sr. (not shown)—proved a strong drawing card for this group of New Jersey PSPs, shown as they assembled with Mount Holly ER Timothy W. Ahearn (standing, third from right) for a photo marking the event. The PSPs pictured are (seated) Edmund H. Hanlon and Floyd S. Gray, Red Bank; a special guest, Mount Holly Mayor Phillip Gallagher; Charles H. Maurer, Dunellen, and (standing) George I. Shaw and Edward J. Griffith, Camden; Charles A. Hotaling, Red Bank; Harrison S. Barnes, Plainfield, and H. Edward McClaskey, Trenton.





A YOUNG cardiac patient at the Elks Aidmore Hospital in Atlanta, Ga., the state's major project—Randy Smith, of Denton, Ga.—flashes a happy smile during a friendly chat with GER Frank Hise, his lovely lady, and PGER Robert G. Pruitt. Brothers Hise and Pruitt—together with PGER John S. McClelland, state officers, and members of the hospital's board of trustees—recently visited the hospital for a view of the fine work being done with the help of Georgia Elks.



SENIOR STUDENTS from five area high schools were recently treated by Great Neck, N.Y., Elks to a trip to Albany for a glimpse of the New York legislature in action. Shown with a group of the youngsters who made the journey are (foreground, from left) Great Neck Secy. Albert S. Aigner; ER Richard L. Cordes; Brother James A. Stanley; New York Lt. Gov. Malcolm Wilson; state Sen. John D. Caemmerer; PER and Assemblyman Vincent R. Balletta Jr., and DDGER Louis C. Weniger, a lodge member. The day-long study of government-in-the-making was followed by a tour of the impressive Capitol.



A WARM WELCOME to St. Petersburg, Fla., Lodge is given SP and Dr. R. Lamar Johnston (second from left), Vero Beach, upon the occasion of his official visit. Extending the lodge's hospitality are ER Alton W. Smith and VP Edward T. Lynch, a lodge member (second and third from right, respectively); joining them, two other special guests—DDGER David L. Luikart of New Port Richey Lodge and state Sgt.-at-Arms Gordon Johnston of Vero Beach.



A KEY to the City of Warrensburg (Mo.) is presented to a most distinguished visitor—PGER Edward W. McCabe—by PSP and former Mayor H. H. Russell, a Warrensburg Elk. The presentation—followed by a lodge banquet at which Brother McCabe was named an honorary citizen of Warrensburg—marked the conclusion of the PGER's recent tour of eight lodges in the state's Southwest District. The touring party included PGER and Mrs. McCabe; Brother Russell; PDD and Mrs. Galen V. Marr, and ER Kenneth P. McNeel, Warrensburg.



A RECENT initiation ceremony at Walla Walla, Wash., Lodge proved to be an unusually interesting one for Brother Gerald L. Maher (standing, left), who had the pleasure of seeing three sons welcomed simultaneously into the Order. Sharing a photo with the proud father and three new Elks—Gerald, John, and James Maher—is Walla Walla ER Arthur A. Schoessler.

News of the Lodges
(Continued on page 42)

A Statement by Grand Exalted Ruler Frank Hise:

Membership Requirements of Benevolent and Protective Order of Elks of the United States of America

THE ORDER OF ELKS is increasingly concerned over the failure of public officials on all levels, and even some of our own members, to recognize that the First Amendment to the Constitution of the United States of America guarantees the citizens of our Country the right of freedom of assembly.

In 1968 at the Centennial Convention in New York City, the Benevolent and Protective Order of Elks overwhelmingly voted down a proposal to change its membership qualifications by eliminating the word "white." Of the more than 2500 delegates, only about 20 voted in favor of this Constitutional change. Those who made the decision, after debate, represented the more than 2000 subordinate Lodges. No small group settled the issue and obviously, no one section of the Nation was dominant in the rejection.

Within Elksdom itself, there are only a few members who conscientiously believe that a change would be desirable. There have been rare instances when members, skirting their obligation as Elks not to use their membership for business or commercial purposes, have shamefully expressed views on the subject intended only to enhance their own political fortunes.

The fact is that most of the pressure for change in this membership qualification is coming in tiresome frequency not from within the Elks but from outsiders who seem to believe that we, as individuals, and as Elks, do not have a legal right of choice regarding those with whom we associate. They choose to ignore the fact that membership in the Elks is a personal social privilege. It cannot be purchased on the market; it is not a property right; nor does it involve such civil rights as voting, education, housing, or employment. The Elks is not a public conveyance that anybody can hop aboard. One has to be proposed—invited—to become a member!

For 23 consecutive years, the Order of Elks has enjoyed an annual membership increase and the total has now exceeded the million and a half mark. This in itself indicates that our fraternity has a meritorious membership format which attracts American gentlemen to our fellowship.

The crux of the entire matter of membership qualifications can be summarized in a single word, freedom—specifically, the freedom of a man to associate with whom he pleases, where he pleases, when he pleases—the right, in simplest form, to exercise the Constitutional guarantee of freedom of assembly. This right of private association is interwoven throughout the entire social framework of our land.

The right of private organizations such as the Elks, and most of the other fraternal orders, to set their own membership rules has been affirmed by the U.S. Supreme Court. Justice Harlan said in "Civil Rights Cases" (1883) 109 US 3:

“. . . Government has nothing to do with social, as distinguished from technically legal rights of individuals. No government ever has brought, or ever can bring, its people into social intercourse against their wishes . . . no legal right of a citizen is violated by the refusal of others to maintain merely social relations with him, even upon the grounds of race.”

This landmark case emphasizes that there is a vast difference between "civil" rights and "personal" or "private" rights, in spite of the attempts these days to confuse the two.

In *Bell v. Maryland* (1964) 378 US 226, Justice Goldberg held that

“. . . it is the Constitutional right of every person to close his home or club to any person or to choose his social intimates and business partners solely on the basis of personal prejudices, including race. These and other rights pertaining to private association are themselves constitutionally protected liberties.”

There are other important court decisions pertaining to this and to related subjects. Reference is also made to *U. S. v. Cruikshank*, 92 US 542 and *Evans v. Newton* (1966) 382 US 296.

In applying and exercising this right of freedom to choose one's associates, various organizations in our society set up membership qualifications or rules to join or associate. There is nothing illegal or even objectionable in this. There appear to be rules for joining or belonging to almost everything that is organized—even to becoming a citizen of the United States.

The Order of Elks has membership rules or requirements for those accepted to associate with it. There is nothing unconstitutional, unusual, or un-American in this.

The rules of the Order require that members be citizens, adults, and male; of sound mind and body; and of good character. No offense is intended toward noncitizens, minors, women, or the unfortunate who are not of sound mind, body, or character.

When the Elks require belief in God, no quarrel is



made with those who do not believe. When the founders of our Order preferred to associate with members of their own race, their intent was not to condemn nor downgrade persons of other races. There is no intent by today's membership to condemn or downgrade other races when it votes to uphold the existing requirements.

When Elks choose not to associate with Communists or subversives, they are exercising the right of free men to associate with whom they please.

The Elks are doing with regard to adherence to selective membership rules exactly what many other good and patriotic organizations, including military, church, union, and racial groups, are also doing—and have a perfect right to do! The right of free choice of association is an important part of our American heritage. We seek to preserve and protect this right for EVERYONE and ask only that others respect and honor that right for our fraternity.

Despite the basic issue involved, there have been attempts to strip lawful rights from fraternal orders by denying beverage licenses, the use of public buildings, and other privileges. Forgotten, or purposely ignored, in this ill-founded approach is the fact that members of the Elks pay their just share of taxes in order to provide for and benefit from public facilities available to all. The exercise of the right of free men to choose their associates is no legal reason to deny any organization the rights granted to other citizens or organizations. There are a number of cases in point which have been decided by the courts.

We refer particularly to the cases of *Herbert A. Jones v. Richland (Washington) School District No. 411*, Superior Court case for Benton County, Cause No. 21803; *Civil Liberties Union of Southern California v. Board of Education of Los Angeles*, 359 Pac. 2d 45; and *Danskin v. San Diego Unified School District*, 171 Pac. 2d 885.

Within the limits of Elkdom's means and talents, the Order has always stood ready to help any human being in need. The Benevolent and Protective Order of Elks has a long history of aid to those in need, without regard to the race, color, creed, or national origin of the recipients.

Throughout the land, Elks aid crippled children; support Scouting, Little League, camping, and other youth activities; build playgrounds and hospitals; provide therapy for cerebral palsied and other physically handicapped children; bring comfort and aid to maimed and wounded veterans in hospitals; provide funds for needed medical research; and grant many thousands of dollars in scholarships and other

assistance to deserving young people.

In their philanthropic work, the Elks through their subordinate Lodges, and not including the huge sums distributed by the Elks National Foundation, expend nearly nine million dollars annually; and again we say that this is done completely without regard to race, color, creed, or national origin. And we will continue to do so!

The Order of Elks has vigorously supported our government, its laws, and principles. We strongly resent slurs cast upon our Order or references to our membership qualifications as being un-American. Our patriotic record is beyond reproach and might well be emulated by some of those now criticizing our Order because we continue to believe in our Constitutional right of freedom to choose our associates as one of the important principles underlying our American heritage.

The Order of Elks makes valuable contributions to the American way of life. The reason for the long history of success of our fraternal Order lies in the fact that we practice and live by our Charitable and patriotic principles. The existence of our Order has never adversely affected the livelihood or ability of a nonmember to strive for and reach whatever goal he or she may seek—whether it be educational, moral, spiritual, or economic.

The Elks are a strong force for good in hundreds of communities throughout our Nation. We will continue to support our government, aid law enforcement, and carry out our charitable and youth activities as we have in the past with increasing strength and vigor.

In return, we demand the right to work out our destiny without outside interference.

The Elks alone will make the decision on proposals to change our membership rules. We will not be pressured or coerced by civil or human rights groups, politicians or political opportunists, racists, troublemakers, or do-gooders who are not members of the Order.

This statement is made to clarify our position with regard to our "white" membership qualification. It is made for the information of all our members so that they will not be misled by those who challenge it. As long as no one outside our membership is legally injured, our membership rules are the business of the Elks, and it is the business of no one else how we choose to pick our fraternal associates.

As Grand Exalted Ruler, I am committed to uphold the decision of the Grand Lodge and the laws of our Order, and this I do.

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(Continued from page 11)

its first appearance in 1844 when it was raised by John Fremont, a captain of the United States Topographical Engineers who explored California from 1844 to 1846.

In 1846 disgruntled American settlers raised the first Bear flag which proclaimed California an independent republic. Today the Bear flag waves beside the Stars and Stripes from the top of the timers' stand at the rodeo grounds.

The Stars and Stripes was the flag which greeted the pony express riders who, starting in 1860, in eighteen short months built up a legend that will always be a colorful part of the West's early history.

In tribute to their horsemanship and bravery Pony Express races will be held each day of this year's California Rodeo, vying for the attention of the audience with the thoroughbred races, barrel races, trick riders, and contract acts which make the Rodeo unique.

The California Rodeo is the only rodeo in the world which presents a continuous program of horse events on the track surrounding the arena, simultaneously with the cowboy contests.

At this writing negotiations are well underway to bring the internationally famous Charras de Escaramuza to Salinas as part of the track program. This is a group of young horsewomen from Mexicali who execute intricate drill maneuvers riding side-saddle and wearing the colorful costumes of Mexican revolutionary days.

The cowboy contests match the pick of the nation's rodeo hands against the roughest stock obtainable in the states of Oregon, Washington, and California.

In addition to the standard events of saddle bronc riding, bareback bronc riding, bull riding, steer wrestling, and calf roping, which rodeos sanctioned by the Rodeo Cowboys Association must include, the California Rodeo presents team roping, wild cow milking and the wild horse race.

Tickets for the California Rodeo may be obtained by writing Mr. Ed Kelly, Ticket Chairman, P. O. Box 1648, Salinas, Calif. 93901. All seats in the 17,000 capacity grandstand are reserved. They are priced at \$4.50, \$3.50 and \$2.50 for adults with \$1.00 off for children under twelve in each price range.

Performances begin promptly at 1:30 P. M. each afternoon.

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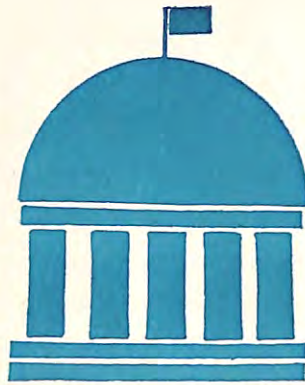


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**AROUND
 WASHINGTON**

OUT OF THE MOUTH of a 10 year old boy making one of the conducted tours of the Federal Bureau of Investigation came one of the best crime editorials of the year. The FBI agent in charge was explaining an exhibit of the 10 most wanted criminal fugitives. The youngster asked "Do you really want those men?" The FBI man replied that such indeed was the case. "Well," said the lad, "Why didn't the police keep them when they took their photographs?"

A KIND WORD FOR VULTURES comes from Assistant Secretary Leslie L. Glasgow, who bosses the Interior Dept.'s programs for fish, wildlife, parks and marine resources. Their numbers are declining. Dr. Glasgow blames this on what he calls the "knee-jerk distaste" for vultures, reinforced by movies portraying the birds as symbols of evil. Actually, "They perform a useful role in cleaning up decay," he declares. "They are not known to spread disease and seldom attack livestock." He points out that Mexican villages depend upon "Zopilotes" for sanitation disposal and protect vultures by law and custom.

FALSE BOTTOMS built into suitcases, handbags and motor vehicles continue to be the favorite hiding places used by dope smugglers, the Customs Bureau reports. Men often sew the drugs into shoulder pads of coats while women favor taping plastic bags of narcotics to their bodies.

NOBODY BUT NOBODY in the Nixon Administration wants to write a memo ordering everybody else to quit writing all those bureaucratic memos that threaten to drown the government in a sea of blue slips, pink slips, white slips, yellow slips. From the President on down, the top echelons are gritting their teeth over the volume of memoranda circulating through government offices. But it was decided that the official who would have to sign a no-memo would be laughed out of town. So the anti-memo drive is being carried out ver-

bally and the word-of-mouth instructions are "Kill those memos!"

PROSECUTING SHOPLIFTERS can be an expensive, time-consuming job. In one extreme case, a Washington store found it took 74 hours waiting time in court of one of its security guards before a suspect's case came up. So 10 major stores hired a retired policeman to stay in court and watch the progress of the various cases. He then calls the required witnesses when their suspects are scheduled to appear. The new plan is getting a three month trial. If it works, the service will be offered to other retailers. The theory is that there is little point to apprehending shoplifters if prosecution isn't successfully carried through.

"PRAYER BONES" is the phrase Treasury Secretary David M. Kennedy uses to describe his knees. A big wheel in the Administration, Kennedy recently acquired one of those exercise wheels. "I get down on my prayer bones and push the wheel as far in front of me as I can," he says. "Then I pull it back again. It's the best exercise in the world. It stretches every muscle in the body." Now if somebody would only invent a dollar wheel, we'd all get down on our prayer bones.

VICE PRESIDENT AGNEW'S PICK-UP in popularity can be attributed to his ability to state what is in the minds of Americans as he did when he asked those who argue for specialized "quotas" in college and university admissions: "When next you are sick, do you wish to be attended by a physician who entered medical school to fill a quota or because of his medical aptitude? When next you travel by jet airplane, do you want to go in a plane designed by engineers selected to fill a quota or by aptitude? When next you build a house, do you want an architect selected for architectural school by aptitude or by quota?" Most Americans know how they would answer the Vice President's questions.

FATHER'S DAY SPECIAL

The Halvorfold



NO WONDER they call Missouri the "Show Me State." In these days of the \$100-a-plate political dinner, Rep. William L. Hungate of that state reports that in Canton they had a political bean dinner and only charged 99 cents a plate.

AMERICA TOOK AWAY the telephone talking title from Canada in 1968, according to the American Telephone and Telegraph Co. We averaged 701 telephone conversations to Canada's 692.9 while Iceland came in third with 632 calls. The only possible explanation for this is that Americans must be raising more teen-age daughters.

A HEMLINE HIKE of one inch has been allowed for the ladies of the Air Force plus a second inch for those with pretty gams. The lower hemline limit stays at the bottom of the kneecap. The desired length is one inch above the kneecap, says the new rule, but "if a lady looks well in two-inches-above-the-knee skirts, then she should wear them, providing she has taken an honest look at herself in the mirror." Army and Marine ladies are held to kneecap hemlines but have conservative leeway, depending on individual figures. That's enough military knees—er, news—for this month.

COLLECTING STAMPS has lured hobbyists for years for many reasons. Perhaps you never thought of it also as an easy and inexpensive way to assemble your own little art gallery. An example is the four stamps in the natural history series which will be issued May 6 in New York City where the American Museum of Natural History is observing its centennial. The four scenes depicted and their titles are The Age of Reptiles, African Elephant Herd, American Bald Eagle and Haida Ceremonial Canoe (a Northwest Indian tribe).

TALKS WITH RED CHINA now underway in Warsaw will be very slow in producing results—if any. But, as the old China hands will tell you, the particular problem in negotiating with China—and this is putting Communism to one side—is that she is completely without experience in dealing with equals in foreign affairs. China always has been dominant or dominated.

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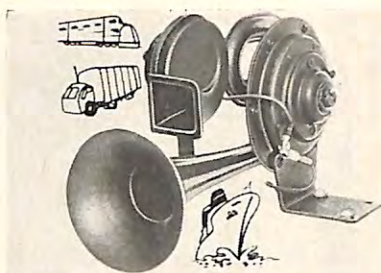
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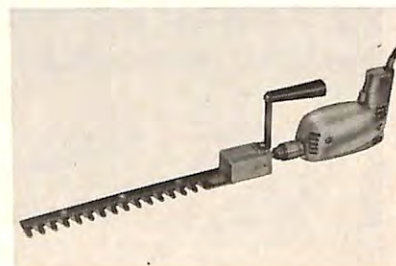
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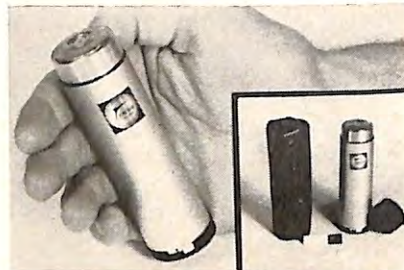


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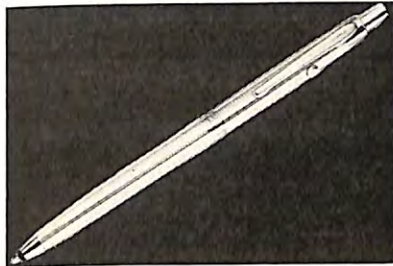


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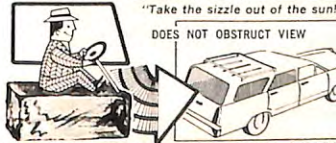
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Display treasured snapshots on this revolving photo file. No gluing or mounting. Photos up to 3½" x 5½" slip into protective see-thru windows suspended on walnut wooden base. Envelopes for 160 pictures are included. \$10.95 plus 85¢ postage. Deluxe model (not shown) has round wooden base, 2" wooden turning knobs, plexiglas frame, envelopes for 240 pictures. \$17.95 plus 85¢ postage, either model holds up to 400 photos. Envelopes for each additional 32 photos are \$1.00.

FERRY HOUSE, Dept. E-670, Dobbs Ferry, N.Y.

MAN-MADE POLYMERIC
**NEW PRICE
SHOES**



SAY
"the END"
to \$15 to \$30
SHOES

2 PAIR FOR **14.95** WE PAY POSTAGE

TAKE YOUR CHOICE OF FOUR STYLES

CASH IN NOW on these Extraordinary Savings! The day of the high priced shoe is over. Folks are paying many dollars less than ever before, thanks to the miracle new "polymeric" shoe materials. This is no "cheap imitation" shoe. It's the real thing: the New Price Shoe that looks and feels and wears as well as any shoe you have ever worn and yet costs a fraction of the price.

WE CARRY ALL THESE SIZES!

	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	12	13
A														
B														
C														
D														
E														
EEE														

YOU'LL BE SHOCKED WHEN YOU SEE OUR SHOES

After what you've paid for shoes, you'll wonder how any such price as ours can be. Well, you get top quality uppers, good lifetime laces, life-of the shoe PVC sole and heels, flexible support shank in the arch, gentle foam heel cushions, superior gentlemen's detailing. The works! Even the new luxury linings.

IS YOUR SIZE ON THIS CHART?

Please note: At the price we sell shoes, we are not allowed to mention the famous brand name of this new shoe material. Suffice it to say it looks like top grain leather, performs even better. Why pay higher and higher prices? Get in on this astounding low price. Send in now:

TWO PAIRS FOR \$14.95



Wing Tip

We will be proud to send them to you for ON APPROVAL AT HOME INSPECTION

Your remittance refunded in full if you do not choose to wear them.

See It Yourself!

Use this Coupon!

NEW PRICE SHOES

SOONER OR LATER YOU WILL BE WEARING THE NEW PRICE SHOES

Today's new man-made shoe materials beat the price out of leather, scoff at scuffs, keep better shape, and *Never Need a Shine*. Why spend even one dollar more for shoes? Here's something NEW. Here's something PROVEN.

AS ADVERTISED IN
Life Magazine
The New York Times
Wall Street Journal
National Observer
Look Magazine
Newsweek

HABAND
Paterson, N. J. 07508

TWO PAIRS FOR \$14.95

HABAND COMPANY
265 North 9th Street
PATERSON, N. J. 07508
O.K. Gentlemen, send me the two pairs of Shoes specified at right. My remittance of \$ is enclosed.

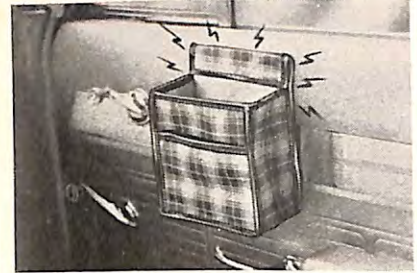
Name
Street
City & State
ZIP CODE [] [] [] [] [] []

COLOR & STYLE	HOW MANY	WHAT SIZE
Black Oxfords		
Brown Oxfords		
Cordovan Oxfords		
Black Loafers		
Cordovan Loafers		
Black Wing Tips		
Brown Wing Tips		
Black Monk Strap		

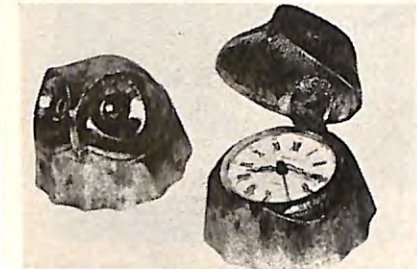
E-11

HABAND COMPANY - Operating by U.S. Mail since 1925

ELKS FAMILY SHOPPER



KEEP YOUR CAR CLEAN and highways free of trash by throwing all your litter into Magnetic Litterbag. Rubberized magnets secure 2-section caddy to any steel surface in the car without marring surface. Pretty vinyl plaid 7"x6"x3". #82172, 99¢ ppd. Get two for front and back. Breck's of Boston, H93 Breck Bldg., Boston, Mass. 02210.



OWL WITH A SECRET. Charming owl looks like an expensive paperweight but underneath the face is a guaranteed 30-hour alarm clock made by West German craftsmen. Owl Paperweight Clock is hand-cast in antique goldtone metal with handsome dials, 2 3/4" high. \$15.50 each ppd. South American Imports, Dept. EL, Box 638, Medical Lake, Wash. 99022.



A SHOWER OF CRYSTAL turns an ordinary light into a beautiful chandelier for bedroom, dressing room, halls. Choose either round crystal pendants or traditional U drops, 12-inch diameter. \$22.95. For Aurora Crystal, add \$3.00. COD charges extra. Decorative Lighting Co., Dept. EL-6, 101 P.O. Box 5482, Long Beach, Calif. 90805.



AMERICAN FLAG DECALS proclaim your pride in the U.S.A. Place self-sticking one-inch diameter American Flags on stationery, checks, receipts, car windows, anywhere. Fully colored and printed "United We Stand." 10 to a page. 110 self-sticker decals. \$1.00; 220/\$1.75; 550/\$3.50. Ppd. Patriot House, Dept. EK, Box 584, Mahwah, N.J. 07430.

Amazing New Light-weight Belt Works Like A Sauna

TRIMS WAISTLINE FAST

Guaranteed to Reduce Your Waist Measurement
in 3 days—Or Your Money Back



■ Now you can use a fast, pleasant way to slim down that bulging waistline. Men and women can get back in shape fast—just by wearing a Slim-Quik Belt and following simple directions. It begins to work so fast—it's so easy—that we say you must be absolutely delighted or we give you your money back.

How Does Slim-Quik Work?

The Slim-Quik Belt is made of a light, non-porous vinyl that keeps in heat and works much like a Sauna. All you do is place it around your waist, next to your body. It feels pleasant—supportive. Inflate it with the special tube until it is snug.

In a very short time you begin to enjoy a warm, comforting feeling. You are beginning to obtain the benefits of Slim-Quik action. Now you go through the easy exercises that enhance the benefits of the belt. That's it! You can then wear the belt for another twenty minutes or a half hour—enjoying its warm, pleasant support—remove it—measure your waistline—and see for yourself how much it has done to help you.

Easy, Fast, Pleasant

Before you know it, you will see—with your own eyes—measure with your own tape—improvements that will amaze you. And your friends will be even more impressed.

Try it. You must be delighted, amazed, and convinced after three days of this easy use—or you can send back the belt and get a full refund.

How Long Do I Use the Slim-Quik?

After you have seen how it has helped to trim and slim, you may want to use it only a couple of times a week. You decide for yourself! If you over-eat, or eat heartily, you may want to use it more often.

Special Low Price—only \$9.95

The Slim-Quik Belt could be worth hundreds of dollars to anyone with a waistline problem. But it is yours at only \$9.95. Even this low, low price is less than any other similar belt! And less than you would expect to pay for the incredible help this brings you in fast physical improvement . . . in your appearance . . . in the way you feel . . . in the trimmer, tighter, firmer waistline that will please you every time you look in a mirror.

Send Today—Look Better Fast

Rush the coupon now with your order. We have adequate supplies on hand—but the demand for this new, less expensive method of waistline reduction is great. Avoid disappointment. Send for yours now.



Mail This Handy Coupon

ALEXANDER SALES CORP., Dept. EL-670
26 So. 6th Avenue, Mt. Vernon, N.Y. 10551

Please send _____ Slim-Quik Belt(s) with complete instructions and calorie chart on your guarantee that I must be delighted with what it does for me or I may return it for a full refund.

I understand that the full price is only \$9.95 per belt (for women or men) plus 50¢ p.p. & hdlg. #6962

I enclose \$_____

Charge to: Am. Express BankAmericard Diners Club

Master Charge. Acc't. # _____

Signature _____

Name _____

Street _____

City _____ State _____ Zip _____

SAVE: Order two belts at special price of only \$17.90 plus \$1.00 p.p. & hdlg. and save \$2.00.

(N.Y. state residents please add appropriate sales tax)

#6962 SLIM-QUICK-BELT \$9.95



ALEXANDER SALES CORP.

26 South 6th Ave., Mt. Vernon, N.Y. 10551

NEW GIFT!

Relief at last for sufferers of Athlete's Foot and Fungus

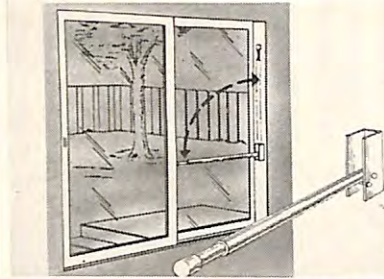
Use Peet's Electric Shoe Dryer. It dries all footwear without harming material. Fine for men's, women's, children's shoes and boots.

If you wish, wash shoes with soapy water inside, rinse. They will dry over night. Peet's perfected, controlled heat and controlled air circulation reaches all inside parts of footwear to dry softly and evenly.

Money back guarantee. Basic unit \$19.95 plus \$1 handling. SAVE \$2. Family unit \$24.95. Send check or money order to PRICE SALES, DEPT. E1, 104 Riverdale Dr., St. Maries, Idaho 83861.



ELKS FAMILY SHOPPER



BURGLAR-PROOF LOCK FOR SLIDING DOORS keeps you safe from intruders. "Safety Bar" installs easily on all sliding doors without tools or screws. Adjustable up to 50" long. Self-storing. Get one for each sliding door in your home. With instructions. \$5.98 ea; 2 for \$10.98. Add 75¢ post. The Ferry House, Dept. E-6, Dobbs Ferry, N.Y. 10522.

HAND ENGRAVED FAMILY CREST RINGS Also HAND ENGRAVED ELKS RINGS



Hand-engraved on Sterling Silver \$ 35.00
Hand-engraved on 18kt gold ring \$ 95.00
Hand-engraved on precious stones 18kt gold setting \$115.00
Choice of stone: amethyst, topaz, ruby, sapphire, bloodstone, onyx, agate and lapis lazuli. If you have a coat of arms send us drawing or description, otherwise we do the research.
ALSO CUFF-LINKS and PENDANTS—SEND FOR FREE CATALOG. Custom made by the world's finest engravers.

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DIGITAL DAY-DATE AUTOMATIC ALARM CLOCK.



Large day and date windows change every day—automatically! Modern, sophisticated clock design has luminous hour markings and hands. Gold tone dial.

Walnut case. Polished brass framing makes an elegant conversation piece and makes any other time-piece obsolete. Size: 5 1/8" x 5 3/4" x 2 1/4". Only \$17.95. (N.Y. res. add sales tax.) B. PIERRE/18-15 21st. Ave./Long Island City, N. Y. 11105.



CREWEL CREATION. It's easy to stitch this beautiful saying in crewel when you follow the instructions in complete kit. And you'll be proud to display the finished work. Includes 15" x 12" stenciled fabric, stitching needle, color print, yarn and floss. #1042, \$2.95 plus 25¢ shpg. J. Carlton's, Dept. E012, 176 Madison Ave., New York, N.Y. 10016.



WIDE SNEAKER BOOT for active men with wide feet. Imports from Sweden are lightweight, rubber soled in sizes 5-13, E through EEEEE. State shoe size. Khaki canvas (5716) or navy woven cord (5715). \$8.00 plus 85¢ shpg. Send for free catalog of 100 other styles in widths to EEEEE from Hitchcock Shoes, Inc., Hingham 11-C, Mass. 02043.



ALL PURPOSE PISTOL GRIP SPRAYER. Use this lightweight, sturdy sprayer for glass cleaner, as an ironing sprinkler, to spray garden insecticides and weed killers, for barbecue basting, many more exciting uses. One quart capacity with handy measuring lines. \$2.25 each; 3 for \$6.25 ppd. Refinishers Co., Box EA, Monterey Pk., Calif. 91754.

Congress Approves Ike Dollar Eisenhower Dollar Certain; Only Doubt Coin's Content R

Symbolic Eagle of Apollo May Appear On New Piece

Nobody in Washington was sure on Monday, October 20, whether the Eisenhower dollar would or would not contain 40 per cent silver.

Lawmakers Eye Eagle For Ike Coin Reverse

The symbolic eagle of Apollo landing on the moon—proposed by the House to appear on the reverse of the Eisenhower dollar—came in for a close, eagle-eyed legislative look as the House voted for the coin.

Coin's Metal Composition Undecided

After many days of deliberation, the U.S. Congress voted in favor of the issuance of a new dollar coin to honor the late Dwight D. Eisenhower. Following the final House and Senate floor action of October 15, the remaining unanswered question concerned the metal composition of the new coin; the Senate calling for a silver

Eisenhower Dollar

In this is the way passed by a 40 per cent silver dollar. The House passed the bill.

Silver full spurted to the floor. The House passed the bill.

APOLLO



ONLY \$1 ASSURES DELIVERY OF NEW EISENHOWER DOLLAR COIN!

Congress has approved the FIRST dollar coin to be minted in 35 years! NOT a medal but a genuine U.S. government issued \$1 coin! The world-wide interest will definitely make this one of the most sought-after coins ever minted! Send only \$1 deposit for each coin you wish to reserve and receive an official receipt. Later you'll be notified of complete modest price and all specifications of this outstanding collector's item! Act now and receive a FREE custom holder for each Ike Dollar ordered. (Limit 25 coins per person).

**CENTRE COIN CO., Box 5490, Dept. E
Sherman Oaks, Calif. 91413**

BORROW BY MAIL!

UP TO \$1500 CONVENIENT TERMS



Borrow \$100 to \$1500 entirely by mail! Pay all your bills with a confidential loan from Postal; only one small monthly payment instead of many. Over 60 years of dependable service to people throughout the U.S.A. State-licensed — your assurance of fair rates and supervised reliability. Fast, Airmail Service. Try Us!

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CASH WHEN YOU NEED IT MOST!
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AMOUNT NEEDED
\$

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Address _____
City _____ State _____ Zip _____ Code _____

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ARRIVING IN YOUR CITY with wide selection of Imported fabric for both men & women featuring suits, shirts, cocktail & evening dress, knitwear, handbags, leather shoes. Actual samples on display. Itinerary: June 17-19 Pagoda, Honolulu; 20-22 Winthrop, Taipei; 23-24 Olympic, Seattle; 25-27 Ponderosa, Burye, Ida.; 28-29 Rodeway, Salt Lake City; June 30-July 2 La Salle, Chicago; 3-5 Ramada Inn, Kalamazoo, Mich.; 6-8 Hilton, Detroit; 9-11 Penn Garden, New York City; 12-14 Govr. Morris Inn, Morristown, N.J.; 15-16 Holiday Inn, Kingsport, Tn.; 17 Marriott, Atlanta, Ga.; 18-20 Sheraton Four Ambassador, Miami, Fla.; 21-22 Sheraton, Dallas; 23-24 Cowhouse, Kilben, Tx.; 25 Stardust, Las Vegas; July 31-Aug. 1 St. Francis, San Francisco; 2-3 Biltmore, Los Angeles.



Please phone the hotel and call Mr. K. H. Lowe for appointment. For airmailed suit samples, send \$3 (refundable against order) to:

LOWE'S WEAR
11 Hinden Avenue
HONGKONG

ELKS FAMILY SHOPPER



TALENTED GOLF TEE stops slices and hooks. Tru-Drive cups ball to prevent lateral spin that causes hooks, slicing. The power of your swing goes into getting ball away faster, straighter. (Not for professional play.) #667, set of 5, \$1.98 plus 25¢ post. #C667, 3 sets, \$5.75 ppd. Alexander Sales, Dept. EL-670, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



INSTANT PLASTIC METAL lets you make quick repairs to roofs, gutters, boats, kitchen appliances, etc. Just mix and apply like putty. In 5 minutes it hardens to tough, solid, steel-like surface. Use on metal, wood, glass, plastic, stone. 4 1/2 lb., \$19.95 ppd. Larger sizes available. Okun Co., Inc. Dept. EL-6, 109-02 Van Wyck Expwy., Jamaica, N.Y. 10020.

SAVE MONEY on ELKS JEWELRY

SEND FOR FREE 1970 CATALOG E EXCLUSIVE—OUR NEW JUMBO SIZE



R225 14Kt. .10 ct Diamond \$85.00 as shown. .25 ct \$165.00. Larger stone \$200 & up. As mounting \$49.95.

R300-10Kt. \$38.95—14Kt. \$46.95. R400 Jumbo size-10Kt. \$59.95—14Kt. \$69.95. Onyx, Ruby or Blue Stone also as P.E.R. With 10 pt. Diamond add \$46.95. With .25 pt. add \$125.00. Available with larger Diamonds.

We manufacture new items in quantities only. Pins, buttons, rings, auto emblems, etc., for school, church, business, organization, etc.

FRATERNAL JEWELRY CO. (Formerly Garden City Jewelers)
P.O. Box 8123 Garden City Concourse,
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A HANDSOME DESK NAME PLATE is the ideal Fathers Day gift for your ELKS-executive. Finely hand-crafted walnut with three dimensional letters in gold finish. Each letter is individually hand-set for lasting beauty. 1 1/2 inches long, \$6.95 post paid, add \$2.00 if title line is desired. You must be satisfied or your money back. All Orders shipped within 48 hours. Century Products, Box E, Denver, Colo. 80209.

WAIST-AWAY™ Reduces Stomach Bulge For Men and Women

RELAX INTO A YOUTHFUL SHAPE WITHOUT EXERCISE

Athletes don't exercise to lose weight or reduce midriff fat! They "sweat it off" with special rubber suits. You can now use their proved, fast method. No weights!

So simple, it's amazing how easy it works while you relax. WAIST-AWAY is a pliable wide belt of soft rubber-like composition that you wear next to your skin. It makes your body heat melt away excess "flab" while you do housework, jog, or just sit and watch TV.

The soothing massage effect relieves back and waist tensions. The heating effect developed by WAIST-AWAY helps to ease backache and stiffness. Posture improves, too. A wonderful aid to athletes, businessmen, housewives.

VELCRO® adjustment keeps belt snug. Specify man's or woman's model. SEND YOUR WAIST MEASUREMENTS. Check or money order; no C.O.D.



Singer **TONY MARTIN** wears the WAIST-AWAY Belt to stay in trim shape for his personal appearances

10 day money-back guarantee.
WAIST-AWAY Belt \$11.95 ppd.
Add local sales taxes (NYC 6%)

Wonderful news for Women!

THIGH REDUCER BELTS

Spot-reduce legs the sure, fast way.

If you've struggled to reduce your thighs with exercise, massage, dieting, but have had disappointing results, take heart. There's a new way to slim those thighs where exercise alone can't help. IBEM's THIGH REDUCER Belts spot-reduce the heaviness at the top of the thigh while you walk, work, or just sit. Based on the same proved, effective principle as the WAIST-AWAY (see above)—using body heat to melt away excess fat with a relaxing massage effect.

Here's a sure way to slim thighs. Now you, too, can wear those revealing mini-fashions. Do it now—get results in time for the summer beach scene.

IBEM Thigh Reducer Belts are soft, pliable, rubber-like composition. Adjustable VELCRO® fastening keeps them snug as your thighs get thinner. Send your upper thigh measurements at point indicated by arrow.

Whatever method of thigh reducing you've tried without success, don't give up. Order a pair of IBEM Belts today on 10 day money-back guarantee. Check or money order; no C.O.D.

ONE PAIR postpaid . . . **\$16.95** Add local sales taxes (NYC 6%)



IBEM SALES CORP. Dept. EL-329, 509 Fifth Ave., New York, N.Y. 10017



ROW AWAY EXTRA POUNDS AND INCHES. You can firm up your body and trim off excess weight by pulling away on easy-to-use "Exer-Rower." Just 10 minutes a day makes you feel better, look better. Folds up compactly. Hand grips and foot bar are molded rubber. \$4.95 plus \$1 shpg. Amtech Creations, 108 New South Rd., EL-6, Hicksville, N.Y. 11802.

Save on Quality Tables . . . Buy At LOW, DIRECT PRICES

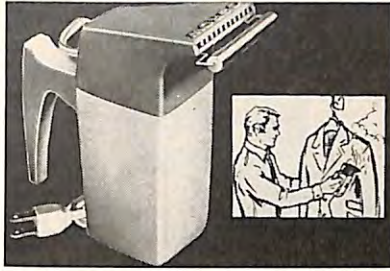
Churches, schools, clubs, lodges — over 100,000 in all — get more for their money by ordering direct from Monroe! Find out how much YOUR organization can save, too, on tables, chairs and other banquet needs. Send today for FREE catalog!



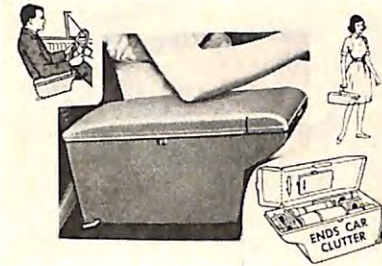
Quality folding tables, 30" x 96", as low as **\$23.95**

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WRINKLES AWAY. Stanley Steamer steams them out of your travel-tired clothing. Portable and electric, it has a roller attachment to put back sharp creases, brush attachment for lint and stains. Just add tap water and plug in. Safe for synthetics. 13 oz. #5017, \$9.98 plus 50¢ shpg. Hobi, Inc., Dept. E-6, 35 Engel St., Hicksville, N.Y. 11802.

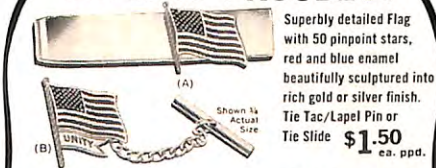


ARMCHAIR COMFORT IN YOUR CAR. Now you can drive with all driving aids handy and be comfortable too. Hold-All Car Caddy provides an arm rest atop 3 spacious compartments. Fits in front or back. Black Morocco finish. 15"x6"x7". \$6.95 ppd.; 2 for \$13. ppd. Merit House, Dept. EK-70, 40-10 150 St., Flushing, N.Y. 11354.



YOU CAN PLAY THE PIANO or organ in 2 weeks if you can read a printed page. Not chords, colors or numbers but a remarkable new patented method. Course book including 25 favorite hymns (which you'll be playing in a few weeks) only \$3.00 plus 50¢ handling. New York Music Academy, Studio EK6, 200 W. 20th St., New York, N.Y. 10011.

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Superbly detailed Flag with 50 pinpoint stars, red and blue enamel beautifully sculptured into rich gold or silver finish. Tie Tac/Lapel Pin or Tie Slide **\$1.50** ea. ppd.

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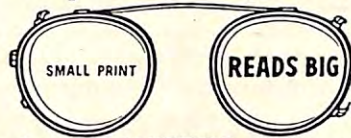
Yes, we will blow up any one you want... yourself, wife, girl friend, family or your favorite snapshot... into a GIANT black and white POSTER 2 feet by 3 feet. Great for gift giving! Send us any original black and white or color photo up to 8"x10" (no negatives). Original returned unharmed with poster. Shipped in self-storing tube. Send check or money order. For prompt delivery, put name and address on back of photo.

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20 in. x 24 in. \$2.50
3 ft. x 4 ft. \$7.50
plus 50¢ ea. postage, handling. Sorry no COD's. Satisfaction Guaranteed.

The Blow Yourself Up Co., Dept. EL-670
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Please send me... posters @ \$3.50 @ \$2.50 @ \$7.50 plus 50¢ ea. for postage & hdlg.
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Clip these MAGNIFIERS on your regular prescription glasses. SEE CLEARER INSTANTLY. Read fine print. Do close work easily. Neat, white metal frame fits all glasses. 10-Day Home Trial. SATISFACTION GUARANTEED. On arrival pay postman only \$4, plus C.O.D., or send \$4, and we pay postage.

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Imported Spanish Chandelier

Five lights, 18" wide and 18" high. Sparkling imported crystal prisms, completely electrified. #515 shown. K D \$29.95, or assembled add \$5.00. Shipped PPD. Send 50¢ for catalog of lighting fixtures.

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SAVE \$10.00! The one-suit flight luggage that was designed to hold all the luggage you need... yet fit right under your airplane seat... is now yours for a limited time only at \$9.95... an amazing value!

NATIONALLY ADVERTISED! Do not be confused by cheap imitations... this luggage is currently advertised at \$19.95... and worth every penny of it. It's a special purchase... a fabulous buy on a top-quality flight bag.

MADE OF FINE WATER BUFFALO GRAIN MATERIAL! The rugged grain of Water Buffalo in a fine quality expanded vinyl that will not crack, peel, or craze. Outlasts leather by six times... wipes clean with a damp cloth. Stainproof.

FINEST QUALITY! Durable zipper, locks, handles and hardware. The distinctive look in fine luggage that you will be proud to carry into the best hotels. It has a true executive look.

AVOID BAGGAGE CHECK-OUT LINES! Meets all airline carry-on requirements: weighs slightly over five lbs. and is only 22" x 13" x 9". The secret of the enormous capacity is in the expanding side pockets: one full-size pocket and two smaller pockets for extra convenience. Mail coupon now! This amazing sale price is for a limited time only. **SATISFACTION GUARANTEED OR MONEY BACK!**

#1672 Olive Brown or Black ... **\$9.95** plus \$1.00 p.p. & hdlg.

J. Carlton's Inc., 176 Madison Ave., N.Y. 10016

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J. Carlton's, Dept. ECO3
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Kindly rush #1672 Flight Bags at the amazing sale price of \$9.95 each (plus \$1.00 postage and handling charges). If I am not completely satisfied, I will return for refund or cancellation of all charges.

Specify: Olive Brown Black

Enclosed is \$ _____ (Check or Money Order)

Charge my:

Diners Club American Express
 Master Charge BankAmericard

My Account # _____

Name _____

Address _____

City _____ State _____ Zip _____

N.Y. Residents Add Sales Tax

ELKS FAMILY SHOPPER



Men! and Women! **NOW! REDUCE THE EASIER WAY!** The Amazing, Slim-Quick Combination Waist, Hip, and Thigh Reducer!

NO EXERCISE - NO WEIGHTS - NO CRASH DIETING! Uses your body's natural heat to take off extra inches with no extra effort. SLIM-QUICK retains body heat, multiplies perspiration flow, literally melts fat away - made of extra durable molded rubber, insulated with s-t-r-e-t-c-h nylon. Special contour tailoring keeps the soft-pliable SLIM-QUICK positioned just right - won't roll, slip or ride up or down. Heavy duty zipper lets you get in and out of your SLIM-QUICK with ease. Wear the SLIM-QUICK combination or belt anywhere - especially jogging, bowling, playing golf or tennis. No one need know you wear it. Relieves back and waist tension, too!

- A) COMBINATION waist, hip & thigh reducer. only \$16.95 ppd. SEND WAIST AND HIP MEASUREMENT
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I Remember Baseball

by Raymond Schuessler

WHEN HISTORY records the heart of the American civilization surely together with Democracy, Christianity and Hollywood it will have to consider baseball and its considerable impact upon our culture.

Professional baseball has finished its first century and though its appeal may be slipping somewhat in competition with less strenuous sports such as golf and tennis, and ready-made entertainment such as TV, hot cars and Hippieville, it might be well to consider what baseball has done and whether we can afford to let it slip away from our young ones during the next century.

Baseball has been a test and a developer of courage, skill, strength, and of the give-and-take of life. If ever the free principles of democracy were put to a test and inculcated into the character of a people it is through the hardy, spirited game of baseball.

Boys who learned the struggles of a ball game grew up better equipped to meet the exigencies of life and were physically benefited and strengthened in the principles of good sportsmanship.

Every knobby-fingered male today in his middle ages or older remembers baseball and fond nostalgia as the childhood game of glory. In every community in America who cannot recall the rough-hewn diamonds that sprang up wherever there was an empty lot; of playing behind sweet-scented bakery lots, foul coalyards, railroad sidings, hospital lawns, parking lots, brickyards and just anywhere there was sufficient land to clout a legitimate home run?



Balls were tattered and taped in those days and good bats scarcer yet; loud and fierce was the lament when a favorite war club heavy with nail and black tape splintered because you forgot to "hold the label up" and raised the dire ex-communication—"Your Old Man (who never had more than two dimes on any weekend) is gonna pay for this!"

Baseball has a long history in America, almost as long as the nation regardless of the popular myth that Abner Doubleday invented the game. Although a straight line of descent shows that baseball takes its origin in the English game of cricket and rounders, the game as we know it today was shaped and fashioned through many stages of experimentation right here in America since before the American Revolution.

Chauvinistic Historians proclaimed that the game was invented by Abner Doubleday in 1839 at Cooperstown, New York, where a shrine and baseball's Hall of Fame stand today. But even cursory research shows that a description of a game called "base-ball" appeared in the "Little Pretty Pocket-book" published in England in 1744 in which the text records, "a batter hits the ball and runs from base to base." This book was republished in New York in 1762. A similar game was described in "The Boy's Own Book" by William Clarke published in London in 1829.

A soldier at Valley Forge in 1778 tells of "playing at base" and in 1787 the faculty at Princeton forbade the students to "play with balls and sticks in the back common of the college." As far back as 1820 a newspaper stated that the Rochester Baseball Club "with a squad of 50 was in practice for the season's activities." And Oliver Wendell Holmes told an interviewer that he had played baseball while at Harvard in 1829.

Actually we can trace the exercise of throwing a ball back 5,000 years to the ancient Egyptian, Greeks, and Romans who "tossed the ball" as a conditioning exercise. In the 12th century in France and Spain, the congregation after church would run down the street batting a ball with a stick. The bored British happily developed this into a game of "stick ball" in which a thrower tried to hit an upturned milkmaid's
(Continued on next page)



(Continued from page 37)

stool with a ball while a batter tried to swat the ball away. The English further improved that game by adding bases and calling it rounders. This was undoubtedly brought to America by the colonists.

All over the colonies in the 1700's the game was played under varying names such as "One Old Cat," "Town Ball," and "Goal Ball" and eventually "Baseball."

In 1845 the Knickerbocker Baseball Club of New York was formed. This was about the time that Alexander J. Cartwright set up standards for the modern game most of which still exist. He drew up the standard diamond and wrote a book of rules. (At one time a batter got nine "balls" before being awarded first base, and you could retire a batter by catching a ball on the first bounce.)

The Knickerbockers were proud of their official status and promptly challenged any team to come up for a trouncing—and forthwith proceeded to be shellacked by "The New York Nine" on June 19, 1846 by 23 to 1 in four innings, after which they limited their play to "practice games."

After five years of practice they took on the Washington Baseball Club of New York and beat them 22-20.

Where once there were only 20 or 30 good ballplayers in the whole country, there were now hundreds as the bush leagues and the morning practice began to pay off.

The players were mostly of the middle and upper classes, well-to-do sportsmen who liked the company and the excitement. It was against the rules to take any pay for playing but many held clerk jobs at four times the normal salary, and the country was scoured for

players with some talent for throwing, catching and striking a ball some distance with consistency. Later the game reached the working class and great stars were born who could neither read nor write. The game siphoned men out of the coal mines, the farmlands, and the factories to bring glory and cash to their name.

Harry Wright formed the Cincinnati Red Stockings in 1869, the first completely professional baseball team. This was the supreme team of the nation. They were undefeated all of that year for 57 games and into June 14, 1870 for 22 more games before they lost to the Brooklyn Atlantics, 8 to 7.

By the end of the 19th century, two major leagues were operating, the National and the Western, soon to become the American League.

The first post-season series was played in 1884 and 20 years later, the Boston Red Sox won the American League pennant and challenged (as was the practice) the New York Giants, National League champs, to a world series. The Giants refused, saying there were no formal rules and central supervision for a world series competition.

The Brush rules, named for the president of the New York club, were drawn up in time for the next year's series . . . which the Giants, managed by John J. McGraw, took four games to one. The losing team, the Philadelphia Athletics, was then under the management of young Cornelius McGillicuddy, better known to baseball fans as Connie Mack!

Though playing conditions were better than during the days of baseball on the "common," many games were won or lost when a ball took a surprising hop on bad terrain.

The old Boston Braves' ball field was backed by a railroad track and empty tin cans often rolled onto the grass from under the fence. During one game, the ball was socked straight into a tomato can. Unable to dislodge it, the fielder threw can and all to the third baseman who caught it as the hitter passed him for home. The third sacker threw the can to the catcher who tagged the runner in time . . . but the umpire ruled "safe," pointing out that a runner must be touched by the ball.

There is a great deal of American character in baseball, something we should all hate to see pass away. As sports writer W. O. McGeehan wrote in 1925 upon the death of one of the game's greatest heroes, Christy Mathewson, "If baseball will hold to the ideals and the example of Christy Mathewson, gentleman, sportsman, and soldier, our national game will keep the younger generation clean and courageous and the future of the nation secure."

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by James L. Slattery and Richard Gosswiller



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Up near St. Paul, Minnesota, there's an elaborate—and lavishly equipped—366-acre recreation area which offers facilities for skiing, tennis, skating, and a variety of other sports. It has a big central recreation center, and also a picnic pavilion and a ski chalet.

This attractive recreation area isn't open to the public—but the individuals to whom it is open pay only \$1.00 a year for their membership privileges.

How do you get to be a member? Become an employee of the Minnesota Mining & Manufacturing Company. The big 3M company owns the recreation area and provides it as one of the "fringe benefits" 3M employees receive.

What fringe benefits do *your* employees have?

That's a question you'd be wise to give a lot of thought to, because the answer to it can help you prepare to operate successfully in the 1970's. Let's take a quick look at some aspects of the labor market.

Employment Conditions in the 70's

As things look now, employers, large and small, will be faced with rising costs and expenses and with increasingly sharpened competition. There is likely also to be a shortage of labor in many fields of employment.

The majority of workers, both white-collar and blue-collar, will be strongly oriented toward a philosophy of "our life is *now*—and we want to *enjoy* it *now*!" A number of union leaders have pointed out that the unions today are full of a lot of young guys who want everything right *now*.

Today's employees have had more years of schooling than their predecessors did. And they're likely to have more sense of individualism and independence than their parents had. They want financial security—but they are likely to take for granted that they will have this, and will concentrate their attention mainly on enjoying the present rather than on building for the future.

A major consequence of all this is that what have so long been called "fringe benefits" will not really be the "fringe" of the employment relationship but an accepted part of its core.

Today such benefits as pensions, holidays, and vacations with pay, accident and sickness insurance, employee discounts on the purchase of the employers' products, and such amenities as the low-cost employee cafeteria are often more standard than fringe.

So standards are what used to be called fringe benefits, in fact, that in 1967 the estimated cost to American business of employee benefits programs was over \$100 billion. And experts expect that employee-benefit costs will keep on growing, year after year. By 1980, in the opinion of some experts, the range of employee benefits will include such things as company operated schools for employees' children, paid time off for educational purposes, substantial employer-payment on the cost of nursing-home care or organ-transplant surgery, and company-subsidized employee housing.

What has all this to do with the small employer, whose reaction might well be, "I could never afford it?"

Well, a small employer can also be a very smart employer. And one way to be smart is to make sure that you don't lag behind in providing the level of employee benefits that you should provide.

Some of them can be much less expensive than you might suppose. And all of them can be excellent investments—if your whole approach to the "employee benefits" aspect of management is a modern and realistic one. Let's consider quickly some fundamentals.

"Tangibles" and "Intangibles"

Skil Corporation is well known as a manufacturer of power tools. Early this year they began an interesting program for giving public recognition to some of their outstanding employees. Called the "Skil Pride Campaign," the program calls for a series of monthly full-page newspaper ads, each one featuring several Skil Corporation employees whose job performance merited public recognition. In addition to being featured in the ads, the selected employees are to be given a company-paid evening of entertainment.

The principal aim of the "Skil Pride Campaign" is to motivate the firm's employees to achieve improved levels of job performance. However, the

company expects to receive some other benefits as well. It feels that the ad campaign will also help the firm's personnel-recruiting efforts.

Many progressive large companies spend a lot of money on programs which are intended to make employees feel that they're not "mere cogs in a big machine." But we've known more than a few small firms in which employees were obviously being treated like cogs in a small machine. And yet some of those small firms provided quite substantial employee benefits of the tangible kind.

On the other hand, we've encountered a number of small businesses and professional firms whose owners clearly understood the importance of providing both the tangible and the intangible satisfactions which employees in general seek from their jobs. These firms had high morale, good levels of efficiency, and low employee-turnover. They were small firms—but they had smart management.

A generation ago, the typical small business was not in competition with big business with respect to hiring and retaining employees. Today it is. This is one of the principal reasons for the disappearance of so many very small businesses.

If you want your business or professional practice to thrive in the 1970's, give plenty of thought to the need to make it an attractive place to work. This means providing both tangible and the intangible benefits to your employees.

MANAGEMENT MEMOS:

Off-the-Job Education.—It has long been a common practice in some large companies to pay at least part of the cost of job-related evening-school courses for their employees. In a small business or professional firm, this employee benefit can well include educational activities that are not directly related to the employee's job.

Training.—Many employees consider the opportunity to learn job skills to be a valuable employee benefit. And it is of course an employee benefit that can be extremely valuable to the *employer*!



MARQUETTE, Michigan, Lodge's safety-courtesy awards were given recently to two deserving residents—Benjamin Martin (second from left), who assisted at the scene of an automobile accident by comforting the injured party until the arrival of an ambulance, and Mrs. Lyla Tucker, who rendered similar aid. Presenting the awards are Patrolman Al Cizauskas (left) and Marquette In. Gd. William Larsen (center). Witnessing the presentation are Patrolmen Marney Yates and Fred Bratumil of the Marquette Police Department.



FOUR CHECKS totaling approximately \$1,500—the donation of various Ohio lodges to the cerebral palsy fund, the state major project—are displayed by (from left) Bowling Green ER Edward G. Newby; Kenon PER Edgar W. Candler, district treasurer; Tiffin Brother Basil Orians, CP state fund-raising co-chairman; Kenton Secy. Parker J. Obenour, district fund-raising chairman, and Kenton ER Thomas M. Ralston. The contributions are to be used in the rehabilitation of CP victims.



PROUDLY DISPLAYING their trophies won at the first basketball free throw contest sponsored by Nebraska Elks, are first and second place winners representing three different age groups. Posing for a souvenir photo with the youngsters is SP Orvel Holt, York. More than 3,645 boys competed in 21 local tournaments; the winners of each competition earned the right to represent their sponsoring lodge in the finals held at Kearney State College in Kearney, Neb.



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CHECKS totaling contributions of more than \$3250 are the focal point of a gathering of representatives from several Illinois organizations for retarded children. Presenting the checks at Des Plaines, Ill., Lodge, is Brother Gerald Schutzenhofer (left), social and community welfare chairman. Accepting the donations on behalf of their schools are (from left) Mrs. Caas Karvoboki, Glenkirk School for Retarded Children; Miss Marsha Emrici, Martin Enger School; Robert Gillespie, Clearbrook Center for the Retarded, and Wilbur O. Woods, Northwest Suburban Aid for the Retarded. Des Plaines ER Ernest Kovarik looks on at right.



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WISCONSIN RAPIDS, Wisconsin, ER Gene Glowienka displays an American flag presented to the lodge by a local women's club and a citation presented by Wisconsin Governor Warren P. Knowles. The flag, which had flown over the nation's capitol, was originally obtained by the women's group from state Congressman William A. Steiger and is to fly continuously in honor of Korean and Vietnam veterans.



THE OPENING of the Ohio State Bowling tournament, hosted by Cambridge Lodge, finds these dignitaries—representatives of three Ohio lodges—assembled to roll the first ball. The smiling Elks are (from left) Brother Richard B. Fox, Barberton; Mayor and Brother John R. Tingle, Cambridge; ER John H. Downing, Cambridge, and SP E. Paul Howard, Alliance.



A HEARTY HANDSHAKE—exchanged by Grand Trustee E. Gene Fournace (right), Newark, Ohio, and Brother A. Marion Mumma (center), Troy, Ohio—marks the presentation of a check for \$1,000 to the Elks National Foundation. Looking on is Brother Richard Sutton, of Battle Creek, Mich.—secretary of the Elks National Bowling Association.



LIMA, Ohio, Lodge's officers—Ohio Northwest District Ritualistic Champions—pose proudly with their trophy. They are (seated, from left) Est. Lead. Kt. Edward Shirey; ER Lowell L. Cady; Est. Loyal Kt. Art Stimmel, and Est. Lect. Kt. Don Prochnow, and (standing, from left) Esq. Charles L. Dale; In. Gd. George Miller, and Chap. E. R. Peyton. Second, third, and fourth places in the competition were captured by Wauseon, Van Wert, and Bellefontaine Lodges, respectively.



ACCEPTING checks on behalf of the Ohio State Cerebral Palsy Committee is PER Lewis Kilpatrick (left), Troy, Southwest District chairman. Presenting the checks at the Southwest District meeting held recently at Greenville, Ohio, are ER Frank Joliff, Troy, and ER Kenneth Streib, Piqua.

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A total of 2,575 hides were gathered by Eureka, Calif., Lodge. The hides, shown here, are on their way to the tannery where they will be prepared for distribution to nine veterans hospitals in California. Pausing with other workers for this photograph are Co-Chairman Otis Timmons, Chairman Frank Mills, and Co-Chairman John Tausch. This was the largest amount of hides collected by the lodge in 12 years.



Four years ago Massapequa, N.Y., Lodge formed a morale committee for the purpose of sending packages to our servicemen in Vietnam. Apparently as we see above they are still going strong. Helping to prepare the packages are ER Dale Muir (second from right) and Est. Lt. Andrew Agnone (far left), chairman. Other members of the committee are: Robert Conway, Edward Pisano, John Caporicci, Lester Jones, Jack Callagher, and Robert Pellerito.



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A HEARTY WELCOME was recently extended by Bay City, Mich., Elks to the more than 2,500 persons who attended the recent grand opening of their new home. Among the dignitaries attending the event were PGER Lee A. Donaldson and SDCER Benjamin F. Watson, Lansing. Both Brothers had their first helicopter ride as they were transported from the airport to Bay City Lodge. DDGER Fred Jackman, Bay City, acted as host for the event.



WISCONSIN RAPIDS, Wisconsin, ER Gene Glowienka displays an American flag presented to the lodge by a local women's club and a citation presented by Wisconsin Governor Warren P. Knowles. The flag, which had flown over the nation's capitol, was originally obtained by the women's group from state Congressman William A. Steiger and is to fly continuously in honor of Korean and Vietnam veterans.



THE OPENING of the Ohio State Bowling tournament, hosted by Cambridge Lodge, finds these dignitaries—representatives of three Ohio lodges—assembled to roll the first ball. The smiling Elks are (from left) Brother Richard B. Fox, Barberton; Mayor and Brother John R. Tingle, Cambridge; ER John H. Downing, Cambridge, and SP E. Paul Howard, Alliance.



A HEARTY HANDSHAKE—exchanged by Grand Trustee E. Gene Fournace (right), Newark, Ohio, and Brother A. Marion Mumma (center), Troy, Ohio—marks the presentation of a check for \$1,000 to the Elks National Foundation. Looking on is Brother Richard Sutton, of Battle Creek, Mich.—secretary of the Elks National Bowling Association.



LIMA, Ohio, Lodge's officers—Ohio Northwest District Ritualistic Champions—pose proudly with their trophy. They are (seated, from left) Est. Lead. Kt. Edward Shirey; ER Lowell L. Cady; Est. Loyal Kt. Art Stimmel, and Est. Lect. Kt. Don Prochnow, and (standing, from left) Esq. Charles L. Dale; In. Gd. George Miller, and Chap. E. R. Peyton. Second, third, and fourth places in the competition were captured by Wauseon, Van Wert, and Bellefontaine Lodges, respectively.



ACCEPTING checks on behalf of the Ohio State Cerebral Palsy Committee is PER Lewis Kilpatrick (left), Troy, Southwest District chairman. Presenting the checks at the Southwest District meeting held recently at Greenville, Ohio, are ER Frank Joliff, Troy, and ER Kenneth Streib, Piqua.



A SMILING Bemidji, Minn., ER Jack Israelson witnesses a hearty handshake between PDD and PER M. J. Haack—a lodge member—and his newly-initiated son, James. PDD Haack had the privilege of serving as acting Exalted Ruler for the recent ceremony.



A VISIT to Joplin, Mo., Lodge by PGER Edward W. McCabe is the focal point of this photo of Missouri dignitaries. Sharing the moment with PGER McCabe are (first row, from left) Brother Curt Wiggins, state Youth Activities Chairman; Joplin immediate PER Loren J. Olson, and PDD H. H. Russell, Warrensburg—a former Grand Esquire—and (second row) new Joplin ER Charles Daniels and PER Bill Wilcoxson.



A CLASS of candidates, initiated recently into Bismarck, N.D., Lodge, share a friendly photo taken after the ritual. A group of lodge officers, shown wearing their jewels of office, join in posing for the photo with the new Brothers.



ELEVEN MEMBERS of Chanute, Kan., Lodge's "50-Year Club" pose for a photo after a special ceremony held recently in their honor. The old-timers are (first row, from left) Raymond Justice; Carl E. Wortman; Harry M. Larrick; E. R. Parr; Lee R. Francis; H. B. Williams; PER John W. Lapham, and (second row) E. C. Mullen; Claude J. Winkler; E. D. Hardendorf, and D. W. Maghe.



A GROUP of Illinois dignitaries pose for a friendly photo after a dinner held in honor of Cicero-Berwyn Lodge's 1,000th meeting. Enjoying the festivities are (from left) PDD and Secy. Otto Nemeck; Est. Lead. Kt. Joseph E. Breck; DDGER Clarence S. Wybran, Oak Park; DDGER Marvin E. Brickson, Chicago (North); Grand Trustee George T. Hickey, Chicago (North); ER Eugene B. Maurer, and Est. Loyal Kt. Harry E. Sheelor—both of Cicero-Berwyn, and PDD Robert Steinhour, Lincoln, a member of the state's crippled children's committee, and Oak Park PER Elmer G. Seasword.



AN UNUSUAL Old-Timers Night was held recently at DuQuoin, Ill., Lodge—highlighted by the celebration of 50 years' membership by three Brothers who were members of the same initiation class. The proud old-timers are (seated) former Secy. William Geiger; Brother Less Edell, and PER Ray S. Copeland. Sharing in the event are a number of Elks—all 25-to-49-year members of the lodge—and DuQuoin ER Bill Morris.



A GROUP of Cozad, Neb., Lodge-sponsored Eagle Scouts share a friendly photo. Eight youngsters have been promoted to the rank of Eagle Scout in the last five years—four of them in the past few months.



MACOMB, Illinois, Lodge was host recently for a patriotic banquet which featured Illinois Lt. Gov. Paul Simon (left) as guest of honor. Posing for a photo with Lt. Gov. Simon, the keynote speaker, is GL Auditing and Accounting Committeeman H. Foster Sears, a Macomb Elk.



FORMER TEXAS LONGHORN grid star Fred Steinmark (left) poses for an informal photo with Temple ER Joe F. Garrison, after a banquet held recently in his honor by Temple Elks and the Knights of Columbus. A former University of Texas (at Austin) football player, young Fred's career was halted after the recent season due to the discovery of a serious illness.



TRAVERSE CITY, Mich., PER Harry E. Hibbard (right) passes the gavel to his son, William, at a recent ceremony. This was the first father-son installation in the lodge's history. The senior Brother Hibbard is a life member of Traverse City Lodge.



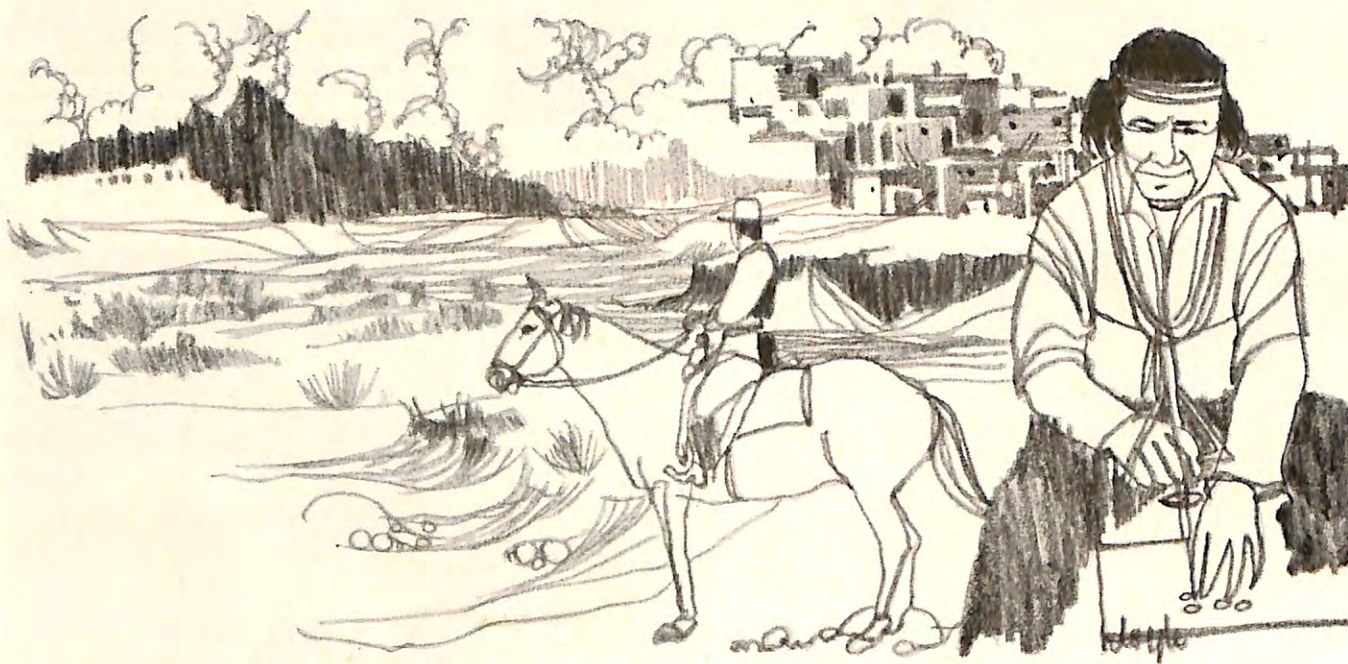
A PARTICIPANT in Midland, Mich., Lodge's junior bowling program—John Bridges (center)—receives an award for bowling a fine 290 game from Coaches William Morgan (left) and Howard Higby. The award is presented by the Junior American Bowling Congress for all games bowled over 275.

A PROUD FATHER, Mainland, Tex., ER Jerrel J. Nichols (right) smiles while sharing a souvenir photo with his recently initiated son, Jerrel. The senior Brother Nichols had the honor of presiding at the ceremony.



For Elks Who Travel

NEW MEXICO



By JERRY HULSE

BY NOW in New Mexico the cottonwoods are beginning to leaf out again and the Rio Grande is spilling furiously with the runoff of mountain snows, hurrying off across lifeless earth to the distant sea. Soon summer will arrive and with it immense thunderheads will pile up overhead, freshening the ground with their occasional showers, this land of cathedral-like silence, of lonely tablelands, buttes, forests and lovely mesas. New Mexico's promoters have labeled their state "The Land of Enchantment" and who can dispute the claim? Driving across the long, lonesome highways the mind is boggled by what the eye sees. Is this how America once was—so peacefully empty?

New Mexico is a place to cleanse the soul. Visitors come to listen to the silence, gazing across a land undisturbed by skyscrapers or freeway jams. Arriving from the city it is like learning that

birds still sing and the stars are shining again. When the sun sets in New Mexico the entire horizon is ignited. Then with darkness the Milky Way bears down and the moon shines so brightly you squint in its light. New Mexico is a tranquilizer, shockingly silent save for the lonely cry of the wind or the distant howl of a coyote. The silence is deafening, startling, the land a welcome, refreshing contrast to the air and the noise pollution which America complains of today. Within the state's boundaries are more than a dozen national forests and monuments, nine state parks, scores of Indian reservations and pueblos, dozens of ghost towns and forts. With all this the state is beginning to realize its potential as a tourist destination. Only when a jet spreads its contrail against the flawless sky are you reminded of the other world—the crowded world of smog and traffic and other frustrations. Sheepherders still tend their flocks and cattle graze peacefully in the smoky pasture-

lands. Clumps of pinion trees spread themselves across the prairie and snow covers distant, brooding mountains.

New Mexico was captured from the Indians, but never tamed; it remains wildly free. The Spanish were there before the Pilgrims stepped off at Plymouth Rock and after this the American Army arrived, and so America acquired itself a brand new state. Man, though, found a home there long before. Early cave dwellers roamed the empty tablelands, hunting animals now extinct. Later the Indians built stone and adobe cities which, during summertime, are crowded with camera-toting tourists. Eighty miles southeast of Farmington, at Chaco Canyon, stands the nation's oldest apartment house, an 800-room dwelling, the home centuries ago of prehistoric Indians.

Nearly all of Santa Fe is undermined by ancient ruins. Several years ago when a floor was removed from the Palace of Governors archeologists discovered Mexican pottery and fragments

left by Spanish conquistadors, plus other artifacts, and later this all became an unofficial exhibit in the museum itself. During the city's 340-year history the Palace has been occupied by Spanish governors, Indian insurrectionists, Mexicans, U.S. Territorial governors and by the invading Texas Army of the Confederacy. Now the ancient adobe building, considered the oldest European-built structure still standing in the U.S., is the official Museum of New Mexico.

During summertime Santa Fe's sidewalks are crowded with Indians who come to sell beads and pottery, silver bracelets, baskets and rugs. Likewise during summertime other Indians gather in Gallup to dance and display their arts and crafts at New Mexico's Inter-Tribal Ceremonial.

Like Gallup and Santa Fe, the state itself has known a succession of explorers and invaders. Alvar Nuñez Cabeza de Vaca, a shipwrecked Spaniard, was the first European to set foot on New Mexico soil, this more than 400 years ago. After this came explorers searching for cities of gold and invaders seeking to tame the land. Kit Carson fought the Navajos and other men laid down the Santa Fe Trail, a major route for 60 years until the railroad arrived in the 1880's. Finally, in 1912, New Mexico declared itself a state. Still it wasn't tamed, nor is it now, and perhaps it never will be—entirely, that is. The land is too vast and empty.

The world remembers New Mexico as the birthplace of the first atomic hell storm, an atomic device exploded on July 16, 1945. The gringo brought the railroad, cattle were driven across the plains, mines were dug and, eventually, there was this explosion which signaled the world's entry into the nuclear age. The atomic bomb was developed at Los Alamos and now, just as cliff dwellers dug caves nearby, other caves are being dug in the Sandia Mountains near Albuquerque for the storing of atomic warheads.

It was the Sandia Man, a prehistoric creature, who inhabited the first caves near Albuquerque. Close by, the slightly younger Folsom Man got in his licks as well. Now while scientists are busy salting nuclear weapons underground winter skiers schuss down the otherwise peaceful slopes of Sandia Mountain, unmindful of what lies beneath the snow. At the same time other skiers invade Taos Ski Valley with its Swiss-like alpine village, arriving in November and remaining into June. One of the nation's thrilling alpine rides, though, is the tram trip to the top of Albuquerque's 10,378-foot Sandia Peak, the tramway touted by drum thumpers as the longest aerial hookup in North America.

It is not a ride recommended for the

weak of knees or the faint of heart. On a clear day you can see, not only forever, but across 11,000 square miles into Colorado and Arizona as well as New Mexico. After inhaling the scene skiers schuss back down the other side, hooking onto a lift and returning to the peak all over again. After this becomes tiresome they unhinge their skis, re-board the tram and are deposited back in Albuquerque. Others check the action from a snug restaurant perched precariously near the edge of Sandia Peak. The Summit House is labeled the highest restaurant in the entire U.S. You can, if you wish, get slightly higher still since the innkeeper serves spirits as well as food. Albuquerque's citizens delight in roosting on this heavenly perch, watching day end and the lights twinkle on in the city far below—the ride together with dinner coming to \$6.50.

Of late the U.S. Forest Service has programed a variety of nature walks off Sandia Peak, the choice ranging from a one-hour hike to an eight and one-half-mile stroll. Nature lovers come in range of deer, bobcat, mountain lion and Rocky Mountain bighorn sheep. Returned to the lower levels, tourists chart a course for Old Town, which is the name given to Old Albuquerque, a square lined with souvenir shops which
(Continued on next page)



Black Angus steer grazing near Albuquerque with the Sandia Mountains in the background. Below is the San Estevan Mission built by the Franciscan Fathers in 1629.



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Lodge News

(Continued from page 19)

behavior, treatment, and general welfare.

Not one to give up easily, ER Davenport pledged that Merced Elks would underwrite all of Nghia's expenses if he could be approved for the required course at the school. A long correspondence with the U.S. Army brought agreement from the K-9 Corps in Saigon to supervise checking a dog if one could be sent to Vietnam.

The school accepted this arrangement, and Nghia arrived in San Francisco Feb. 28 to begin his four weeks of training at the school. He was met at the airport by a group of Merced Elks and representatives of Guide Dogs for the Blind, and spent an evening in Merced prior to beginning the training course.

Nghia graduated at the top of his class March 28, after the long period of training with "Kip." Three days later, he was honored at a public fund-raising dinner and reception sponsored by Merced Lodge, where he received a key to the city and was named an honorary citizen of Merced. Nghia's three-minute speech, delivered in flawless English, brought a standing ovation.

Proceeds of the dinner were slated to benefit Guide Dogs for the Blind, Inc. PGER R. Leonard Bush presented a \$1,500 check, on behalf of Merced Lodge, to the San Rafael school, representing the first of the lodge's financial commitments.

Elks everywhere can take pride in this story of the "impossible" overcome by the determination and brotherly love of Merced Elks, and the courage of a young man who sees great purpose in life despite a great personal handicap. ■

Travel

(Continued from page 47)

sell Indian items and restaurants which dispense hot Mexican meals. Outside, Indians wrapped in blankets bargain with tourists. Albuquerque, founded 70 years before the American revolution, has seen a succession of prospectors, homesteaders, lawmen and outlaws. Their places have been taken by nuclear scientists, engineers and industrialists. And to quote the city's chamber—"just people tired of crowded metropolitan areas, looking for a place in the sun."

Motoring beyond Albuquerque last winter I ran onto a town for sale, Madrid—New Mexico's famed Christmas community which is now populated only by ghosts. Any adventurer with \$1 million may lay claim to the following real estate: 240 bungalows, one church, two schools, a movie theater, two coal-burning locomotives, a restaurant, coffee shop, barber shop, boarding house, art gallery, half a dozen vintage cars, one Model-T truck, a service station and an assortment of other ghost town accessories. Not only will \$1 million buy title to Madrid, the owner also faces the prospect of instant fame. Automatically, the buyer gets himself named mayor, city manager, police chief and fire chief.

Caught in the cleavage of the Yortaz Mountains near Albuquerque, Madrid is a decaying monument to a glorious past. Once alive with the shouts of 2,000 souls, only the voice of the wind searches its silent, deserted streets. Screen doors creak and windows rattle in a ghostly benediction. Once Madrid was the third largest coal-producing (Continued on page 50)

Obituaries



PAST DISTRICT DEPUTY Eldon R. Welton, a longtime member of Nevada, Lodge, died March 19, 1970.

Brother Welton had served as District Deputy Grand Exalted Ruler of Missouri's Southwest District for the 1948-1949 lodge year.

PAST DISTRICT DEPUTY Harry H. Holton, a longtime member of Port Arthur, Tex., Lodge, died recently.

A Past Exalted Ruler of Port Arthur Lodge, Brother Holton served as District Deputy Grand Exalted Ruler for the 1951-1952 lodge year.

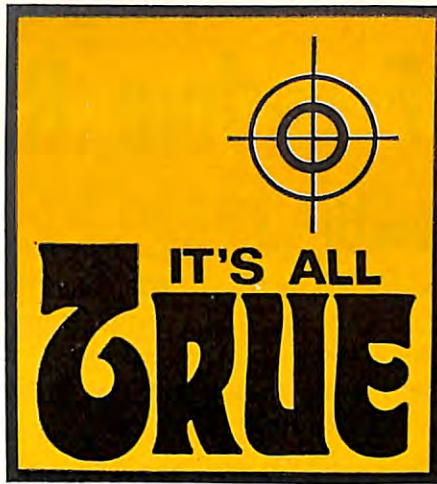
PAST DISTRICT DEPUTY Bert Wysor, a member of Holdenville, Okla., Lodge, died April 6.

Brother Wysor served as a District Deputy Grand Exalted Ruler for the 1952-1953 lodge year, and as Secretary to PGER Earl E. James—during Brother James' term as Grand Exalted Ruler—for the 1953-1954 lodge year.

A member of the GL Auditing and Accounting Committee from 1958 through 1965, Brother Wysor also served as chairman of that committee for 1961-1962.

Held in high esteem by Elks throughout Oklahoma and the nation, PDD Wysor is credited with the institution of many of his state's lodges.

Funeral services for Brother Wysor were held April 8 at the First Methodist Church in Holdenville.



BY BILL TRUE

World Professional Casting Champion

Now They're Fishing Electrically!

The big 60-horse outboard's muffled roar quieted as I switched it off and the 15-foot bass boat coasted toward the rocky point. Dave Hart, my fishing companion, reached toward the bow and slid a slim steel shaft forward and down, then put his foot on a deck-mounted pedal. A slight humming and our boat slid forward. A press of Dave's toe and the boat turned to the right, bringing us into perfect casting position to work the 25 feet of water over the shelving point. As Dave lifted his foot on the pedal the boat came gently to a stop.

That's the latest big aid to fishermen in operation—the electric fishing motor with remote foot control. These quiet little powerhouses have been around for a long time, but in the main were used by smart bass fishermen in the South and Southwest. Now, as major fishing tackle companies begin producing and promoting their own motors, anglers all over America are learning just what a big help to fishing the electrics are.

A few things to keep in mind about electric fishing motors:

1. Although they're often called "trolling" motors, this isn't their prime function. I call them "electric oars," because they do the job of actually positioning the boat right at the fishing spot.

2. The little motors don't take the place of your gas powered outboard; they are used in combination with the big engines. The outboard gets you there—then the electric lets you fish once you're in the proper area you want to cast. (How-

ever, where outboards are prohibited, as on some private lakes, you can often use the electric alone.)

3. You can mount an electric on the transom, just about anywhere on the gunwale, or in the bow of the boat. For all around boat maneuvering, the bow mount is the best—and that's where the new remote foot control units come in.

With a foot control, you can sit in the stern or the bow and when you're fishing alone you have complete control of the boat—yet with both hands free for fishing. Put your foot on the pedal and the motor starts; press down with your toe and your boat turns to the right, with your heel and you go left. Keep turning and you're in reverse. Lift up your foot and the motor stops. This is easy fishing!

You can cast a shoreline, work a point or weed bed, pull into a cove—silently—and all the time your hands are free.

I learned just how helpful the quiet little electrics can be when Dave Hart and I fished Smith Lake in Alabama. We fished rocky points for the spotted (or Kentucky) bass the lake is famous for, and even in a breeze the electric kept us constantly in position for our next cast. With Dave in the front seat operating the bow-mounted motor with the foot control, and me in the stern on the outboard, we "two teamed" the Smith Lake bass and limit catches resulted.

Look to the electrics to take hold everywhere—now that the secret's out on how they make fishing easier, quieter, and much more fun!

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The chorus of bells should be simultaneous and of four minutes' duration. The starting times should be:

2:00 P.M. Philadelphia and Eastern Time Zone

1:00 P.M. Central Time Zone

12:00 Noon Mountain Time Zone

11:00 A.M. Pacific Time Zone

9:00 A.M. Hawaii and Alaska Time

Cooperate with local Fourth of July celebrations and be sure to enter an Elk float, band, chorus, or your scout troop if there is a local parade. Some cities may plan to sound sirens and horns at high noon, local times, on this patriotic day.

Edward L. Harbaugh, Chairman
 GL Americanism Committee

(Continued from page 48)

community in all New Mexico. The Spanish began mining Madrid in 1803. Hundreds hurried to the Yortaz Mountains. Rich veins poured forth 10 million tons of coal, a vast \$100 million yield. The momentum continued as Santa Fe Railway contracted for coal to feed its locomotives. Later, during the desperate days of World War II, Madrid became the chief supplier of coal to Los Alamos where work was under way on the atom bomb. Miners shopped at a company store. They worshipped at the company church and attended movies at the company theater. When a miner was broke he asked for scrip.

A miner in Madrid could drink with the funny money till he was falling down drunk. It was a company town from one city limit to the other and Oscar Huber owned it all, the entire 500 acres. He'd come to New Mexico to regain his health and reaped a fortune in the process. Time, though, that final, inexorable defeater of all things, reached Madrid with dramatic suddenness. Swiftly, in the 1950's it stilled the life and cast Madrid in the role of a ghost town. The railroads had turned to natural gas. Madrid's coal was no longer sought.

When Oscar Huber died Madrid became his son's legacy. Joe Huber, 54, an Albuquerque furniture dealer, revisits Madrid each day, searching

through the past. He leads visitors on tours of the old mill and the scarred hillsides. Outside the mill stand two ancient locomotives, No. 874 and 769, retired coal burners of the Atchison-Topeka & Santa Fe. It's all a bit of Disneyland with a smudge of black dust. It was Christmastime, rather than coal, which brought the little mining town world prominence. Scenes of the Nativity were recreated on the hillsides. It was Bethlehem come alive in the brooding mountains of New Mexico. Altogether, 40,000 bulbs spotlighted Mary and Joseph leaving Nazareth, shepherds tending their flocks, the birth of the Christ child and various other scenes. Year after year, as the word spread, new visitors flocked to Madrid. By 1940 the town recorded 100,000 visitors each season.

Let us go unto Bethlehem and see this thing which has come to pass . . .

Christmas had become a togetherness thing for the entire community of Madrid. Everyone took part. Just as every family held open house. Strangers as well as friends were welcomed. The spirit of Christmas glowed in Madrid as nowhere else perhaps in the entire world, save Bethlehem itself. Now the lights have gone out and Joe Huber has dreams of turning them back on. Meanwhile, the price tag on the town is \$1 million. It's something to consider for the man who has everything . . . ■

THE SAN FRANCISCO CONVENTION PROGRAM

106th Session Grand Lodge, B.P.O. Elks
San Francisco, California July 12-16, 1970

REGISTRATION

SATURDAY, JULY 11, 9:00 AM and continuing daily during the Convention. Representatives, Grand Lodge members, visiting Elks and ladies—HILTON PLAZA, lobby floor—San Francisco Hilton Hotel.

GRAND LODGE SESSIONS

All to be held in the California Masonic Memorial Temple, 1111 California Street, Nob Hill as follows:

SUNDAY, JULY 12, at 8:30 PM—Official Grand Lodge Opening Ceremony. Addresses of welcome by dignitaries of the Order. Principal address by Grand Exalted Ruler Frank Hise. Presentation of selected entertainment. Past Grand Exalted Ruler R. Leonard Bush, presiding.

MONDAY, JULY 13, 9:00 AM—Opening Grand Lodge business session. Election of Grand Lodge officers for 1970-71. Report of Americanism Committee.

TUESDAY, JULY 14, 9:00 AM—Grand Lodge Business Session.

WEDNESDAY, JULY 15, 9:00 AM—Open Session of Grand Lodge. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee. Ladies invited.

11:00 AM—Memorial Service

THURSDAY, JULY 16, 9:00 AM—Final Grand Lodge Business Session. Installation of newly elected Grand Lodge Officers.

RITUALISTIC CONTEST

SATURDAY, JULY 11, SUNDAY, JULY 12, MONDAY, JULY 13—Preliminary contests—San Francisco Lodge #3, 456 Post Street and Masonic Temple (downtown) Van Ness and Vanderbilt.

WEDNESDAY, JULY 15, Finals—Grand Ballroom, San Francisco Hilton Hotel—Schedule in Official Program available at registration.

GRAND LODGE FUNCTIONS

TUESDAY, JULY 14, 1:00 PM—Grand Exalted Ruler elect's luncheon for all Exalted Rulers and State Presidents followed by clinic with Grand Secretary and Judiciary Committee participating. Grand Ballroom—San Francisco Hilton Hotel.

WEDNESDAY, JULY 15, 9:00 PM—Grand Ball honoring Grand Exalted Ruler and Mrs. Frank Hise—Grand Ballroom, San Francisco Hilton Hotel. All Elks and ladies invited.

FRIDAY, JULY 17, 9:00 to 5:00 PM—Induction and indoctrination session for newly appointed District Deputies—San Francisco Hilton Hotel.

EXHIBITS

Display of Elk activities by Grand Lodge Commissions and Committees, State Associations and others. Registration area—Hilton Plaza—Lobby Floor.

SPECIAL ACTIVITIES FOR ELKS AND LADIES

Visitors will be welcome throughout the Convention period to all Elk lodges in the district. Details at Information Desk—Registration area.

SPECIAL LADIES PROGRAM AVAILABLE UPON REGISTRATION

All Elks, ladies and general public are invited to attend Official Opening and Wednesday morning session.

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The Elks Reach Out

In this world of insane violence committed so often in the name of peace and for the welfare of the common man it is reassuring to find proof that generosity and kindness have not been banished from men's hearts, though they may be without favor among those fanatically dedicated to remaking the world in their own image. Two particularly appealing instances of man reaching out to sustain a stranger have come to notice recently. Both involve the Elks.

For 12 years the Oregon State Elks Association has sponsored a golfing program at the Veterans Administration Facility in Roseburg under the direction of A. Fuller Johnson, Chairman of the Association's Veterans Committee. With the Elks' financial assistance, the course has been improved from sand to grass greens. Then the Elks added a barbecue and covered patio. On a regular schedule, members of Roseburg Elks Lodge go to the hospital, team up with a patient to play a round of golf and wind up the day with a barbecue feast.

The medical staff is enthusiastic over the therapeutic value of this program in rehabilitating the patients and facilitating their re-entry into normal civilian life. This is illustrated by the case of a young veteran of the Vietnam war. Suffering from severe mental shock, he was completely indifferent to the activity at first. The Elks

persisted. At last, he ate a hamburger, and little by little he unfroze, gradually joined in the golf game until, within a matter of a few weeks, he was able to go home to his family.

As an added plus, the patients are now taking care of the course, which not only has great therapy value through the exercise of responsibility and outdoor exercise, but it has also improved the course.

Elks reach out wherever they go. Clement J. Marks, member of Merced, Cal., Elks Lodge, working with a construction firm in South Vietnam, noticed a young Vietnamese blind man working for the firm and doing his best to support himself. The Vietnamese had been blinded by a land mine while fighting his country's invaders. At Brother Marks' suggestion Merced Lodge transported the Vietnamese to California and enrolled him in Guide Dogs for the Blind, where he "went to school" with a German shepherd that will return to Vietnam with him.

These are not isolated incidents. They can be multiplied many times over. Yet it is so often the case that they come to light by chance. The headlines go to violence, while love and kindness are banished to the shadow. It is intriguing to speculate on what might happen if the roles were reversed.



The Flag That Unites Us

Two hundred years ago on March 5, 1770, British troops fired on a mob of angry colonists in Boston killing five persons including Crispus Attucks, a Negro. Some writers hold that he was a leader of the group. The Boston Massacre was to be followed three years later by the Boston Tea Party and not until 1775 did Patrick Henry utter his famous plea for liberty or death.

Usually overlooked is the fact that our Colonial forefathers had no intention of rebelling against Great Britain, and independence did not become the cry until King George and his government had demonstrated irrevocably that the Americans could not hope for equal treatment as loyal subjects of the Crown.

Although there was considerable fighting in 1775, and General George Washington was given command of the Continental Army in June of that year, not until July, 1776 did public opinion reach that stage at which the Continental Congress felt justified in adopting the Declaration of Independence.

Various colonial military units went into action under a

variety of insignia, and as the war gathered momentum Congress on June 14, 1777, adopted the resolution prescribing the design of the Stars and Stripes, the emblem of "a new constellation." Nevertheless, it was not until 1783, well after the victorious close of the Revolution, that Washington's army received new Flags, according to some accounts.

In war and in peace each passing year has added new glory to Old Glory. The deeds of countless valiant men have added to its lustre, as have countless other men and women who have fought for justice for the weak and friendless, to promote the happiness and welfare of their neighbors, to bring alive the ideals and goals stated in our Constitution and symbolized by the Flag that unites us.

As our nation's bicentennial nears, voices are raised in warning that forces are at work that could destroy our country if they are not checked. They are not empty warnings. They should be heeded. When Elks observe Flag Day this year, let them give serious thought to these forces, and resolve to commit more of their time and energy to defeating them that America shall remain the land of the free.

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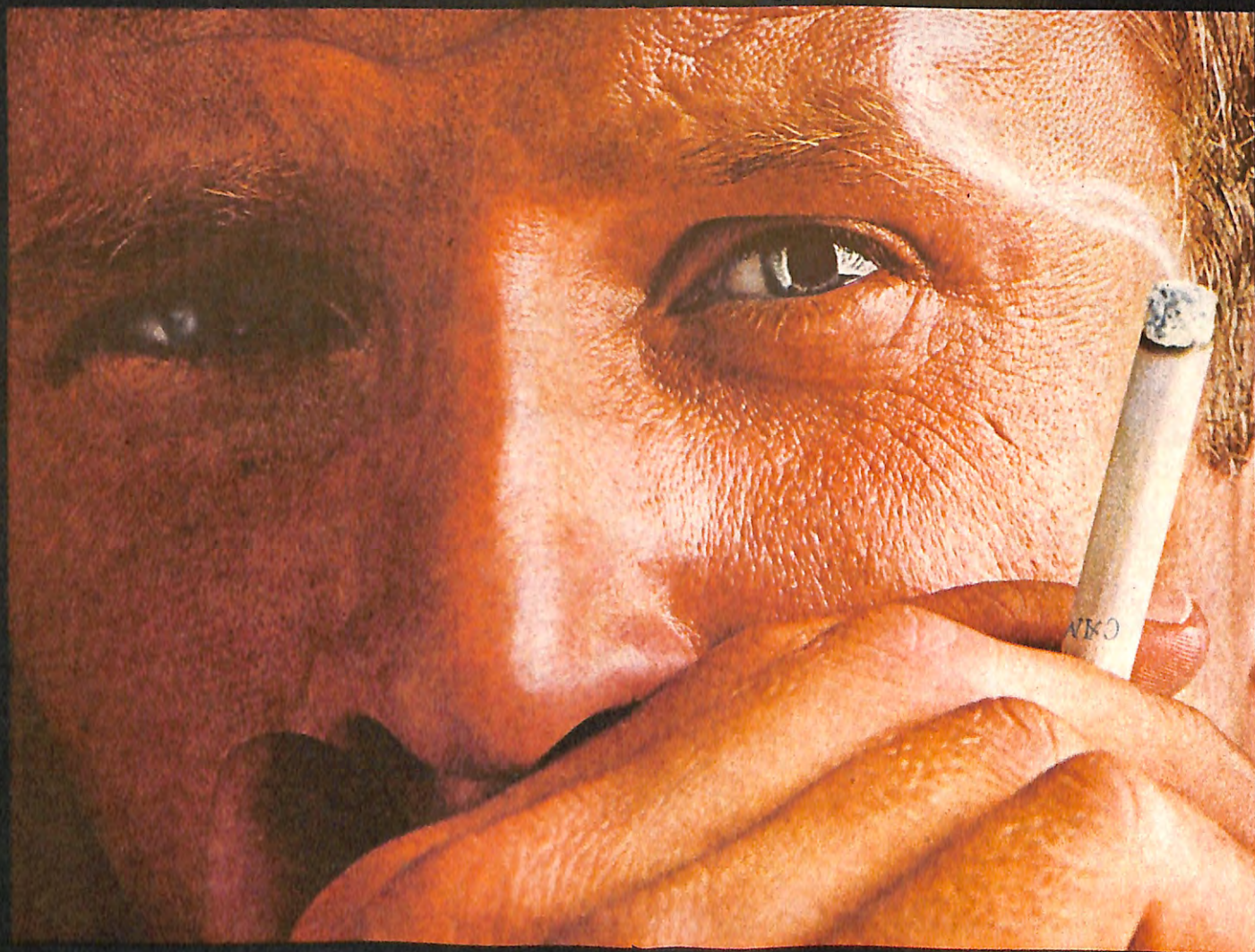
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