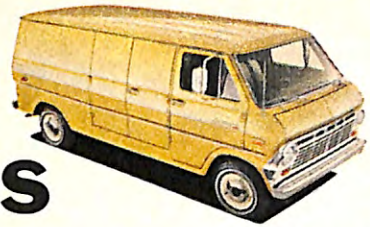


THE
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JULY 1970

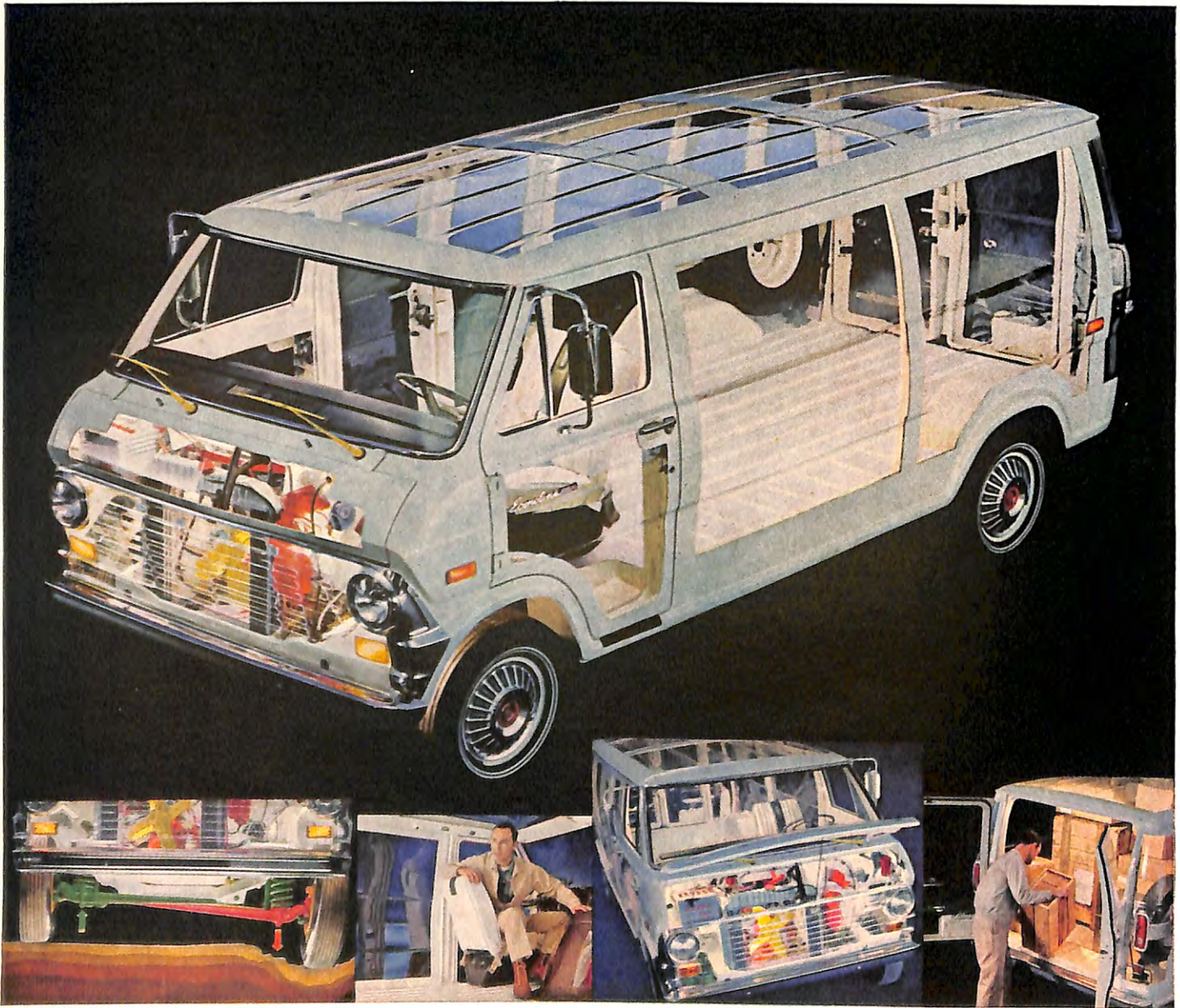


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Thanks- Carry on



My year as Grand Exalted Ruler is over. The record made by my administration belongs individually to each of us. For it has only been through the cooperation and help of all Exalted Rulers, District Deputies, Grand Lodge Committeemen and yes, my Brother Elks that this year was made the success that I feel it has been.

I went on record in Dallas as making statements about our programs, about our requirements and I shall stand squarely back of those statements at the present time.

In October during the Moratorium, I sent a telegram representing this Order to President Nixon assuring him of our support. I had exactly five letters from the general membership opposing this action.

We have had some of the news media speak out loud and long in condemnation of our Order. We have had many so-called "do gooders" try to strike us down and we know that men have joined our Order for one purpose—to tear it apart. Yet, we have survived and have had one of the greatest years of growth in the history of our Order.

We have tried to stand tall as Good Elks and Proud Americans and to encourage the citizens of this country to become active against those forces which seek to destroy us. We have tried to arouse the good young men and young women who are in our institutions of higher learning to get an education. We have asked them on many occasions to try to stop the senseless rioting and destruction in property and told them that we would listen to peaceful, orderly dissent.

We believe in our country and the rights of the people. In our Government and in our Society. Yes, our so-called "Ship of State" is going through a storm—a terrible storm and we need sure, strong hands at the wheel, men endowed with strength and courage to see us through.

Far ahead is the Star, the Star of Fidelity, the emblem of the office of Exalted Ruler. The Star reminds us over and over again that Fidelity is the careful observance of duty, loyalty, allegiance and devotion and a strict adherence to that which is a matter of faith and of keeping ones faith.

My grateful thanks to all of you for unswerving devotion to the programs of our Order, to our most wonderful charities and all the participation at every level of our Order. I must leave you now as your Grand Exalted Ruler. May I say thank you for a job well done. I only hope you will continue to devote yourselves to our Beloved Order and carry on—carry on—carry on.

Sincerely and fraternally,

Frank Hise
Grand Exalted Ruler

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VOL. 49, NO. 2

JULY 1970

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What you should know about spark plugs.

by Paul Hornung and Roger Maris.

Spark plug design really does make a difference.

In a test of hill-climbing power Paul and Roger drove identical Chevrolet pickup trucks.

The trucks were *absolutely* identical except Paul's truck had Champion Turbo-Action design spark plugs. While Roger's was running with a competitive brand of different design.

The result? Paul won with Champions. When they swapped spark plugs, and went up the hill again, Roger won... with Champions.

It was a simple test, but a telling one. Champion's Turbo-Action design does make a difference in performance.

Ask any of the 20 million car and truck drivers who have switched from competitive brands to Champions.

Or ask Paul and Roger. They know. They won.



WHAT PLAN does Red China, the most militant nation in the world, doubly dangerous now with the success of its atomic detonations and reports of tooling up for the production of rocket carriers, have now, and what can we expect from this sleeping Yankee-phobe giant who will have an overflowing population of one billion by 1980, now that the Soviets have promised to "bury us" only economically and perhaps somewhat later in Olympic track and field.

Red China today believes in the omnipotence of war. Nothing less will do. They will go it alone if necessary to carry out this principle of Leninist philosophy. Mao has said: "War is the highest form of struggle . . . for settling contradictions between classes, between nations, between states or between political groups at given stages of their development . . . Whoever has an army has power, for war settles everything."

"When we say that 'imperialism is ferocious' we mean that its nature will never lay down their cleavers, that they

will never become Buddhas till their doom."

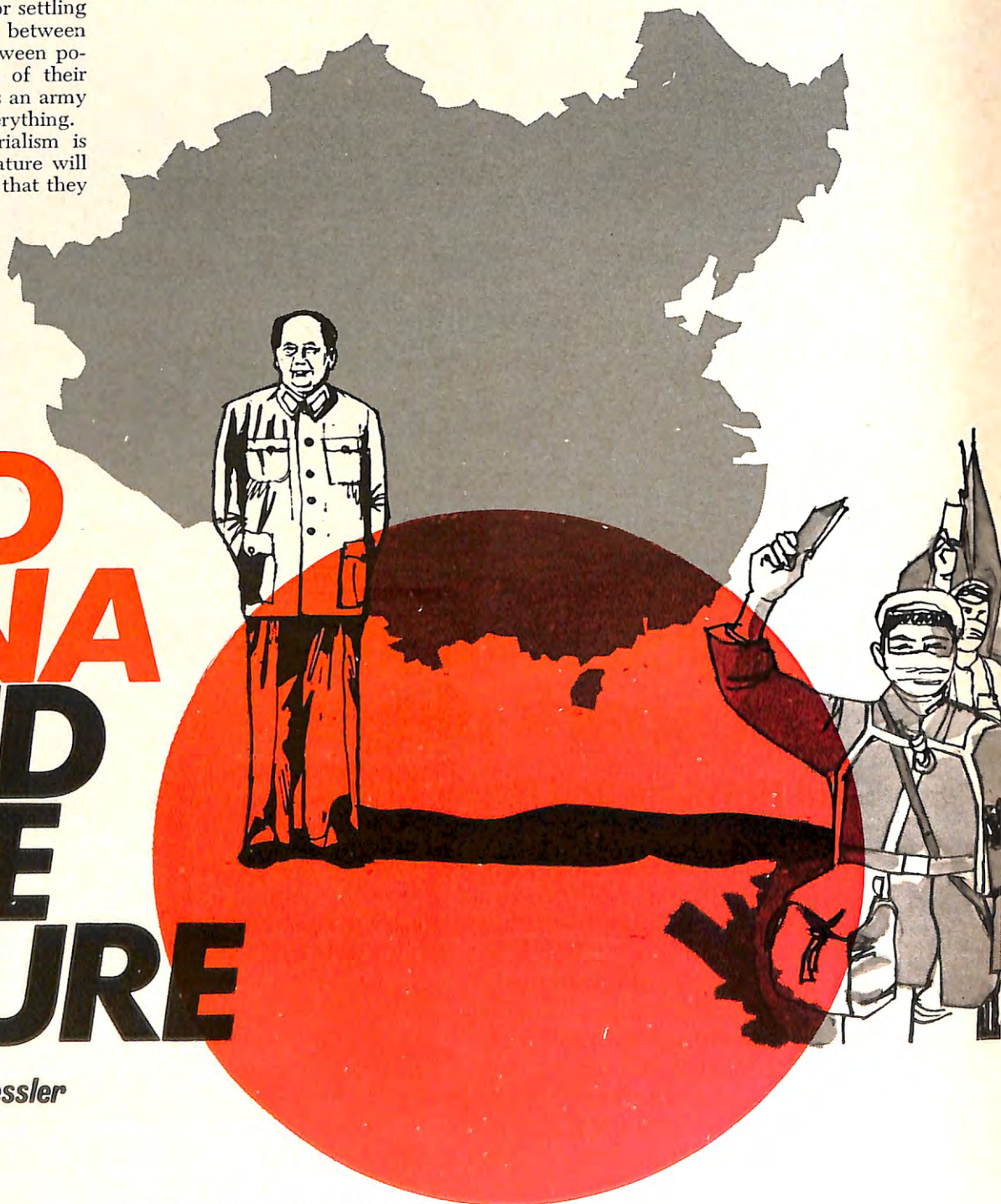
Mao, who has avidly read Darwin, Huxley and Spencer, has said in his "Problems of War and Strategy": "Some people have ridiculed us as advocates of the 'omnipotence of war'; yes, we are, we are the advocates of the omnipotence of the revolutionary war, which is not bad at all, but is good and is marxist. Experiments in the class struggle of the era of imperialist, teaches us that the working class and the toiling masses cannot defeat the armed bourgeois and landlords except by the power of the gun; in this sense we can even say that the whole world can be remolded only with the gun. As

we are advocates of the abolition of war, we do not desire war; but war can only be abolished through war—in order to get rid of the gun, we must first grasp it in our hand."

Actually the Red Chinese policy considers war as something sacred. Mao has said: "The first world war was followed by the birth of the Soviet Union with a population of 200 million. The Second World War was followed by the emergence of the socialist camp with a combined population of 900 million. If the imperialists should insist on launching a third world war, it is certain that several hundred million more will turn to socialism; then there will not be much room left in the world for

RED CHINA AND THE FUTURE

by Ramond Schuessler



the imperialists, while it is quite likely that the whole structure of imperialism will utterly collapse. . . . On the debris of a dead imperialism, the victorious people would create very swiftly a civilization thousands of times higher than the capitalists system and a truly beautiful future for themselves."

China has the greatest land army in the world with 2,700,000 men and 700,000 draftees each year. In 1964 there were 140,000,000 males of military age in China. Not all, of course, can now be maintained under arms. Not even its standing army can be outfitted and supplied efficiently today. China's Air Force, which in 1960 was the fourth largest in the world with 2400 planes and 100,000 personnel, has deteriorated from lack of Russian spare parts. Its Navy of 30 subs, 4 destroyers and a motley collection of torpedo and gunboats is negligible. But with increased industrialization and production (China increased steel production seven-fold since 1950) China's armed might backed by an arsenal of atomic weapons could become truly awesome at least to its neighbors if not to the world itself. (Oil has been found in Manchuria which could be a boon to

industrial production as well as trade dollars. A vast treasure trove of minerals may yet lie undiscovered in this huge land.)

In the words of General Li Chih-min: "The facts in the past ten years have powerfully proved that man, and not materials, is the decisive factor in a war, that wars cannot destroy people, and that the awakened people will, through wars, win victory as well as progress. This is the universal truth of Marxism-Leninism."

China believes that "The imperialists will under no circumstances give up, of their own accord, their policies of aggression and war and withdraw, of their own accord, from the stage of history just because of the sad plight in which they find themselves. The nearer they approach their doom, the more they will put up a frantic fight."

The Chinese people long ago pointed out that the United States is only a paper tiger. "Under the present situation when the East Wind had prevailed over the West wind," the *People's Daily* says, "It appears even more ridiculous for the United States to claim itself as a strong power . . . In a desperate effort, the U.S. still pretends that it is strong, like a man who slaps himself to produce swollen cheeks, so that he may pass as a fat man."

To understand China we must try to understand the historic nature of the country. It is not by accident that China with typical Han superiority called itself the "Middle Kingdom." The Chinese character used to write its name still today is the character for "middle" or "center."

All people at some stage have thought

of themselves as the center of the world, around which everything else revolves. Most of them have more or less gotten over it when they found that it hardly fitted the facts. However, through the thousands of years of Chinese history, the Chinese have probably had less reason to question the fact than any other people. It was only in the last century that China began to have any relationship with the outside world.

The doors to the outside world have now again been shut, and there is today no major people or group of leaders who are in the true sense more ignorant of what is going on in the outside world than those in Peiping. Surrounded by a population greater than that of Russia, the U.S. and all the countries of Western Europe combined, they are smugly sitting in Peiping disdaining the rest of the world until they can conquer it. Even their economic difficulties have not shaken the smugness of their rulers or their goal of a Communist empire with the "Middle Kingdom" at its center.

"During the almost 4 years that I was negotiating with the Chinese Communists at Geneva, between 1954 and 1958," recalls U. Alexis Johnson of our State Department, "what I found most annoying and frustrating was their supreme self-confidence that they need make no concessions of any kind and that if they just waited long enough we would be forced to make all the concessions to them. And it is very hard to arrive at any understanding with people who officially call you 'the most ferocious enemy of the people of the world' and who believe that your destruction by war is inevitable."

If China intends to regain all its lost territory, and it has maintained that it will retake land it once held back to the Tang dynasty of the 7th to 10th centuries, we can see a long list of victims.

"We have looked back in history," says the *People's Daily* of March 8, 1963, "over the pages of imperialist aggression against China . . . During the 100 years or so preceding the victorious Chinese revolution, the colonial and imperialistic powers, the United States, Britain, France, Russia, Germany, Japan, Italy, Austria, Belgium, Netherlands, Spain and even Portugal engaged in a campaign of aggression against China from which were imposed the Treaty of Nanking, in 1842; the Treaty of Aigur in 1858; the Treaty of Tsientsin in 1858; the Treaty of Peking in 1860; the Treaty of Ili in 1881, etc. By virtue of these unequal treaties, they annexed Chinese territory. . . . We will re-examine all treaties concluded by previous Chinese regimes and denounce and revise them at the right time."

These territories include three provinces of Russia itself and a large share of the Soviet Far East; (there are au-

(Continued on next page)



thenticated reports from Peking that Red China has cleared and fortified a belt 20 miles deep on the Soviet China border. This is the rugged frontier along which *Tass* accuses the erstwhile comrades of the Kremlin with "continuously and systematically violating the frontier in a provocative manner") North and South Korea, Thailand, Malaya, Burma, Assam, Bhutan, Sikkim and Nepal, Laos and the Sulu Islands in the Philippines. (The Philippine Government has spotted a growing number of Indonesian Communist agents carrying cash and propaganda, infiltrating the area of the Celebes and Sulu Seas. Some 12,000 Indonesians have settled illegally in the Philippines, the majority perhaps innocent settlers, but many are part of the Indonesian conspiracy to rebuild a Red underground in the Philippines. Last year 1500 illegal Indonesians were shipped out of the country but the National Philippine Constabulary fears many have slipped back from the world's third largest Communist Party.)

To the Chinese the revolution is not confined to China, nor even to Asia. "This war is not only the banner of China's liberation, but is pregnant with

significance for world revolution. The eyes of the revolutionary masses throughout the world are upon us. In the new stage of our national war we will also exert a far-reaching influence on the revolution in the East as well as in the whole world," says Mao.

We may think that such words are merely intended to inspire the home Chinese to greater effort for their own country. But they actually mean it. As Wang Chia-hsiang has said:

"It is only natural that the victory of the Chinese people should have attracted wide attention among the nations in Asia, Africa, (In the Communist world which itself has split into two camps, Mao hopes to rally the colored people of the world against the white. Africa, he is sure, will be his in time.) and Latin America which are waging a struggle against imperialism . . . Undoubtedly the Chinese people's revolutionary way of out-and-out opposition to imperialism is certain to have greater and greater attraction for all the oppressed nations striving for liberation. . . . China's experience enables the people of colonial and semi-colonial countries to understand better that neither the capitalist system nor fake "social-

ism" of any brand can offer solutions to their problems."

China must somehow humble India, her rival in Asia, in order to destroy her prestige as a successful neutral nation and prove that China's power is the beacon for all Asians to follow. China can tolerate no neutral political position in Asia. Mao, almost maniacally opposed to neutralism, has said: "Any neutralist is a disguised agent of the imperialists." China fears India is being used by England and the U.S. as an Asian base to hold back the spread of true communism in Asia. They remember too the words of Lenin: "The road to New York and London lies through Shanghai and Calcutta."

Latin America is fertile ground for Red Chinese influence since two-thirds of that continent is illiterate and underfed. At one time there was a decision in Moscow creating a division of labor whereby the Chinese were given certain major responsibilities in Latin America. This was done on the theory that the Communist revolution in China was a peasant revolution and that most Red revolutions in South America would be of the peasant classes. Many observers feel that the Reds in South America feel closer to Peking than to Moscow. China has already established branches of China-Latin Friendship Societies in nine Latin American countries through which their agents teach rebellion and guerrilla warfare and dispense their "Hate the U.S." propaganda. China Radio beams broadcasts to South America and tries to recruit second and third generation Chinese in Latin America to work for the Motherland. In 1960 some 168 Latin American delegations went to Peking. Che Guevarra, if the truth were known, leans more towards Chinese Communism than to the Soviets, a feeling he and Castro would have put into practice long ago if China could have supported Cuba economically.

To the Chinese the struggle must be ruthless. "Only after a long period of bitter and repeated struggle can the question of which will win, socialism or capitalism, be solved fundamentally. If it is not, latent bourgeois influence and forces will wait for an opportunity to strike, to make trouble, to sabotage, or even to overthrow the dictatorship of the proletariat or bring about the degeneration of the socialist state. The law of class struggle is ruthless."

As Mao himself has said: "A revolution is not the same thing as inviting people to dinner, or writing an essay, or painting a picture, or doing fancy needlework; it cannot be anything so refined, so calm and gentle, or so mild, kind, courteous, restrained and magnanimous. A revolution is an uprising, an act of violence whereby one class

(Continued on page 42)

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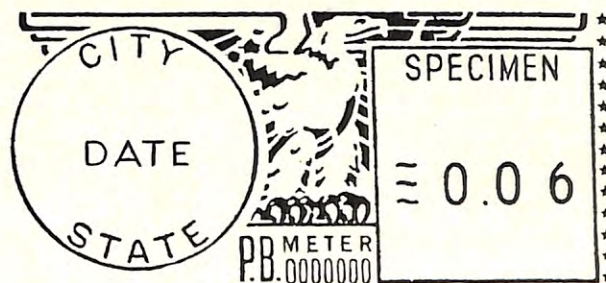
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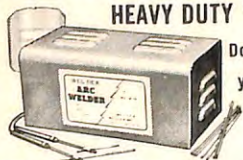
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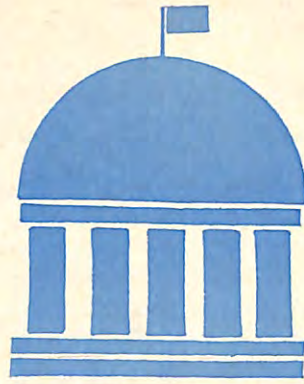
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**AROUND
WASHINGTON**

HOW TO BE A SPY. When following somebody, don't jump behind trees or peep around corners, don't wear a disguise, don't order a hamburger and cup of coffee in a fashionable restaurant, and never greet a fellow agent in public. These are some of the rules laid down for U.S. Army intelligence agents in an Army training school conducted at Ft. Holabird in Baltimore, Md. The Army frowns on the "Hawkshaw" manner and likes its spies to be average looking without large and protruding ears, moustaches or a limp, according to a training manual which recently became the butt of a humorous thrust delivered by a Washington correspondent.



DRAFT DEFERMENTS. President Nixon wants to end the long-established system of deferring students from the draft until they have completed four years of college. About 1.8 million men now hold student deferments. No change in their status is expected this year since these deferments cannot be ended without congressional approval. Present indications are that, whatever may happen in the Senate, the House will not take up the draft issue until next year when the current law expires.

TIPS ON FRANCHISES. You can get a free pamphlet entitled "Advice for Persons Who Are Considering an Investment in a Franchising Business" by writing the Federal Trade Commission, Washington, D.C. 20580.

WOMEN ON STRIKE. On August 26th, if plans of the National Organization for Women work out, wives will debate their husbands in their homes. Those husbands who may wonder what's new about this will be informed

it's part of a nationwide women's strike to commemorate the date women's suffrage was ratified 50 years ago and to celebrate the rise of the new feminist movement. Plans also call for secretaries to stop typing to protest "the relegation of women to the lowest paid jobs;" for women to stop all shopping in a visible rejection of their "primary role as the nation's consumer;" and for mothers to leave their children in government and business offices "to dramatize the need for a national child care system."

THIEF CAUGHT BY AD. The FBI Law Enforcement Bulletin tells how a western state resident trapped a thief who stole his four-wheel drive vehicle. He simply put an advertisement in the local newspaper for used parts from a vehicle like his and listed a telephone number. When a person responded to the ad, the used parts offered for sale were identified as coming from the stolen vehicle, and the thief was charged with grand larceny.

THE TIRE INDUSTRY, which has been under attack by Consumer Advocate Ralph Nader, is attempting to improve its image with a nationwide public relations program. The Tire Industry Safety Council has put together a "tire safety kit" which costs a dollar and can be obtained at local service stations or by sending a dollar to "Tire Safety," Box 726, New York, N.Y. 10010. Declaring that bald tires and underinflation are the main causes of tire trouble, the Safety Council recommends that motorists check their own tires at least once a week while they are cold.



V-DAY FOR THE HOT DOG. The Agriculture Department reports victory in its battle to make the meat industry squeeze extra fat from hot dogs. It says laboratory tests show that the fat content of federally-inspected hot dogs now averages only 28.5 percent. Last year, before the Department began to enforce a new limit of 30 percent which went into effect in October, some hot dogs went as high as 32 to 33 percent in content.

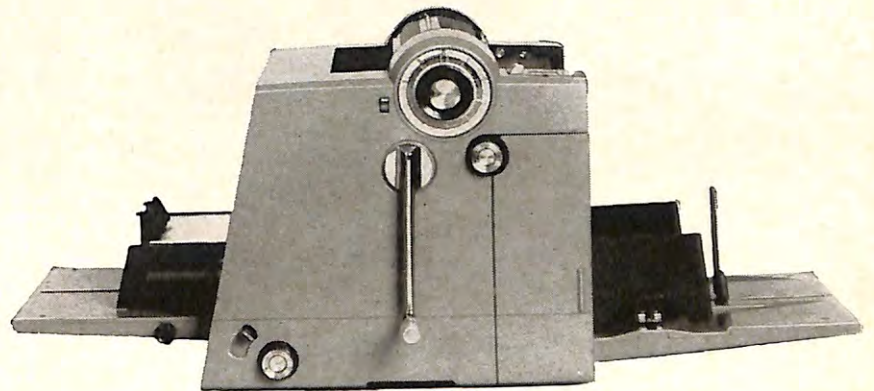
JULY JOTTINGS. The government is inspecting microwave ovens in a program aimed at catching radiation leaks before new models are built . . . Massachusetts Avenue residents have grown accustomed to the sight of a diplomat dressed in his tuxedo riding a motor bike to a black tie dinner on Embassy Row . . . The Veterans Administration reports that among the 31 million names in its master index are 10 vets named Abraham Lincoln, 1,640 named Robert E. Lee and, most popular of all, 310,000 named Smith.

THE WHITE HOUSE FLEET has been hit by an economy wave. To save the government both money and manpower, President Nixon ordered two of the Presidential yachts, the Patricia and the Julie, to be sold. The White House estimated that \$200,000 a year would be saved by the President's decision which left one yacht at his disposal, the Sequoia, originally obtained by President Franklin D. Roosevelt. It will be used to take visiting heads of state, hospitalized Vietnam veterans and friends of the President for cruises on the Potomac.

WASHINGTON'S FADING SUN. The nation's capital is receiving 16 percent less direct sunlight than it did some two generations ago, according to the latest sampling of the Smithsonian Institution. Dr. William H. Klein, director of the Smithsonian's Radiation Biology Laboratory, blames the fading sunlight on air pollution caused by dust particles rising into the upper atmosphere and diffusing the sun's rays before they reach the city.

CONSUMER PRICE RISES will be "down a lot" and labor output per man hour "will be up" in the months ahead, says Secretary of Labor George P. Shultz. "By the end of the year, we will all be happier about wages and prices." No one is more hopeful that Shultz's optimistic forecast comes true than the people of Washington. This is one of the most expensive cities in America.

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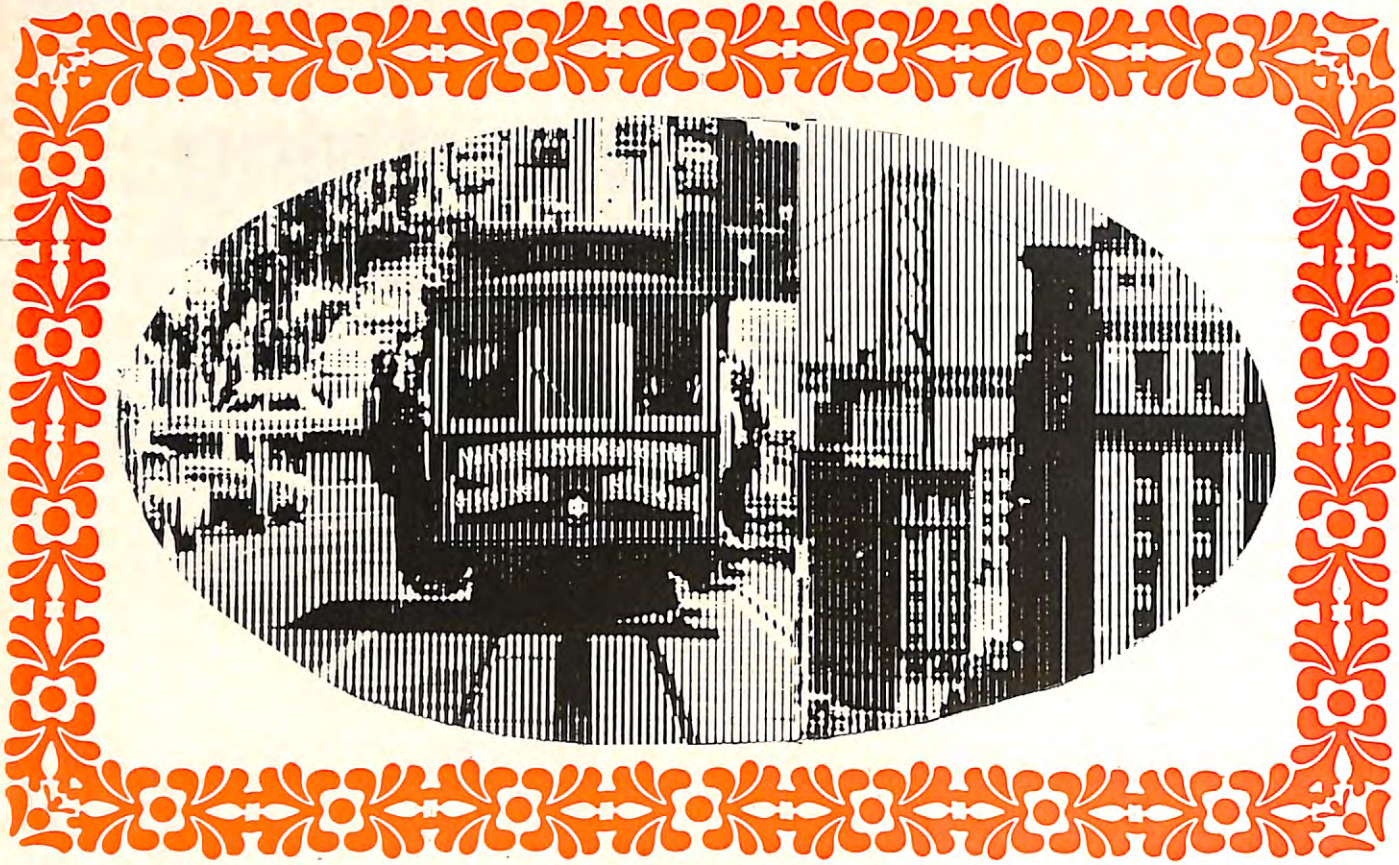
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Welcome to San Francisco

AS GOVERNOR of California, I am pleased to welcome you of the Benevolent and Protective Order of Elks to the Golden State. You are meeting in one of the most colorful and picturesque cities in California, and I hope that your visit will leave you with many pleasant memories of the San Francisco Bay Area.

MY BEST WISHES for a successful and enjoyable convention.

Sincerely,

Ronald Reagan
Governor

ON BEHALF of the people of San Francisco, I am honored to welcome members of the Benevolent and Protective Order of Elks of the United States on the occasion of their National Convention.

IT HAS BEEN seven years since The Elks last came to San Francisco and I know you will find many physical changes to our City, but I can assure you that the warm welcome that Elks have always found is still very much a part of our City and we want you to enjoy your stay to the fullest.

WE ARE very proud of the Elks and the many contributions they have always made to the betterment of the people of the United States by providing scholarships to worthy students and by supporting various hospitals and other charities. IN CALIFORNIA, the Elks Major Project

spends \$750,000 on the cerebral palsy program and contributes to eye research for pre-school children.

SAN FRANCISCO has been a proud home for Elks since 1872 when Lodge #3 was the first to be established on the west coast.

AGAIN my personal welcome to all of you and I trust that you will return many times to San Francisco.

Joseph L. Alioto
Mayor



NEWS

OF THE

LODGES



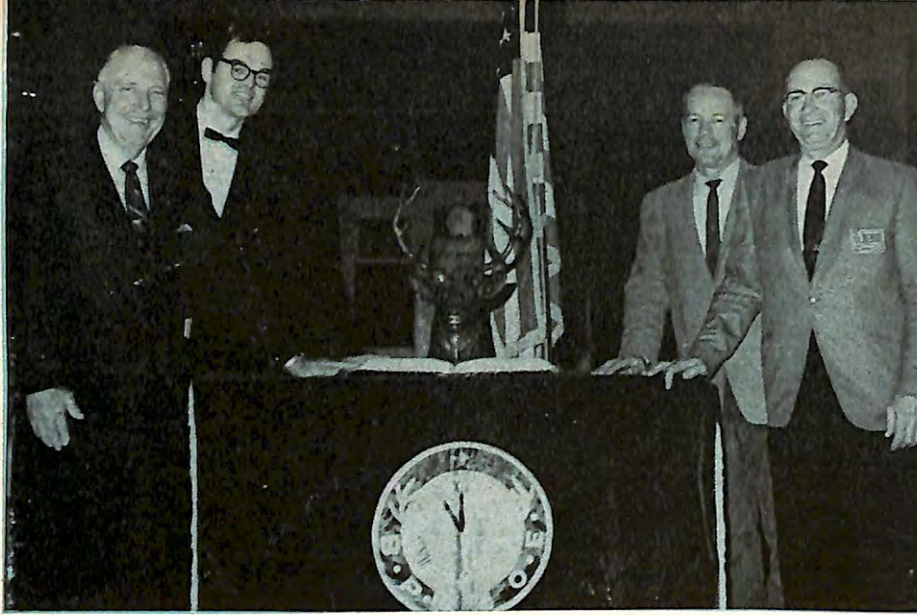
A DRAMATIC “first” in the more than 100-year history of the Order—the simultaneous institution of two new Oregon lodges—brings a special guest, GER Frank Hise, to Forest Grove, Ore., for the impressive institution ritual. Flanking GER Hise in a commemorative photo are PGER Horace R. Wisely and DDGER Leo G. Rease, Lake Oswego; behind them, the charter officers of Forest Grove, Ore., Lodge No. 2440, instituted recently in joint ceremonies with its “brother lodge,” Multnomah, Ore., Lodge No. 2441. The formal institution—conducted by PDD Alfred J. Moreau, Portland—was followed by the initiation of more than 1,200 new Elks.



A HOST of new Brothers—members of the newly-instituted Forest Grove, Ore., Lodge No. 2440—strike a semiformal pose marking their welcome into the Order. The initiates—and their counterpart members of Multnomah, Ore., Lodge No. 2441—were officially brought into Elkdom by the officers of Hillsboro and Beaverton Lodges, sponsors of the two new “baby” Oregon lodges.

SHARING in the recent history-making double institution of the two Oregon lodges are a number of Brothers of Multnomah, Ore., Lodge No. 2441, shown as they posed for a group photo marking their initiation, which followed the institution ceremony. The charter officers of Forest Grove and Multnomah Lodges were installed by DDGER Leo G. Rease of Lake Oswego, whose jurisdiction is the state’s North District.





AN ACTION unprecedented in the history of the Order recently joined two Washington lodges—Centralia No. 1374 and Chehalis No. 1083—to create a brand-new “old” lodge, Centralia-Chehalis Lodge No. 2435. An honored guest present for the record-setting merger—PCGER Horace R. Wisely—is shown discussing the new lodge’s future with (from left) Centralia-Chehalis ER Fred Oakes Jr., and immediate PERs Edward R. Wheeler, Centralia, and Frank L. Huckstep, Chehalis. The new lodge, which comprises approximately 2,100 members, will hold meetings in the former Centralia Lodge quarters until a new home is constructed; the merger was effected between the two lodges—a scant three miles apart—to better serve their membership, the purposes of Elkdom, and the people of the Centralia-Chehalis area.



A CUSTOMIZED auto license plate, bearing the number ELK 1, was presented recently to GER Frank Hise by representatives of the Oregon Department of Transportation, Motor Vehicles Division. Shown presenting the verification slip to Brother Hise are the representatives—Messrs. Yarbrough (left) and Ott (second from right); looking on at right is Corvallis, Oreg., Brother William F. Raw, currently serving as secretary to GER Hise.



A BRIGHT HEADDRESS and “Indian” blanket are worn proudly by Fargo, N.D., Secy. Frank V. Archibald (right) after his official welcome into the Chippewa Tribe of Minnesota. Attesting to Brother Archibald’s new status is Chief Little White Cloud, Great Chief of the Minnesota Chippewa Tribe. The chief, who holds a certificate presented to Brother Archibald, joined with a group of officers from Detroit Lakes, Minn., Lodge to “induct” the honoree into the tribe, in a ceremony at Detroit Lakes.



A CLASS of 130 candidates—initiated recently into Shelby, N.C., Lodge in honor of GER Frank Hise—join ranks with a group of lodge officers for a photo recording the event. The class is believed to be the largest ever welcomed into a North Carolina lodge.

TWO SPECIAL GUESTS attending a recent PERs Night at Blairsville, Pa., Lodge—SP Ronald C. Wolfe (background, fourth from left), Kittanning, and VP Clarence A. Fryer (background, sixth from left), New Kensington—strike an informal pose, marking the celebration, with a group of Blairsville PERs honored on this occasion.





A \$60,000 CHECK—representing Connecticut Elks' payment on a pledge of \$300,000 for the Newington Children's Hospital, the state major project—is presented by SP Francis C. Adams (second from left), New London, to Mr. Roderick A. Gettel, hospital administrator. Witnessing the formal payment are (from left) SDGER Arthur J. Roy, Willimantic; Grand Treas. Edwin J. Maley, New Haven, and PDD and state Treas. Edward Kligerman, Branford. The recent payment leaves a balance of \$150,000 due on the pledge to provide a large waiting room in the hospital's new addition; Connecticut Elks have paid, in three years' time, an amazing 50 percent of their commitment, which was set up on a ten-year basis. Brothers Roy and Maley also serve as members of the hospital's board of directors.

LODGE NOTES

OMAHA, Neb. Two \$100 U.S. Savings Bonds were awarded recently to the winner of the lodge's Youth Leadership contest. The winners were Connie Parenti, a student at Burke High School, and Marvin Bergers, a student at Benson High School. Youth Activities Chairman James E. Larsen introduced the winners at a lodge meeting.

ANNAPOLIS, Md. An historic event took place recently at Annapolis Lodge. The Elks were proud to have Maryland Governor Marvin Mandel initiated into the Order as a member of their lodge. Among the dignitaries attending the ceremony was PGER William J. Jernick—guest of honor for the occasion.

LEESBURG, Fla. The lodge-sponsored Boy Scout Troop #14 recently completed a ten-day hiking trip to the Appalachian Mountains. Six months of preparation, including various projects to raise funds for the trip, went into the venture. Among the sights encountered by the youngsters was Hard Labor Creek State Park near Rutledge, Georgia; Appletree Camp in North Carolina, and Cherokee, North Carolina. Adding to the adventure was a visit to the ruby mines near Appletree and the Indian attractions in Cherokee. Hiking, of course, was the main occupation, with the boys earning scouting's Historic Trails Award and the Fifty Miler Award.

RIVERSIDE, Calif. The Elks annual Youth Leadership Contest Dinner—when the contestants were introduced and the winners announced—was held recently at Riverside Lodge. Cash awards were presented to the first, second, and third place boys and girls—with Carol Stratford and Robert Disbrow topping the honors, for a first-place award of \$75 apiece. A total of \$50 and \$25 each was awarded the second and third place winners, respectively. ER Norman L. Lilley and Secy. E. J. Neel were among those hosting the event.

OKLAHOMA CITY, Okla. Fathers and sons of Cub Scout Pack 64, Scout Troop 64, and Sea Explorer Post 64 were feted recently by the Brothers of Oklahoma City Lodge. A banquet was served in observance of scouting's 60th anniversary.

American flags were presented to Greg Stuart and Harold and Charles Bouchard—representatives of the three scout groups.

SAGINAW, Mich. A program initiated recently by Saginaw Elks—sponsorship of a bowling league for the children of St. Vincent's Orphanage—has been highly successful. The project also includes a banquet and trophies for the youngsters, with lodge members attending the games to lend moral support to the young bowlers.

STOCKTON, Calif. The lodge-sponsored Boy Scout Troop #110 is celebrating its 45th anniversary with a reunion to be held in September, 1970. The troop has been sponsored by Stockton Elks for the past 35 years. Current addresses are needed for all registered adults and boys—and inquiries should be directed to: Kilburn Doe, 9018 Hope Lane or Robert Heil, 2709 Munford Avenue—both of Stockton.

GARDNER, Mass. Lodge members recently contributed more than \$600 to the Kim Chau Orphanage in Vietnam. The funds were used to purchase beds for the 135 children who reside at the orphanage.

OSAWATOMIE, Kan. Lodge members are proud of a fellow Elk, PER and Secy. Ralph E. Diehm. PER Diehm was recently awarded an Honorary Life Membership for outstanding service to the lodge. He has been an Elk for 23 years and lodge secretary for 15 years.

DAVENPORT, Ia. Lodge members recently initiated a program of writing individual letters to servicemen and sending them gift packages of cheese, nuts, and the like. The letters are personally oriented, the names having been supplied by lodge members; most of the recipients are family members and relatives. The letters and gifts have been warmly received by the servicemen.



A RECENT MEETING of the Kenosha, Wisc., PERs Association—members of whom are shown as they assembled for the occasion—marked the 58th anniversary of PER and Judge A. L. Drury's (at right) term of office as Exalted Ruler of the lodge. The gathering paid special tribute to Judge Drury on this occasion, as senior Past Exalted Ruler not only of Kenosha Lodge but of all the lodges in the state of Wisconsin.



A PRETTY young lady—Malinda Morley, a student at Woodland, Calif., T. L. Whitehead School, named for the late Woodland Brother Whitehead—receives an assist in raising the school's flag, presented by Woodland Lodge in memory of Brother Whitehead, from Brother Larry Means (left). Observing the ceremony with apparent interest are a group of Malinda's schoolmates, school Principal John Davis, and Woodland ER Charles E. Goggans.



A \$15 AWARD from Camden, N.J., Lodge is presented by PER Edward J. Griffith (third from right) to William Suhr (center), a student at Camden Catholic High School, for his winning entry in the lodge-sponsored crippled children's poster contest. Young Suhr went on to win first place in the district contest, and third place in state competition, for each of which he received a \$50 U.S. Savings Bond. Shown with the honoree are (from left) fellow students Jeanne Seydak and John Miccihe, Sr. Paulette, the school's art director, and students Kathy Hoffman and James Olsen; awards ranging from \$5 to \$10 were also presented to these students, representing second through fifth place in the poster contest.

THE OFFICIAL visit of Florida SP R. Lamar Johnston (fourth from left) to the state's Central District finds a host of dignitaries surrounding him at Winter Park Lodge, host for the event. The "welcome committee" includes (from left) PSP George Carver, Live Oak; Winter Park ER Fred H. Sandfort; DDGER E. W. Ehlers, Leesburg; VP James Neal, Winter Park; state Sgt.-at-Arms Gordon Johnston, Vero Beach, and state Secy. William Lieberman, a Leesburg Elk.



A QUINTET of New York Elks enjoying a recent dinner celebration—held in honor of the homecoming visit of DDGER C. Kaye Tomasino (center), of Greece, N.Y.—strike an informal pose for the camera, during a lull in the festivities. With the honoree are (from left) Rochester, N.Y., ER Kenneth Weil; Greece Secy. William E. Brueckner; Greece ER Vincent A. Ange, and PSP T. R. Beales, a member of Newark Lodge. The dinner cited Brother Tomasino's outstanding service to the 13 lodges which comprise New York's West Central District, and was sponsored by his own Greece Lodge.





A CHECK representing the first-place award in the New York state Youth Leadership Contest is presented by Lynbrook, N.Y., ER William F. Britton (left) to Miss Antonia Ianniello, sponsored by Lynbrook Lodge. Observing the presentation is Brother Gerald Greenberg, lodge youth leadership chairman. Miss Ianniello went on to garner second-place honors in the Grand Lodge contest, for which she received \$1,600 in savings bonds.



A DISTINGUISHED VISITOR to Maryville, Mo., Lodge—PGER Edward W. McCabe, Grand Lodge sponsor for the state of Missouri—offers congratulations to a quartet of longtime lodge members honored with him at a special luncheon. The old-timers—shown with Maryville ER Pete Peve (right)—are PER C. M. Price, a member for 56 years; A. E. Schumacher, 60 years; PER Walter S. Todd, 60 years, and C. G. Vogt, 53 years.

A HAPPY SMILE on the face of a young Vietnam veteran—one of many patients at the U.S. Naval Hospital in Guam—indicates that he was one of the lucky winners in a recent Agana, Guam, Marianas Islands, Lodge-sponsored egg hunt. Lodge members and their wives joined forces to provide eight dozen colored eggs with a “cash” value of \$2 to \$20 for the annual egg hunt, just one of many programs sponsored by the Elks to raise the morale of veterans wounded in service to their country.



“LAW ENFORCEMENT NIGHT” at Downey, Calif., Lodge finds ER Harold Smith (second from right) extending the lodge’s greetings to a trio of special guests: (from left) Mr. George Raft, famed film star; Mr. Frank G. Bonelli, member of the Los Angeles County Board of Supervisors, and Mr. Kevin Hagen, movie entertainer. Other special guests of the evening included area judges, police officials, city councilmen, mayors, and visitors from several surrounding lodges.



VIETNAM VETERANS convalescing at the Tripler Army Medical Center in Honolulu, Hawaii—like Capt. Roy Kekuhena (seated), recovering from injuries sustained in the Vietnam conflict—will now find the period of recuperation infinitely more pleasant, thanks to the Elks National Service Commission and Kailua, Hawaii, PER John J. Powers Jr. (left). The Commission—in response to an urgent appeal from Brother Powers and the hospital’s chief executive—provided 24 critically needed air conditioners like the one pictured; each bears a name plate listing the B.P.O.E. as donor. Joining in a pictorial record of the air conditioner installation are Col. Alfred Kent, M.D., and Honolulu PER Ray G. Medley, a former Grand Esteemed Loyal Knight.





A CHECK presentation marks the celebration of Sayre Wood, N.J., Lodge's ninth annual charity ball. Presenting the donation—on behalf of the Sayre Wood Elks' ladies—to Brother Frank Ward (left), lodge crippled children's chairman, is Mrs. Eleanor Strasser, president of the women's group; witnessing the exchange are ER Harold McCaffery; DDGER F. Harmon Foley Jr., a lodge member, and Brother Bill Singerline, event chairman.



A QUARTET of old-timers—all members of Crookston, Minn., Lodge—assemble for the photographic record with VP Floyd Spence, a lodge member, during a recent ceremony honoring their 50 years or more of affiliation with the Order. The honorees—Brothers Albert Menard, Dan Danielson, W. W. Betcher, and Ed Bergstrom—received pins marking their accomplishment.



A GROUP of high school students recently honored by Long Beach, Calif., Elks display plaques representing the special scholarship awards they received at the lodge's Scholarship Awards Night. Shown with the students—each of whom received a \$250 scholarship award—are Brother Don Wilson Jr. (left), event chairman, and ER James B. Speers (right).

A HANDSOME TROPHY—representing first place in the annual road race sponsored by Worcester, Mass., Lodge—is presented by ER Bernard J. McManus to the proud winner of the event, Maurice Ancona. Young Ancona, a student at Doherty High School in Worcester, outstripped 132 other contestants to win the race, now in its fourth year.

"BIG LEAGUERS NIGHT" at Charlotte, N.C., Lodge finds a group of major league baseball players enjoying the festivities with Charlotte Trustee John Richardson (third from left), general chairman for the event. The players—a portion of the many team members, coaches, managers, and scouts from North and South Carolina who attended—are (from left) John Donaldson, a member of the American League's Seattle Pilots; Tommy Helms of the Cincinnati Reds; Gary Hill of the Atlanta Braves; Grady Little of the Atlanta Braves' farm system, and Van Kelly of the San Diego Padres. Proceeds of the successful affair were earmarked for the Elks Boys' Camp, the state major project.





MONEY does grow on trees for Brick, N.J., PER Michael McDonough, shown accepting a cash-bearing "tree" from Mrs. John Callaghan, immediate past president of the Brick Elks' ladies. The colorful arrangement—representing a donation of \$3,800 from the women's group, slated for the lodge's charity fund—was presented recently by the ladies as their annual contribution to Brick Lodge.



CIGARETTES provided by Delano, Calif., Elks help brighten the stay of one of many Vietnam veterans aboard the USS *Repose* hospital ship—Gary Gibbons, who himself hails from Delano. Making the presentation on behalf of the Elks is Navy Corpsman and Delano Brother Lon Chaney (center), as Dr. Goodman of the ship's personnel looks on. Brother Chaney originated the project of supplying cigarettes and other items to patients aboard the ship by personally donating \$25 to the cause and requesting additional funds from Delano Lodge, which responded promptly and generously.



A PROUD Youth Leadership winner—Stephen Talbot (center) of Norwood (Mass.) High School, who captured first-place district and third-place state contest honors—receives his award from PDD and VP Donald A. Podgurski (second from left), a lodge member, under the approving gaze of three distinguished Elks: (from left) GL Youth Activities Chairman Michael J. McNamara, Brockton; Norwood Brother Martin O'Donnell, district youth activities chairman, and Norwood immediate PER Francis J. Begley. The presentation ceremony took place recently at Norwood Lodge, which sponsored young Talbot in the Youth Leadership competition.

Lodge News continued on page 44



NEW BRITAIN, Connecticut, Elks assembled recently to pay tribute to PER Joseph M. Halloran (seated, third from left), at 93 the lodge's oldest living member. Shown enjoying the festivities with Brother Halloran—a 62-year Elk—are a group of his fellow lodge members, including Brother Gerald P. Crean Jr., event chairman, and immediate PER Donald H. Hill (seated, third and second from right, respectively). The recent event featured Sen. Thomas J. Dodd (D-Conn.) and Rep. Thomas J. Meskill (R-Conn.) as guest speakers.

A \$9,000 CHECK—earmarked for Jeffersonville, Ind., Elks' new lodge quarters—is presented to Jeffersonville ER W. E. Spellman by two lovely Elks' ladies, Evelyn McCook (left) and Lynn Head, president and treasurer, respectively, of the women's organization. The ladies' contribution was raised over a period of ten years.





SAN FRANCISCO

THE CONVENTION CITY

By Jerry Hulse

THERE IT RESTS, bleached white against the bluest of skies and the bluest of bays, this town they call San Francisco. Is there another city in the world that compares with it? I fell in love with San Francisco long before it

became fashionable to get sticky over the place. My first glimpse was back during World War II. Since then I've returned dozens of times. It's like a drug. You get hooked. It's practically impossible to get it out of your system. As a result I can think of no more excit-

ing town in the whole world for your convention. And so it is that you Elks and your ladies will be spending several pleasant days in this city at the end of a continent.

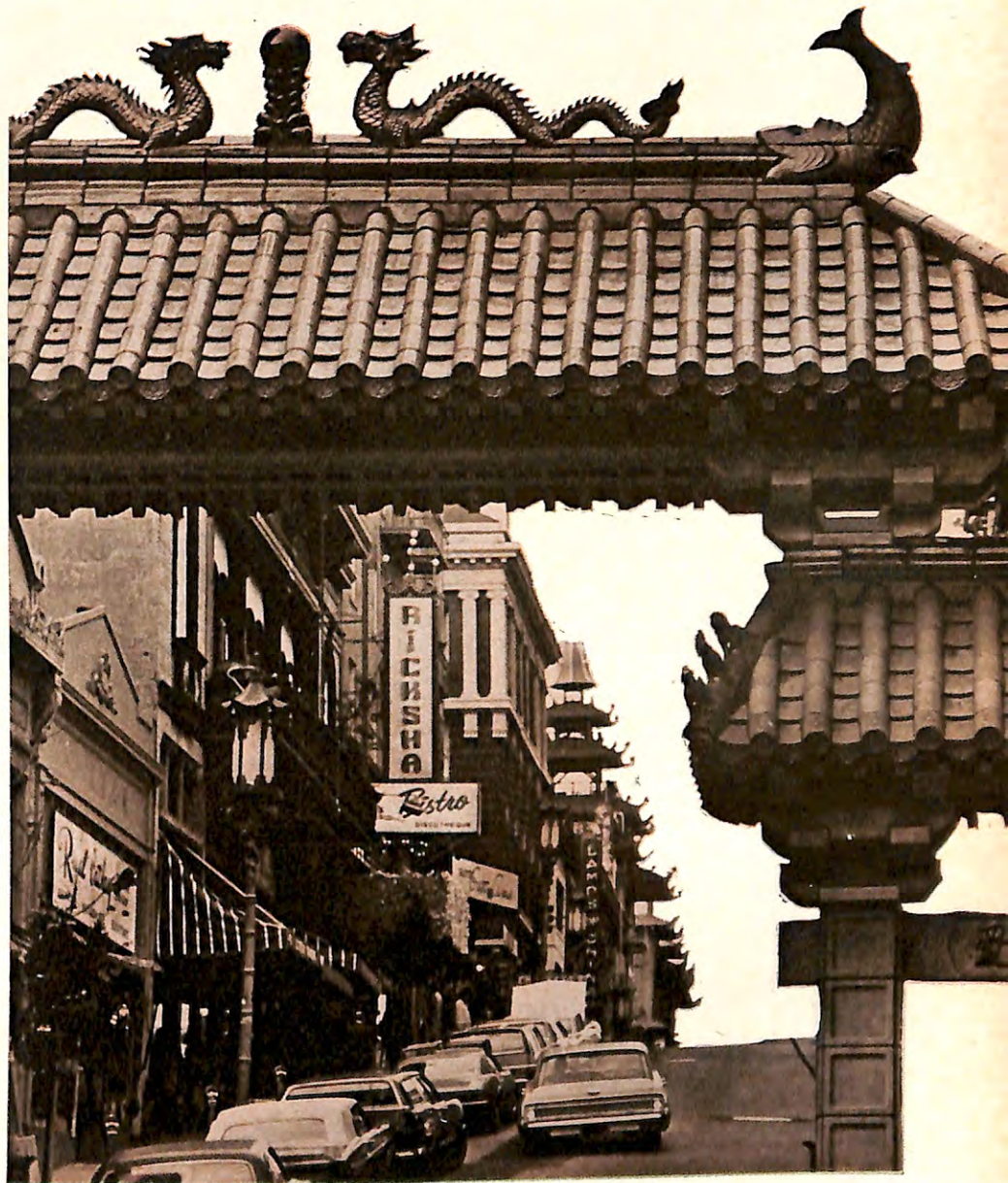
For those of you who've not been to San Francisco before, the romance is bound to heat up almost immediately. My friend Caskie Stinnett called San Francisco "the most attractive, most civilized, most desirable city in the country." Nobody else's town is quite so beautiful, he said, and he's right. There are only a handful of truly romantic cities in the world. Paris of course. Hong Kong, Rome, Lisbon, Copenhagen perhaps. A few others. But none that compares with the San Francisco of my memory.

The Convention & Visitors Bureau never tires of telling how it's "everybody's favorite city." Still it has changed. It's not the San Francisco that existed a few years back. If you haven't returned recently, well—you'll see for yourself. Skyscrapers have risen, just as they have in so many other cities. (It's getting to the point all cities are beginning to look alike.) The latest ruckus involves an announcement that the Transamerica Corp. intends to create an 853-foot pyramid-shaped office building. San Franciscans deplore change, but changes, nonetheless, are taking place.

They refer to what's happening to San Francisco as its Manhattanization. In less than five years Montgomery-Wall Street West—has acquired 17 new office buildings. The old view of Oakland has been cut down by nearly a dozen high rises. Soon the city will take possession of 14 new hotels, plus additions to five existing ones, among them the Hilton which I'm told will be your convention headquarters.

As everyone knows, San Francisco has always been the drinking man's town, although its natives aren't quite so tipsy as actor David Niven's wife was led to believe. Out for a stroll one evening, she and Niven passed one staggering soul after another. Finally

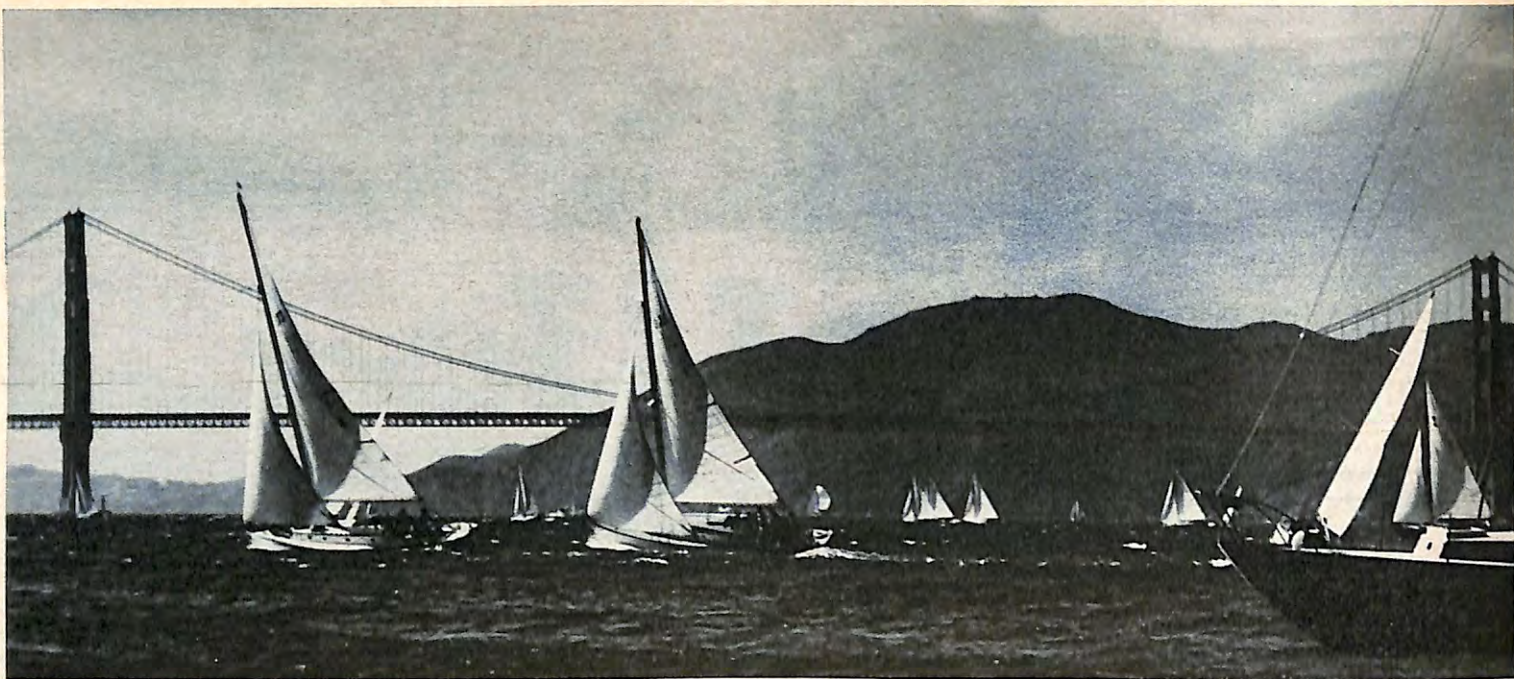
Photographs illustrating this article are courtesy of San Francisco Convention & Visitors Bureau.



**"The most attractive, most desirable, most romantic city in the world—
San Francisco."**



The gateway to San Francisco's Chinatown is a new "front door" guarded by temple dogs and ochre dragons. Ornamental materials for the \$75,000 structure, which frames Grant Avenue at Bush Street, were made by Taiwan artists and presented to the city by the Republic of China.



Sailboats scud past the Golden Gate Bridge during a race on San Francisco Bay. (Below Right) Alcatraz Island looms off the coast and the historic ships at Hyde Street Pier are visible to strollers, shoppers, and restaurant patrons at San Francisco's Chirardelli Square.

she turned to Niven. "David," she said, "do you realize everyone in San Francisco has been drinking?" What happened was the Nivens had inadvertently gone off strolling along Skid Row. Lately the derelicts living there are wincing while the city is applauding plans for a new \$200 million development to replace Skid Row. Rising along the Burgundy Beat will be a 14,000-seat sports arena, a huge exhibit hall, an 800-room hotel, a 2,200-seat theater, airlines terminal, garage, cultural and trade center and myriad office buildings.

What's taking place in San Francisco is the biggest shudder since the shake of 1906, the wreckers doing a rerun of the whole earthquake scene. You'll see Market Street being torn up for a subway. When everything's finished, the boulevard will be transformed into a stylish avenue trimmed with red brick sidewalks and Paris-style kiosks.

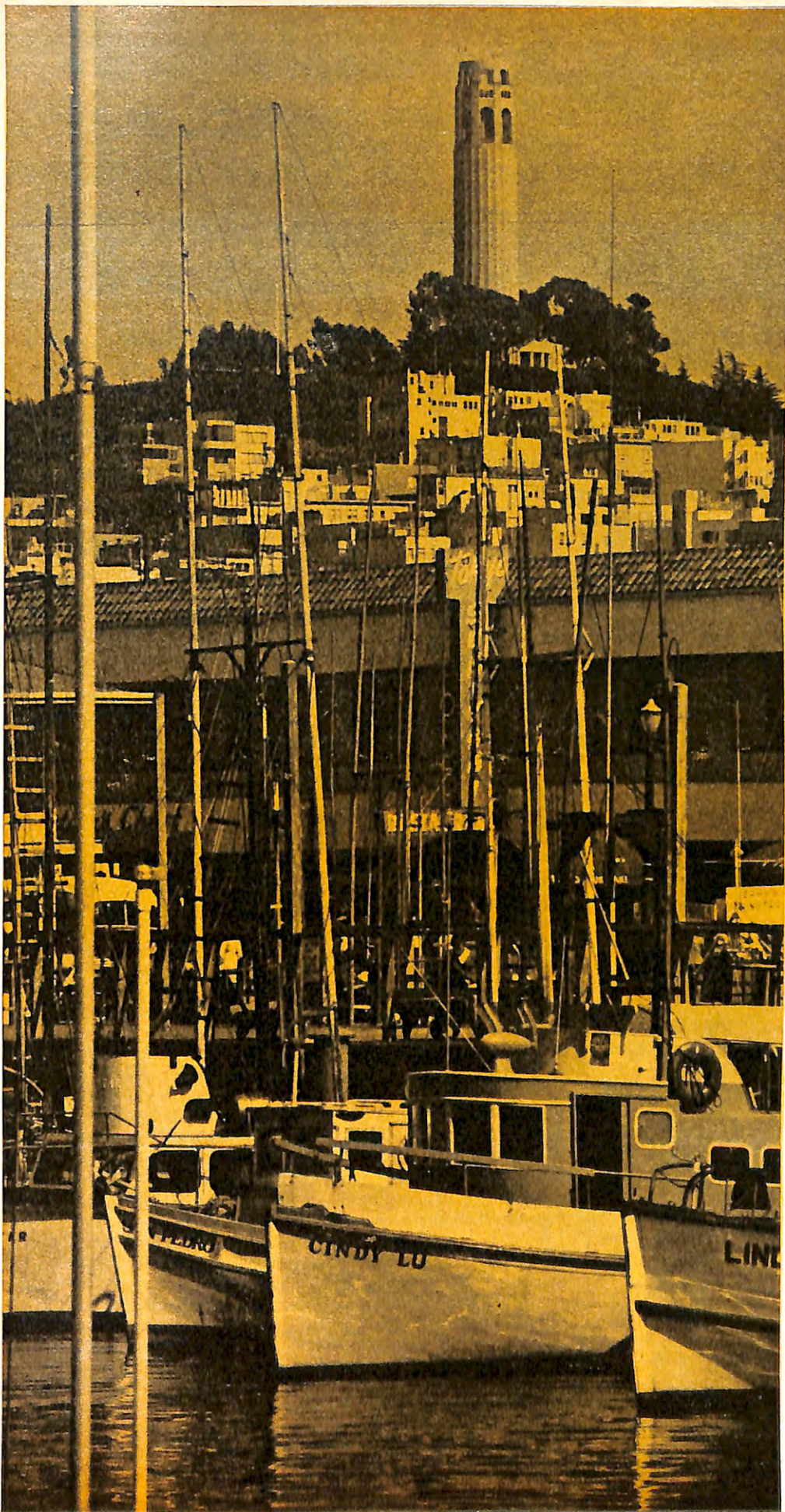
Along with the boom, San Francisco holds tenaciously to its reputation for the unorthodox. It's still a kooky town. Consider the group of railroad buffs who recently welded together several ancient boxcars and cabooses and turned them into a restaurant. Called Victoria Station, it's run by Bob Freeman—I suppose you'd call him the conductor—who gathered together hundreds of railroad artifacts in London while flying with Pan Am. They've been deposited inside the boxcars which you'll find assembled on Broadway at the Embarcadero, the menu listing a baggage cart salad, an engineman's steak and a station master's dessert. Where else but San Francisco?

Speaking of the Embarcadero, it's being prepared for a facelift, too. Dominating the skyline will be the Embarcadero Center's new 60-story office complex, along with an 800-room hotel, shops, theaters, and galleries, the entire mishmash contained on an 8-acre plot.

I mention all this new construction just so you'll be prepared. To allay your fears, though, not everything is being torn down. Leonard Martin, a white Russian from China, believes in preserving the old. The result is, Martin—he toots around town in a Bentley that plays the first three bars of "The Colonel Boogie March"—bought the old red brick Del Monte Fruit Cannery, installed dozens of shops, a market, restaurants and picture galleries and named it simply The Cannery.

Off by Fisherman's Wharf, The Cannery is old, old San Francisco. Into The Cannery Martin has squeezed an old Elizabethan manor house-turned-restaurant which he calls the Ben Jonson. While customers sip sherry and stout, bosomy wenches serve prime ribs, chops, hot brisket of beef, steak and kidney pie and Welsh Rarebit with Canadian bacon. The Ben Jonson was created on the orders of Queen Elizabeth I 300 years ago. Afterward William Randolph Hearst happened along and ordered the whole thing disassembled and shipped to the U.S. It remained stuffed inside a warehouse until Martin decided to stuff it inside The Cannery. Now lunch is served downstairs in the Albyns Long Room, vintage 1609, while dinner is served upstairs next to the pub and dart room.





Marge Booker of the Convention & Visitors Bureau describes The Cannery as a combination of an Italian galleria, Tivoli Gardens and look back to the Elizabethan era. The truth is, it is a huge and happy place, packed with San Franciscans as well as tourists, strolling musicians, fashionable boutiques, a couple of other restaurants and an explosive discotheque.

Down the block stands the equally popular Ghirardelli Square, an old chocolate factory which, like The Cannery, has been renovated and turned into a remodeled red brick showcase featuring speciality shops, a book store and several cafes. Ghirardelli Square, along with The Cannery, ranks alongside Fisherman's Wharf, Chinatown and Golden Gate Park as a cameo attraction in San Francisco. For nearly a century they turned out chocolate bars in the block-long brick factory. Then it closed shortly before World War II, becoming a scene of cobwebs and gloom which, finally, was saved from the wrecker's hammers by William Matson Roth, a conservationist, who paid \$2.5 million to create a brand *old-new* tourist attraction for his city. Now visitors sip sodas in an old-fashioned ice cream parlor (the Chocolate Factory) and stuff themselves with tacos and enchiladas in a cozy nook known as Senor Pico's. Besides incredibly good Mexican food, Senor Pico's serves up spectacular views of the bay as well.

While publicity is easy to come by, San Franciscans don't particularly enjoy the huge crowds it attracts. Someone suggested a campaign pointing out the city's negative points. "Say something bad," he said. Even those who get paid for publicizing San Francisco speak wistfully of happier times. Said the lady from the Convention & Visitors Bureau, "All the publicity is changing San Francisco. It's not like the old days."

A San Franciscan is a rare bird. No other place exists in his mind. Change is deplorable. A true San Franciscan will fight to save an old gingerbread home from the wrecker's hammer or a favorite pub that's to be torn down. One woman took it upon herself to pre-

If you like seafood and sea air, Fisherman's Wharf is for you. San Francisco crabs bubble in sidewalk caldrons. Bay sightseeing boats put out from Pier 43½. Telegraph Hill's Coit Tower stands guard over the port.



Originally a desert of sand dunes, San Francisco's Golden Gate Park today has 1,017 acres of green lawns, trees, lakes, and bridle paths. Sprouting up from the surrounding tulips is the Park's glass Conservatory, patterned after the great royal greenhouses in London's Kew Gardens.

serve the city's cable cars. She recruited others, got out petitions and, damnit, she won. Others decided the new Embarcadero Freeway was a blight. It was half completed when voices rose up and the city fathers ordered construction halted. What other city would do an about face, leaving hanging a half-finished freeway, like the end to some splintered off ski jump?

Those of you who don't move into the Hilton will find several other excellent hotels prepared to serve you, among them the brand new Miyako, which is San Francisco's only Japanese hotel. Indeed, you may, should you wish, bed down in a Japanese-style room, which means sleeping on the floor and bathing in one of those deep, steaming tubs the Japanese are famous for. The Miyako is a fixture in the new Japanese Cultural and Trade Center off in the Nihonmachi—the city's Japanese section. Below it Japanese shops sell cameras and pearls and restaurants serve tempura, teriyaki and other steaming Japanese delights.

There was the time when coming to San Francisco wasn't complete without visiting the famed Top o' the Mark. Now there are other heavenly perches

—among them the Fairmont's tall, tall Crown Room just across the street. But I'm a sentimentalist and while researching this article for *Elks Who Travel* I made a sentimental journey, back up to the top of the Mark Hopkins.

No. 1 Nob Hill once was the snootiest address in San Francisco. That's the Mark. Ladies in evening gowns were delivered to the door in chauffeured limousines. Gentlemen in black tie accompanied them. From the street and sidewalk the curious watched. It was the top of cable car heaven, outside the city's most fashionable hotel No. 1 Nob Hill.

This was before television when the nation still listened to radio. The announcer's voice reached out across America from "High atop Nob Hill in the city by the Golden Gate." It caused more than a ripple of excitement. Off in Grand Rapids and Twin Falls and hundreds of other small towns and big ones, wide-eyed youngsters and more than a few adults wished secretly they could be in San Francisco. Across America in the '30s and '40s radio audiences imagined the excitement of San Francisco and this tall magnificent skyscraper. Many a GI during World War II drank a final toast

to destiny before shipping off to the South Pacific from San Francisco's Port of Embarkation. Wives and sweethearts smiled, misty-eyed. Somewhere a piano played, "I'll Be Seeing You." There was something about the uncertainty of the future and the magnificent view. Life seemed frighteningly real. Romantic and sad, too.

Finding oneself up in that heavenly pub was like walking straight into a real-life film. To many GIs the Mark was a last, warm memory to carry off to the battlefield. If you had to go to war, to say that bitterly unhappy word to someone you loved, goodbye, you couldn't pick a more moving setting. Members of the old Air Corps kept a "squadron bottle" at the bar. Any fly-boy was entitled to a free drink. All he had to do was sign his name and pour. If he swallowed the last drink it was up to him to replace the bottle. Corny, sure. But it was dramatic stuff in those days. Every guy was Humphrey Bogart and his girl was Jennifer Jones and the future was the moment.

Up at the Top o' the Mark you were caught up between the stars overhead and the lights below. There were other sights and sounds: at sunset a ship disappearing under the Golden Gate . . . after-dark fog horns moaning in the bay . . . and the piano man playing, "I'll Be Seeing You . . ."

Nob Hill has always been a special address. In the Gay Nineties millionaires built their palaces up there. It wasn't until 1926 that the Mark opened, the first earth-quake-proof building in San Francisco, its steel frame anchored to solid rock. From the beginning it was a place to be seen. Its famed dining and dancing rendezvous, the Peacock Court, attracted San Francisco society. They danced to the bands of Anson Weeks. The music was carried by radio to faraway places. The Mark grew famous and as the years passed other famous bands played the Peacock Court. Benny Goodman. Tommy Dorsey. Ladies of the Junior League met at the elegant old hotel and it was a supper spot for post-opera-goers.

Well, not everything changes. The other evening I sat at the Top o' the Mark, watching a sunset turn the horizon orange. The Golden Gate faded in the haze of dusk. In that moment time dissolved . . . across the room a young GI looked wistfully into a girl's eyes, glass upturned in a poignant farewell toast. He was going to Vietnam. Suddenly it occurred to me that this boy in uniform wasn't even born when those other farewells were being said in the same place during that other long ago war . . .

NORTHERN CALIFORNIA'S BEAUTIFUL COASTAL REGION

Offers some exciting excursions
outside the Convention City

By Jerry Hulse

WHERE DO SAN FRANCISCANS go when they decide to get out of town? It depends, of course, on the time they have to spend. North across the Golden Gate is a world of woods and waters little known to Easterners. The Redwood Empire, newly famous this year with the establishment of a huge Redwood National Park, takes its name from the world's tallest trees. It's camping country, driving country—old California, a motoring experience.

Bus tours leave downtown San Francisco at Union Square daily at 2 p.m. For \$5 you're delivered to Muir Woods National Monument, less than an hour away over Golden Gate Bridge. Another Gray Line journey—this one takes eight hours—leaves for the wine country and historic Sonoma on Mondays, Wednesdays and Fridays. The tour with lunch comes to \$13.50.

For those who are extending their holiday, information on camping and the redwood region is available at the Redwood Empire Association headquarters at 476 Post St., just off Union Square. Tour advice is free along with an impressive collection of folders and maps. Be sure to look in on The San Francisco Convention & Visitors Bureau as well at Fox Plaza.

Only an hour away lies the Napa Valley and Sonoma. Across the Golden Gate Bridge, State 37 turns eastward north of Hamilton Air Force Base. Eight miles and another turn north brings you to the sleepy, leafy plaza at Sonoma—the village where rebel Yanks proclaimed the Bear Flag Republic in



1848. Statues and a flagpole at the plaza corner mark the occasion. Across the peaceful street is a red-tiled church and museum—the last Mission on California's chain-of-missions, a cool adobe sanctuary where Indians once worshipped. Sonoma is an ideal luncheon stop, with several fine restaurants bordering the Plaza. Later you'll wish to look in on a pair of local wineries—Samuele Sebastiani near the Plaza, or Buena Vista. You won't want to miss Jack London State Park where the famed author lived out his meteoric life. London's dream estate is about eight miles northwest of Sonoma in the lovely and haunting Valley of the Moon.

From Sonoma there's the huge wine country of the Napa Valley. A dozen winding miles brings you into the area. The wineries begin at Rutherford and St. Helena—cool, stone fortresses set among acres of vines. Among them are Mondavi, Beaulieu, Louis Martini, Inglenok, Beringer, Krug, Christian Brothers and the champagne cellars of Hanns Kornell. The song of the open road here is "Roll out the Barrell." They all welcome visitors, offering up complimentary glasses of the grape. California produces America's premier vintages and this is the wine heartland—small family-owned firms taking old-world pride in their product. It was in this peaceful valley that Robert Louis

Stevenson spent his honeymoon nearly a century ago.

But enough of euphoria. If the wine beat is not for you, the coast with its campgrounds and inns may be. Highway 1 out of San Francisco crosses salmon rivers and climbs coastal hills, wet and green, and meanders through villages that would be lost in a wink. Fort Ross, barely three hours out of San Francisco, was a Russian stronghold in the early 19th century—long before anyone had heard of an iron curtain. They came in search of sea otters and remained for 30 years, leaving behind an old stockade and the church where they worshipped.

Nearby, visitors take shelter at Timber Cove Inn, which stands lonesomely on a bluff overlooking the sea, a haunting hideaway from the frustrations of everyday living. There are no telephones or TV. Not even a radio. Indeed, there's not so much as a newspaper to remind the guest of the world's turmoil. With little to do but relax, visitors cleanse their souls breathing the salt air and listening to the cry of the gull and the fury of the sea. Enormous swells push in from the Pacific. They collide violently with rocks rising out of the ocean, curtains of spray rising 100 feet or more. On occasion there is a house nearby which disappears in the mists. Guests at Timber Cove Inn nap before a huge

fireplace or look out at racoons who peer back through the windows.

Highway 1 continues past splintered rail fences and blackberry vines. Storm-tossed beaches are choked with driftwood and now, with summer, hillsides are golden with scotch broom. During summer it is sometimes foggy, so drive with caution. As for the ocean, it is too cold—as well as too dangerous—for swimming. The hills are wet and green and grazing on them are black Angus cattle and snow-white sheep. Centuries of screaming winds and mountainous waves have sculpted the rocky shoreline into a series of natural monuments.

Beyond Timber Cove Inn and Fort Ross is the 19th century town of Mendocino, California's newest art colony. Wild and empty spaces slip away hundreds of feet to the rocky sea. In wintertime storms sweep in from Alaska and whistling sing at sea to the residents of this tumble-down town. The rawness of the lonesome land and the furious sea draw visitors tired of congested cities and crowded freeways. For the artist Mendocino is like Carmel was before the curious came. By the shortest route it is three hours by car from San Francisco. Perhaps this will be its salvation, the distance.

Mendocino was created by New England woodsmen, which accounts for its Down East flavor. They came to log



the redwoods and built for themselves New England-style homes and Maine salt boxes. Later when the lumber mills closed there was a mass exodus. Victorian cottages sagged against gales and fences toppled. With the arrival of the new people—the artists—homes were propped back up and Mendocino came alive again. Each morning the painters and sculptors gather at the Post Office. They pick up mail and exchange pleasantries and bits of gossip. Paintings hang everywhere. Even in the post office. It was, in fact, the first gallery in Mendocino, for the postmaster was a painter, too. In case you remain overnight, there are two snug shelters worth mentioning. One is Little River Inn and the other, a favorite of mine, is Heritage House, an old frame place built in 1877 and filled with 19th century antiques. Fire crackles pleasantly in the big lounge next to the bar, and there is a library and an art gallery and a splendid view of the sea far below.

Next door at Fort Bragg tourists ride the world's crookedest railroad. In one stretch along the locomotive huffs and puffs eight miles to complete a single mile. The California Western Railroad people call it the Super Skunk, a train once used to haul loggers and timber out of the forests. The skunk crosses 35 trestles and grinds through mossy canyons and the shadowy world of the

redwoods on its day-long outing to Willits and back. As it moves slowly away from its turn-of-the-century station, an old-fashioned holiday spirit prevails. Down the aisles marches a peanut butcher, hawking Crackerjacks and candy bars while passengers load their cameras and check out light meters. Two days should be allotted for the trip up Highway 1 to Fort Ross, Mendocino and Fort Bragg. You'll pass Stinson Beach, quaint Bolinas and the new Pt. Reyes National Seashore where Francis Drake made camp in 1579. State campgrounds for \$2 and \$3 a night are maintained at a number of snug coves along the coast. A warning, though: check in early. They're popular in summertime.

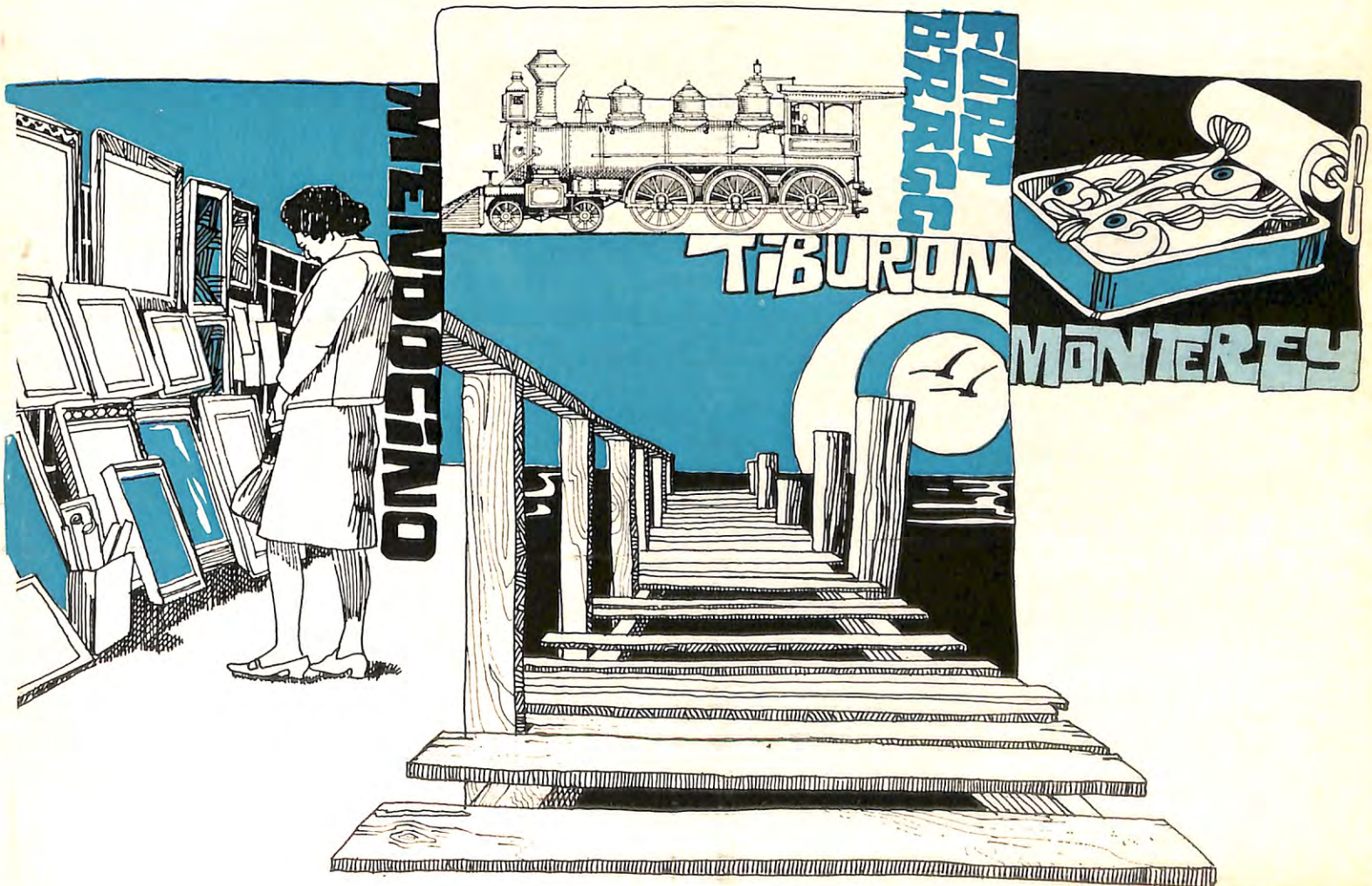
Using San Francisco as a starting point, there are several other suggestions for side trips during, before and after the convention:

Occidental and the Russian River—Leave the city via the Golden Gate Bridge for this pleasant, 65-mile drive. San Franciscans drive from the bay area to dine in Occidental. The restaurants are Italian and each serves family style. Up along the Russian River vacationers dance in summertime under the redwoods. Business flourishes in a couple of dozen bars and guest cottages line the banks of the river itself.

SAUSALITO—This is a 20-minute

drive out of San Francisco, an artist-like town across the Golden Gate. San Franciscans come here to look back at their city which rises across the bay, white and hilly. Sausalito has been invaded by artists and pseudo-artists. Shops display handmade jewelry, sandals, leather goods and ceramics. Among the better restaurants are Ondine's and the Trident. Ice cream stools line the bar at Sally Stanford's Valhalla, which also looks off on the bay and Alcatraz Island, as well as San Francisco. The owner claims that Jack London wrote several of his novels in a room above the bar. Should you decide to spend the night in Sausalito, we suggest you sign in at the Alta Mira Hotel. It looks down on the entire town from a verdant hillside.

TIBURON—By car Tiburon is about 15 minutes beyond Sausalito, a match-box sort of San Francisco with its own wharf, narrow streets and the good, salty smell of the sea. And, oh yes—one of the best restaurants in California. Kirby's Atterbury's Caprice Restaurant is a former bayside home. When mists blow in across the bay and the foghorns wail, Kirby Atterbury stokes the fire in the Caprice, which stands on pilings looking off at Angel Island and San Francisco. Guests dine upstairs in the Living Room and take grog downstairs in the Lower Deck. The fireplace is cut into the cliff and



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Papa Atterybury is le chef excellence. His wine cellar is one of the best in the U.S. Few restaurants, even in Paris, are better. Michelin, I'm sure, would rate it four stars. As for the town of Tiburon, it is filled with small shops painted red and gray and white. Streets roaming the hills are named Heathcliff and Sugar Loaf, and the fields and hillocks are carpeted with acacia and wild lilac; eucalyptus trees spread their shade, as do pine and others. Down by the bay are traces of another time—the fences of oyster beds and a splintery pier, abandoned now except for the sea birds which come to roost. When day is done, businessmen return home by ferry from San Francisco, met by children and barking dogs, and in the distant darkness San Francisco flashes an evening farewell.

MONTEREY—You should take two days for this excursion. Not that it's all that far; there's just too much to see, that's all. Next door is the picturesque artist colony of Carmel, and there is Big Sur where actress Kim Novak lives. In Monterey itself you'll walk the streets that Steinbeck walked while writing **Cannery Row**. Today the sardine factories which made it famous

are shut down and in their place shops and restaurants urge the tourists inside. If you have time, don't miss Monterey and Carmel.

SAN SIMEON—The drive south from Monterey to San Simeon can be described as nothing short of spectacular. California 1 twists for 100 miles above a furious sea, tides running in cross currents, waves smashing wildly onto the shore. In the silent forests of Big Sur mists hang like lacy curtains while waterfalls spill from lofty peaks. San Simeon, of course, is where William Randolph Hearst built his famous hilltop home called The Castle. It contains 31 bedrooms, 31 bathrooms, 14 sitting rooms and an assortment of lesser rooms. All this plus a mosaic floor laid originally in Pompeii in 60 B.C. For 50 years Hearst roamed the world, collecting his treasures. They fill The Castle, an attraction you'll not forget.

Random suggestions—If you've time, take in Yosemite, Lake Tahoe and Reno as well. Again, inquire at the San Francisco Convention & Visitors Bureau and the Redwood Empire Association. They'll help with the plans, and remember—it's free. ■



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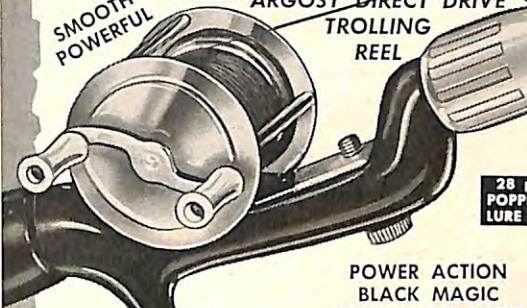
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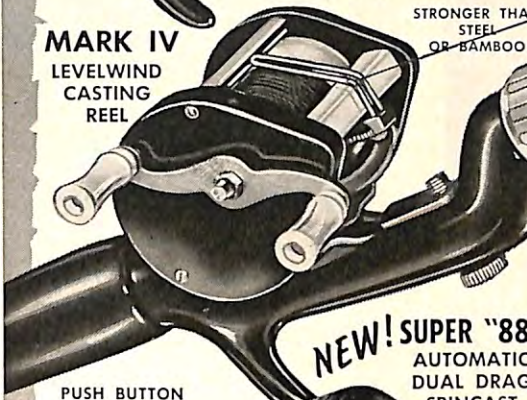


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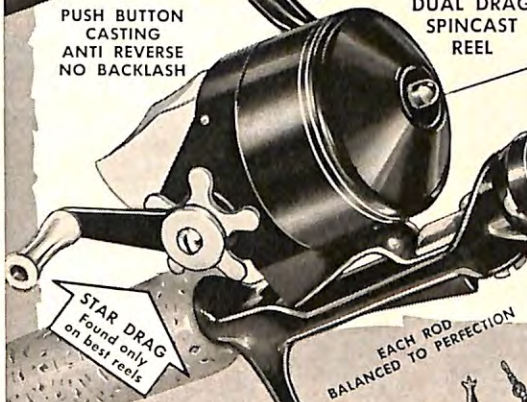
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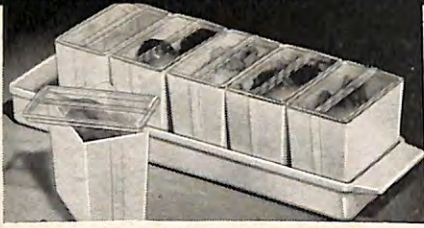
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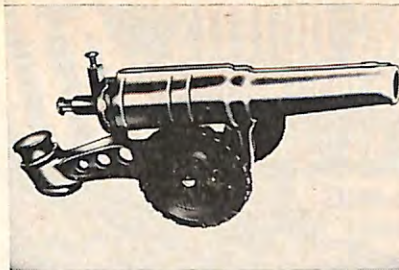
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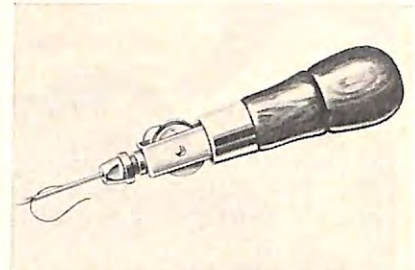


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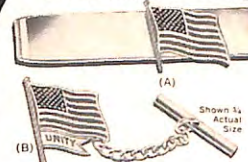
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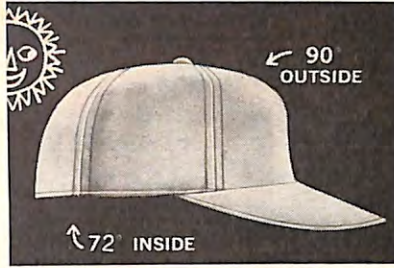
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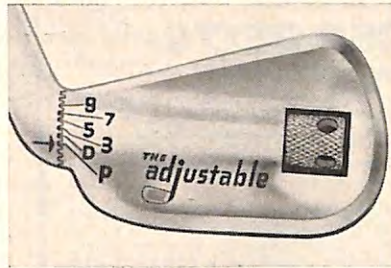
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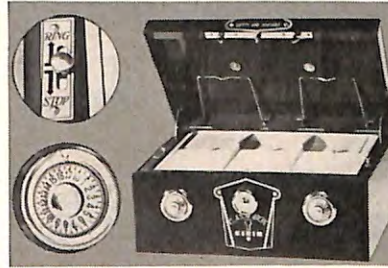
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- Needs no plumbing—just plug it in! Works on house current
- 1-pc. molded fiberglass body can't leak—use even on carpeted floors!
- Compact: fits through 26-in. doorway.
- Includes timer, thermometer, automatic thermostat control.



PERSONAL SAUNA BATH

Battle Creek NUSAUNA® relaxes, eases tensions—and cleans right down to the pores of your skin! Removes excess fluids; leaves you feeling like new! Buy at special direct-by-mail price. Mail coupon now. No obligation.



BATTLE CREEK Equipment Co.
Dept 460, 307 W. Jackson St.
Battle Creek, Michigan 49016

Rush free information on Nusauna to:

Name _____
Address _____
City _____ State _____ Zip _____



Make Wine at Home

Federal law permits heads of households to produce, tax free, up to 200 gallons of wine annually for home use. All new VINO KITS include complete equipment for easier-than-ever wine making... reuseable fermenting/aging tanks, compact water-seal valves, and a saccrometer to scientifically measure sugar content for finest wines every time.

23-page booklet with all-season recipes provides practical instruction for year 'round enjoyment of this fascinating hobby! Satisfaction guaranteed if used as directed.

Standard Kit (Reuseable, 10-bottle capacity) \$6.98
Master's Kit (Reuseable, 35-bottle capacity) \$9.98
Citation Kit (Reuseable, 75-bottle capacity) \$12.98

Vino CORP. POST PAID
(No C.O.D.'s)

Box 7885-BF Rochester, NY 14606

adjustable Hi-Low T.V. POLE STAND

For the bedroom, living room, kitchen, family room, porch... no matter where you're viewing this smart new T.V. Pole Stand holds your portable at the level and place best suited for comfort... without taking up valuable floor or tabletop space. Takes any width, up to 14" front to back, up to 17" top to bottom. Easy to install and move, black decorator pole has spring tension rod at top to adjust to your ceiling height, can be set up in Hi or Low position. Hi position is great for reclining watchers.

\$11.95
ppd.

Write for FREE catalog of gifts.

Holiday Gifts

Dept. 707-A, 7047 Pecos St.
DENVER, COLORADO 80221

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-373, 509 Fifth Ave., New York, N.Y. 10017

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



Your Name on Studio Cards!!

These cards are more than personalized! Your name is actually printed into the message on these sophisticated Slim Jim cards, all in impeccable taste. Custom printed in full colors. Birthdays, Get-wells, anniversaries, congrats. Cards shipped within 48 hours. The ideal gift. Money refunded if not delighted. Use either 2 first names (Sue and Joe) or your family name (The Allens). Send printing instructions and \$5.95 for 18 card "Connoisseur's Assortment."

COLLEGE HALL CARDS, Dept. E5
199 Hickory Drive Larchmont, N.Y. 10538

■ Coupon for advertisement on 4th Cover ■

J. P. DARBY, ESQ., Dept L-70 ENGEL STREET, HICKSVILLE, N.Y. 11802

Please rush—imported Flame Guns (Catalog #1073) at special sale price of only \$14.98 each plus \$1.00 for postage and handling. If I am not absolutely delighted, I may return order for prompt refund, or full cancellation of charges any time within 10 days.

N.Y. residents, add sales tax.

Check or Money Order enclosed for \$ _____

Charge my Diners Club # _____
(signature) _____

Name _____

Address _____

City _____ State _____ Zip _____

Check here for FREE catalog of unique gifts

ELKS FAMILY SHOPPER



MEET MR. LOWE, HONG KONG TAILOR with samples at La Salle Hotel, Chi. 6/30-7/2; In July: 3-5 Ramada Inn, Kalamazoo; 6-8 Hilton, Detroit; 9-11 Penn Garden, NYC; 12-14 Gov. Morris Inn, Morristown, N.J.; 15-16 Holiday Inn, Kingsport, Tn.; 17 Mariott, Atlanta; 18-20 Sheraton Four Ambassador, Miami; 21-22 Sheraton, Dallas; 23-24 Cowhouse, Killen, Tx.; 25 Stardust, Las Vegas; 7/31-8/1 St. Francis, San Francisco; 8/2-3 Biltmore, Los Angeles. Call for appointment.



FASCINATING HEADLINES FROM THE PAST. Pick a date—the day you were born, the date you married, the day your first child was born—and find out what happened in the world from the front page of the New York Herald Tribune. From 1900 to 1964, just \$1.00 ppd. per page. Specify date. Holiday Gifts, Dept. 707-B, 7047 Pecos St., Denver, Colo. 80221.



LABELS TO DECORATE—a gay new way to add color to rumpus room, bar, den. Complete Decorator's Kit contains 25 all-different, unused labels from Bourbon, Scotch, Vodka, Gin and Wine bottles plus instructions for applying to bar top, lamp shades, serving trays, etc. Just \$2.98 ppd. "Labels", Dept. EK, P.O. Box 7581, Birmingham, Ala. 35223.



HIS 'N HERS ELECTRIC COMB/BRUSH (Drier too.) The base is the same with comb for him and one for her plus a brush. Heated air makes it a hair dryer too for fast styling. Lightweight stainless steel and ideal for travel. Order #342 E, \$12.95 plus \$1 postage from Amtech Creations, 108 New South Rd., EL-70, Hicksville, N.Y. 11802.

Fully Automatic **SUPER-SURGE** INSECT KILLER

100%
American
Made

U. S. Gov't Pat.
no. 3061, 202

FOR FARM and HOME Shoots A Jet Spray 30 FT!

- LIGHTWEIGHT
- AUTOMATIC
- INSTANT-ACTION

NOW YOU CAN SPRAY, FERTILIZE AND PROTECT EXCEPTIONALLY LARGE AREAS. Shoot a jet spray up to 30 feet high. Fertilize with amazing instant action results on lawns, shrubs, trees, roses and evergreens.

Guard your valuable roses, trees and flowers against disease bearing insects and fungicide. Squeeze the automatic trigger, in seconds, you can fertilize with instant action results even on large lawn areas. Produce a barrier insects can't penetrate or survive. So effortless, lightweight. 100% automatic. Holds full gallon of liquid spray. Maintains continuous suction pressure. Can be dialed to throw any kind of stream you want. Easy for women; even a child can operate it.

• **LIGHTWEIGHT** — (1 lb. empty) (8 lbs. full). Less than 1/2 the weight of conventional sprayers due to the polyethylene construction. Corrosion proof, cannot rot; unaffected by garden chemicals.

• **NO STOOPING. NO PUMPING.** Long 36" pressurized delivery tube. No need to constantly carry the sprayer. Leave it standing while spraying those tall shrubs, bushes, where insects breed.

• **TRANSLUCENT CONTAINER**—Liquid level always available, maintains its suction pressure—works continuously. No clogging. U.S. patent approved. 34% fewer moving parts. 100% trouble-free.

• **POWERFUL INSTANT ACTION** Squeeze, it sprays, release, it's off. Built-in adjustable nozzle can be dialed to spray fine mist or 30 ft. jet stream (with 200 lbs. pressure).

• **ECONOMICAL**—Delivers a super-fine atomized mist of insect killer into the air, spray so fine, it hangs there suspended, waiting for insects—no coarse wasteful delivery. Compact, easy to store for use year after year.

• **FULLY GUARANTEED**—Entire unit 100% American made lifetime construction. Parts always available. Satisfaction guaranteed or money back.



Guaranteed Best Tank Spray Value In America



2 98

Complete

FREE

CHLORDANE INSECT KILLER wettable powder makes 2 full gallons. Guaranteed effective over large areas. One application lasts all summer. Mail coupon.

SO MANY USES

New Super Surge with insecticide rids patio, porch, terrace, lawn or garden of flies and mosquitos in seconds! Protects you and your family against bites. (So lightweight you can spray twice as much with half the effort.) Kills annoying garden pests that breed disease and give your lawn and garden that unkempt, ugly look. Thousands order extra sprayers to speed window washing, or as a gentle sprayer for pets and livestock, lawn fertilizer, spot spray, for crab grass, tree spraying, etc. MAIL COUPON NOW.



Enjoy your patio all through the fly and mosquito season. Super-Spray keeps it bug-free the easy way.



No more pesky insects around the barbecue. Makes outdoor dining more enjoyable.

10 DAY FREE TRIAL

Use your Super-Surge Sprayer for 10 days entirely at our risk. If not 100% satisfied, return for full refund. You can't lose. Order now and add fun to your yard work and hours to your leisure.

AMAZING NO-RISK COUPON

B. & G. DEPOT, Dept. 7 EM-2 First St.
E. Norwalk, Conn. 06880

Please rush new Super Sprayer. I must be 100% satisfied or will return in 10 days for full money back refund.

WITH gallon container plus free Chlordane insect killer only \$2.98 plus 60c PP & Hdlg.

NAME

ADDRESS

CITY STATE..... ZIP.....

SAVE! Order 2 Super Sprayers for only \$6 post-paid (save \$1.16). Extra Sprayer makes welcome gift.

FIGHT "SPINACH SMILE"

Wear a BASTA—the NEW Danish dispenser toothbrush. Load 2-week supply of any toothpaste, turn Knob, brush ANYWHERE. Tight cap, stout clip, won't leak in pocket or purse. IT WORKS. IT LASTS. Stores get \$2.49. Kids need one, too. Six colors. Caution: WEARING a toothbrush may be habit-forming. No C.O.D. but try it a week on money-back guarantee. Postpaid.

FINDS Dept. 087, 918 Leonello Ave, Los Altos, Calif. 94022
Please send BASTAs at \$1.98 each and extra brush heads at 69¢ to:

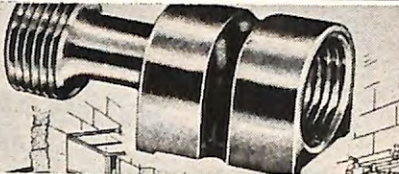
NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
Calif. add 5% tax Total Enclosed \$ _____



T'BAK-O-MATE—The Dual Filter Pipe

This pipe is handmade from aged imported briar. The dual filter is what gives it that pleasant, cool, dry smoke, for which it is widely known. Try it for 30 days—if not satisfied I will refund your money. Try it—you will like it. Send \$10.00 plus 50¢ for postage and handling. Specify either plain or carved. Mo. residents add 3% sales tax.

O. J. RETTKE PIPE MFG. CO.
105 Hancock, Dept. E, Washington, Mo. 63090



DRAIN FLOODED CELLAR FAST

Needs No Electric Motor or Gas Engine Power
When water gets into your cellar, or you want to drain out a pool, vat, cistern, excavation, boat, don't break your back hand-pumping or bailing. Just connect your garden hose to nearby water faucet and free end to intake side of DRAIN-DRI. Connect another length of hose to discharge side, turn on faucet, and normal water pressure makes the Drainer work. This siphon pump has no moving parts to wear, jam or break down. Only \$2.98 plus 35¢ handling and postage charges. Satisfaction or money back.

Larch, Box 770 Times Sq. Sta., Dpt. 202F, New York 10036



For That Special Gun

In your trophy room or bedroom, this unique, solid pine gun rack is a must for the proud outdoorsman.

Makes an ideal gift. Completely handcrafted with antique-rustic finish. (Gun not included.) 54" x 8" with wall hangers.

Send \$7.00 ppd to

THE ROWLAND SHOP
507 Lawrence St., Pratt, Kansas 67124

THIS AD WORTH \$1.00 PER MARKER



ENGRAVED WALNUT DESK MARKERS

24K Gold on Solid Walnut \$3.95 NAME; \$4.95 WHITE
THE BEST OF PERSONAL GIFTS

Satisfaction Guaranteed or Your Money Back

Why do GM, GE, IBM, and so many others use Spear Markers for employee ID, sales prom., and bus. gifts? Order your Desk Markers today and see! Clip this ad to your order—take off \$1.00 per marker—any quantity. No risk—we've pleased our customers for over 20 years. We'll ship in 48 hours. P.S. The Best of Christmas Gifts! Write for details.

SPEAR ENGINEERING COMPANY
4824 Spear Building, Colorado Springs, Colorado 80907

ELKS FAMILY SHOPPER



PORTABLE SINK travels easily for camping, boating. Lightweight, it holds over 5 gallons of water. Has leak-proof cap, pump-action faucet, drain plug and hose. Place for toothbrushes, soap, scouring pads, 19 1/4" x 14" x 7". Avocado gr. Can be permanently installed. #6784. \$14.95 plus \$1.00 shpg. Alexander Sales, EL-70, 26 So. 6th Ave., Mt. Vernon, N.Y. 10551.



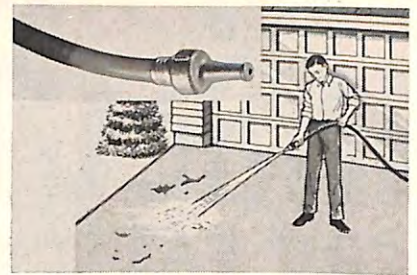
PEET'S ELECTRIC SHOE DRYER dries perspiration-soaked shoes without harming material. Ideal for golfers, joggers, sufferers of Athlete's Foot. Wash inside shoes, wear them the next morning. Specify size, men's, ladies' or children's. \$19.95. Family unit, \$24.95. Add \$1.00 shpg. Price Sales, Dept. E1, 104 Riverside Dr., St. Maries, Ida. 83861.



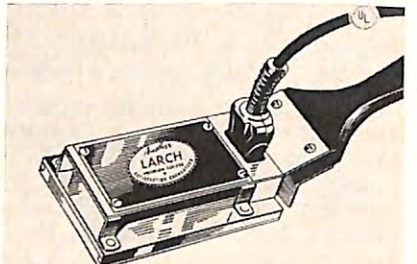
BURGLAR-PROOF DOOR JAM keeps intruders out. You prop fork end under door knob and push floor pad end towards door. No-one can enter. Heavy-duty steel, adjusts from 26" to 38". Telescopes compactly for easy carrying. \$5.95 plus 75¢ shpg. 2/\$10.95 plus \$1 shpg. J.W. Holst, Inc., Dept. ED7, 1005 East Bay St., East Tawas, Mich. 48730.



PLAY THE HARMONICA IN 5 MINUTES or your money is returned. Professional-style Harmonica has solid brass plates and individually tuned bronze reeds with nickel-plated covers. Comes with simple instructions, 200 songs (words and music) plus 50 extra songs for harmonizing for \$3.98 ppd. Ed Sale, Studio EK-4, Avon-By-The-Sea, N.J. 07717.



GIVES HOSE JET STREAM POWER. Put Hi-Pressure Nozzle on your ordinary hose and it creates a powerful jet stream to clean walks, garage, patio, house siding, fences. Shoots straight solid stream. Solid brass. Order #58644, Sweeper Nozzle, \$1.29 ppd. from Breck's of Boston, H94 Breck Bldg., Boston, Mass. 02210.



REMOVE PAINT LIKE A PRO with professional-type Electric Paint Remover. Use it indoors or out on flat, curved or irregular surfaces to take off up to 12 layers of old paint down to base wood. Fast and completely safe. All parts factory replaceable free. \$12.98 ppd. Larch, Dept. EL7, Box 770, Times Sq. Station, N.Y. 10036.



CORDLESS ELECTRIC RAZOR travels well on hunting trips, boat, to the office. Patented head and 6 self-sharpening Swedish steel blades give a close, cool shave. 5" metal case. Only \$9.95 ppd. including carrying case. 2 "D" batteries, mirror and brush. Add 50¢ tax in Calif. Exhibo West, P.O. Box 5174-B, Mission Hills, Calif. 91340.



STITCH-IT-YOURSELF IRISH BLESSING. Bring the beauty and warmth of this old-fashioned Irish blessing into your home by creating it in crewel. Complete kit includes 14 1/2" x 11 1/2" stenciled homespun fabric, yarn and floss, stitching needle and color illustration. #1024. \$2.95 plus 25¢ shpg. J. Carlton's, Dept. E005, 176 Madison Av., N. Y. 10016.

ELKS FAMILY SHOPPER



IMBED ANYTHING IN PLASTIC FOREVER! Just place an invitation, rosebud or corsage in pan with special crystals and oven-bake. Solid plastic envelope forms. Also makes key chains, coasters. With clear and colored crystals, pan, butterflies, crushed glass and starfish, \$2.98 plus 35¢ shpg. Palm Co., 7236 Greenland Bldg., Miami, Fla. 33054.



FOR COLLECTORS OF AMERICANA and everyone fascinated by life in the U.S. in past years—the Sears Roebuck Catalog of 1908 gives you the inside picture of things wanted and purchased throughout the nation in the early 1900's. 736 matchless pages. \$3.95 plus 50¢ post. Wilmot Enterprises, Dept. EK-70, Suite 100, 100 Wilmot Rd., Deerfield, Ill. 60015.



WEEDING IS EASY with a long-handled automatic weeder to pull out dandelions, plantain, buckhorn, etc. Push down on Weed-O-Matic, twist and pull. Grips and pulls the whole weed, roots and all. Ejects automatically too. No stooping, no sore knees. All metal. \$3.95 ppd. Walter Drake, EL-59 Drake Bldg., Colorado Springs, Colo. 80901.



LOOKS LIKE A MILLION on the beach—for Million Dollar Towel is imprinted with a \$1,000,000 bill. Worth its weight in thirsty terry fibres that dry you thoroughly after a dip. Beautiful for sunbathing too on 36" x 66" expanse. In 2 shades of green. #B3698, \$3.98 plus 40¢ shpg. Hobi, Inc., Dept. E-6, 35 Engel St., Hicksville, N.Y. 11802.

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!



IS YOUR SIZE ON THIS CHART?

	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														

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

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, scuff 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.

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-12

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

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

WRITE NOW! GET COMPLETE INFORMATION... PLUS THE FACTS ON AIR FARES... FREE... NO OBLIGATION.

HAWAIIAN ALOHA TOURS

Pacific Beach Hotel, 2490 Kalakaua Avenue, Honolulu, Hawaii 96815

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____

WHEN CAN YOU COME? _____
 HOW MANY PEOPLE IN FAMILY COMING? _____
 () ADULTS () CHILDREN ages: _____
 HOW DO YOU WISH TO PAY? CASH (). CHARGE: Diners' (), Carte Blanche (), American Express (),
 Master Charge (), BankAmericard ()

YOUR ELKS LODGE NUMBER.....

Air fare must be booked through
 Hawaiian Aloha Tours to qualify for this special package price

IT-GB 001-A

SHED INCHES



LOOK YEARS YOUNGER!

Amazing Waist, Hip and Thigh Reducers
 Strip Away Fat Without Weights,
 Exercises, or Crash Dieting!

Why look older than you are! Slim down to a trimmer, more youthful you this quick, easy, way. Wear our soft, pliable SLIM-QUICK anywhere — invisibly — under your clothes. As you move about, your SLIM-QUICK gently massages; holds body heat; and multiplies perspiration flow. Inches fall away in days! Molded rubber lined with s-t-r-e-t-c-h nylon lets you wear it in complete comfort. Heavy-duty zipper for getting in and out of easily. Especially effective when worn while walking, jogging, bowling, golfing, etc., relieves back and waist tension, too! For men and women of all ages. Order now. Wear regularly and see results within days or your money back!

- A) COMBINATION waist, hip & thigh reducer only \$18.95 ppd. SEND WAIST AND HIP MEASUREMENTS
- B) BELT SEND WAIST MEASUREMENT only \$9.95 ppd.
- C) THIGH REDUCER—(not shown) only \$13.95 ppd. SEND UPPER THIGH MEASUREMENT

CHECK OR MONEY ORDER, NO COD (Fla. orders add 4% Tax)
 MONEY BACK GUARANTEE
 FREE with all orders "A DOCTORS QUICK WEIGHT LOSS PLAN" booklet to help you get even faster results.

CROSAR PRODUCTS

DEPT. E-2, BOX 1813, HIALEAH, FLORIDA 33011
 All Three Products Used By Men and Women

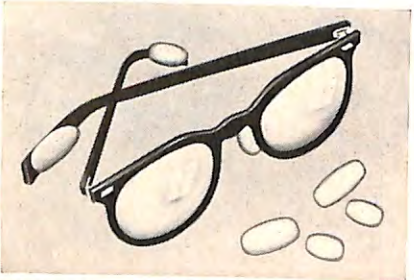
ELKS FAMILY SHOPPER



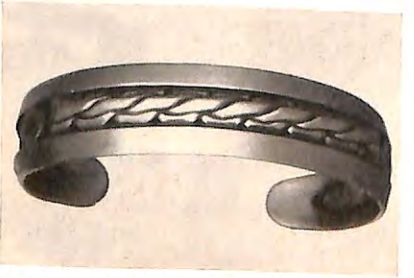
ENJOY A MASSAGE—SWEDISH STYLE. Thousands of relaxing gentle pulsations are transmitted to your skin and muscles by Swedish Style Massager to soothe tensions, tone muscles, increase circulation, make your body feel good. U/L cord. #213, \$7.98 plus \$1 shpg. Amtech Creations, 108 New South Rd., EL-70, Hicksville, N. Y. 11802.



FOR NEAT LAWN EDGES, treat areas with safe, non-toxic E-Z Edge Neat Trim. Chemical makes 4-inch weed-and-grass-free area around flower beds, fence lines, sprinkler heads. One application lasts up to 5 yrs. 60 ft. bag, \$1.98; 300 ft. reel, \$7.95; 1000 ft. reel, \$19.95 ppd. Systems Mfg. Corp., Dept. E, P.O. Box 610, Corvallis, Ore. 97330.



EYEGLASS COMFY GRIPS keep glasses where they belong—not slipping down your nose or off your ears. Foam-soft pads keep glasses firmly in place and protect skin from irritation. Inconspicuous and easy to apply. 100 pads for nose and ear-pieces, \$1.00 plus 15¢ post. 200 for \$2.00 ppd. Barclay, Dept. E-7, 170-30 Jamaica Ave., Jamaica, N. Y. 11432.

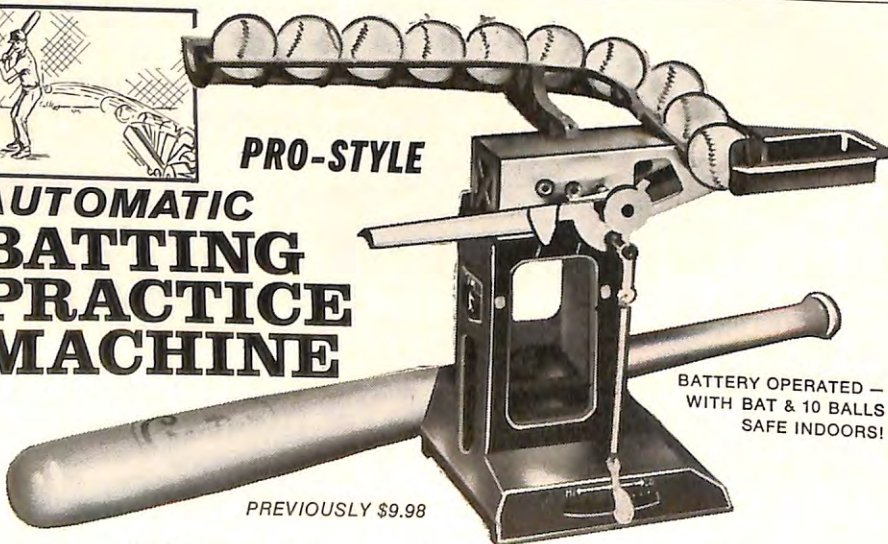


BEAUTIFUL BRACELETS OF SOLID COPPER are designed like those worn by the ancient Egyptians thousands of years ago. An ideal gift. Woman's Special (illustrated), \$3.00, 2 for \$5.50. Men's Link-Chain Solid Copper Bracelet, \$4.00 each. Ppd. Solid Copper Products Co., Dept. EK-70, 7131 North Clark St., Chicago.



PRO-STYLE

AUTOMATIC BATTING PRACTICE MACHINE



BATTERY OPERATED —
 WITH BAT & 10 BALLS
 SAFE INDOORS!

PREVIOUSLY \$9.98

SPECIAL SALE ONLY \$4.98

A boy's dream come true (and his pop's, too) — his own batting machine! Serves up balls automatically, just like the ones the big leagues use! Battery-operated machine pitches 10 polyethylene balls with adjustments for height of sluggers and distance adjustment for speed.

Specially constructed hollow balls, completely safe indoors, stay round no matter how hard they're hit.

With polyethylene bat, 10 balls. (Uses single flashlight battery, not included.) #3284
 Now \$4.98 plus 75c for postage and handling.

Prompt shipment. Send check or m.o.—no C.O.D.'s.
 Satisfaction guaranteed.

HOBIN Dept. L-70, Engel St.,
 Hicksville, N.Y. 11802

LODGE VISITS OF

Frank Hise



The Spokane, Wash., Lodge hosted a dinner for visiting GER Frank Hise. Seated from left are Robert Yothers of Seattle, PER James Austin of Spokane, GER Frank Hise, PER Archie Sorensen of St. Maries, Idaho, PGER William Hawkins of Coeur d'Alene, Idaho. Standing (from left) are the Officers of the Spokane Lodge: In. Gd. Ed Carmichael, Treasurer Bill Doric, Est. Lect. Kt. Lee Bowden, Organist Bob Lee, Est. Loyal Kt. Dave Nixon, ER Hal Conlon, Tiler Charles Skeggs, Chaplain Al Gracio, Secy. Jim McGurk, and Esq. Ken Wynne.



Presenting GER Frank Hise with two \$500 checks on a recent visit to the South District of Florida are Mrs. Linda Satin, President, Elks Ladies of Miami Beach, Fla., and Mrs. Mildred Whiteman, President, Anna Miller Circle of Miami, Fla.



Holding a man-eating barracuda, renowned denizen of Florida waters, at the Miami, Fla., Lodge are Glen Miller, Past Chairman of the Grand Lodge Judiciary Committee, GER Frank Hise, and PGER William Wall from the West Palm Beach, Fla., Lodge.

Members of the Alexandria, Va., Lodge were honored by a visit from GER Frank Hise, accompanied by Elks State Association Officers. Seated from left are SP Doral Irvin, GER Frank Hise, ER Howard Luker, VP Andy Anderson, PER John Chappelle. Standing, PER James Jones, Est. Lect. Kt. G. J. Beddingfield, John Cline, Chairman, Americanism Committee, PER Richard Robinson, Est. Lead. Kt. Lawrence Kersey, Esq. Donald E. Netschke, Jr., Secy. Robert O. Myers. (Titles of the above lodge officers indicate positions held during 1969-1970.)



"Thank You Mr. Elk"

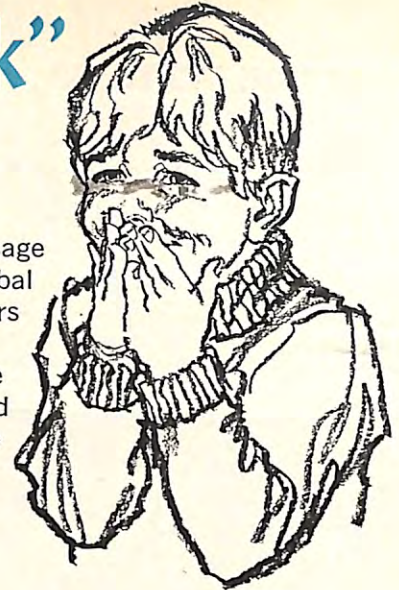


California-Hawaii Elks Major Project, Inc.

Twenty Years Service to Humanity

"THANK YOU, MR. ELK!" is the essential message in the hundreds of letters and thousands of verbal expressions received by employees and directors of the major project throughout its twenty-year history. The following excerpt from one of these letters of gratitude from parents of handicapped children is representative of the sincerity of the expressions:

"May God bless all in the Elks organization for their dedicated work to help their fellowman."



California Elks Major Project dignitaries (above) and 33 of 40 physical therapists serving California and Hawaii. (Below) As it was originally conceived, the greater resources of the Major Project are still devoted to providing therapy to the handicapped.

The project was conceived in Sacramento, California by PGER L. A. Lewis, and PGER Horace Wisely, PGER R. Leonard Bush and other public spirited California Elks who wished to achieve widest recognition of the term "Benevolent" in the Association name. The earliest meetings included wide representation from public health agencies whose advice was sought in the design of the program. At the same time, the decision was made to seek voluntary contributions from the membership, and gummed stickers were produced and distributed to all lodges to transform a multitude of bottles, cans, etc. into collection banks. These methods met with surprising success. By the year ending September, 1951, \$79,000 had been received. By that time a decision had been made to direct the project services to cerebral palsied children, most of whom were not receiving adequate therapy. In those





days a great many were not even known to public health officials. By the end of the first year \$23,000 had been expended for scholarships to teachers of the handicapped, medical research on cerebral palsy and costs of developing mobile therapy units.

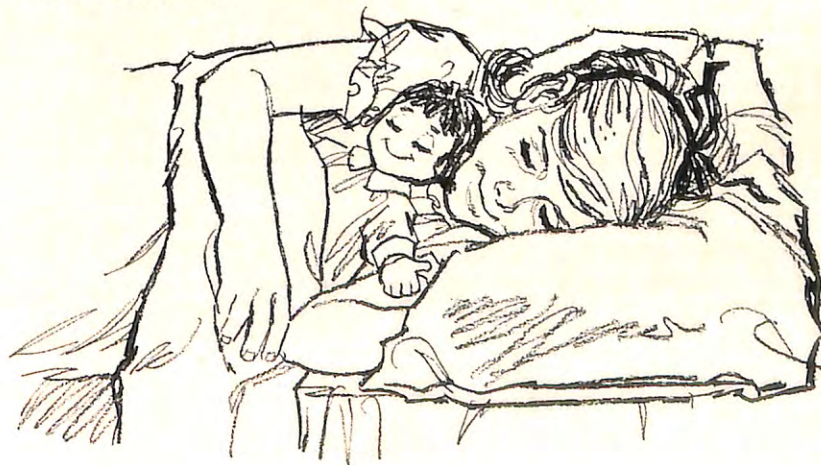
Mobile therapy units were chosen to spearhead the battle against cerebral palsy. Only by such means could therapy be brought to the homes of hundreds of handicapped children who were unable to receive desperately needed help. This concept provided the additional great benefit of enlisting the active aid of the family by teaching them ways of helping the handicapped child.

The Elks' great concern for their fellowmen is thus illuminated in these accounts, but all our letters from children are not filled with joy. Recently a little girl wrote in part . . . "sometimes I feel like I'm not human." Such reminders of misery still about us are frequent enough to spur even greater efforts for the future.

So faith remains that California and Hawaii Elks will continue to press for

the best possible betterment for handicapped children through their major project and to work in the new wave to do whatever possible to prevent handicaps. The signposts along the way point to more and more direct involvements of lodges and members in recognizing benefits and in many cases learning the pleasure of taking the hand of a crippled child to lead him into a broader enjoyment of life. ■

The work of physical therapists is challenging, but the rewards are many and gratifying.



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ELKS NATIONAL FOUNDATION
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"The Joy of Giving"



The ultimate results of scholarship assistance are seldom known and rarely published. But obscurity is not the destiny for Elks scholarship winner, Lt. Robert Gillham, Jr., a graduate of California's Lompoc High School, who made prudent use of the award money. ER Keith Wright and Scholarship Chairman Robert Hough are shown congratulating Robert for his recent accomplishments.

Robert obtained his B.S. in chemistry from San Jose State College in 1965 and his Ph.D. in chemistry from the California Institute of Technology in 1969. He became a member of the National Science Foundation Fellowship during his graduate studies. Proving the \$1300 awarded him by the Elks State Scholarship Program was well presented, Robert maintained a straight "A" average throughout his four years of college and is now a scientist in the F.J. Seiler Research Laboratories at the U.S. Air Force Academy, Colorado Springs, Colo.



When GER Frank Hise visited the Lima, Ohio Lodge, he was presented a gold-plated brochure with \$5800 in Elks National Foundation \$100 subscriptions by the Past Exalted Rulers of the lodge. Capping the presentation was another gift of \$1000 by PER Jules Solomon of Ligonier, Ind. From left are ER Lowell Cady, PSP Walter Beer, PER Solomon, GER Hise, PER Kenneth Strunk, and DDGER Kenneth Kidd of Bowling Green.



It's Your Business!

A BIG LESSON FROM A LITTLE COMPANY

Last April the employes of the Heppner Manufacturing Company in Round Lake, Illinois, voted themselves a 10 percent wage cut. The decision wasn't unanimous, but it won by a large majority—86 to 26. An informal agreement was reached between the firm's owner, E. A. Heppner, and the employes to operate at the reduced wage level until the company's business improved enough to justify raising wages to their former level. Mr. Heppner expected that this would be around August.

The Heppner Manufacturing Company, which makes sound equipment speakers, is not a unionized company. Efforts have been made to unionize it, but the employes voted against unionization.

The Heppner company has been in business for twenty years and quite a few of its employes have been with it since its founding. High morale and a strong sense of "we're all one family" seem to permeate the company.

"What's your magic secret?" might well be the question many a worried and harassed company president might like to put to Mr. Heppner.

Of course no magic secret is involved; but there is a combination of favorable circumstances and very intelligent managerial effort. The Heppner company has for twenty years been an important part of a fairly small community. Round Lake isn't Chicago or New York. The sense of "we're all one family" is often found in well-managed small businesses located in small towns. Note that we say "well-managed."

And the Heppner company obviously is well managed. For example, meetings with employes are held monthly to let them know just what the current condition and the prospects of their company are and to give them a chance to express their own views. It was at just such a meeting last April 3 that Mr. Heppner put before his employes his suggestion that they consider taking a temporary pay reduction. On the following Tuesday they voted to take the pay cut.

In these extremely troubled times, we have heard a huge amount of clamor about such things as authority and com-

munication gaps and so on. It seems quite clear that E. A. Heppner has been unusually successful in his role as "the boss." He owns the company and he runs the company—but he makes sure his employes know both how he's running it and how important they are to it.

The typical union organizer would probably take a cynical view of the way in which the Heppner Manufacturing Company's employes participate in their company.

"They get a chance to vote themselves a pay cut—big deal!" he might say. He would probably not mention—even if he knew it—that in the history of organized labor itself there have been instances of the same kind of cooperative spirit that was exhibited by the Heppner company's employes. The record of the International Ladies Garment Workers union provides some examples of this. On some occasions they even loaned money to an employer to help him keep his business going. Their motive, of course, was that of enlightened self-interest, which is the very motive that inspires the kind of management that builds a strong sense of loyalty to a company among employes.

In these times, an employer who is negligent about his employe relationships is not merely asking for trouble; he may well be cutting his own throat as a businessman. We suspect that there are at least a few businessmen who are saying to themselves "Unemployment's been on the rise, jobs are harder to find—I won't have to worry much longer about pampering my employes!" To say that such an attitude would be extremely shortsighted is to understate the matter. But it is this very attitude that can be found in some businessmen who not only don't get but don't even *want* genuine cooperation from their employes.

"Cooperation?" they snort. "Don't be silly. Remember, I'm the owner! I'm the boss! They do *what* I say, *when* I say, and *how* I say—or out they go!"

Such a man has clearly never been able to see the difference between autocratic management and management which is effectively authoritative without being blatantly authoritarian. In

our Management Memos we'll review some techniques for achieving and maintaining the latter kind of management.

MANAGEMENT MEMOS:

Keep Your Cool!—We've been rather amazed at the furiousness with which some businessmen have reacted to recent changes in dress and grooming which soon afterwards became widely accepted. We've yet to hear of a company that went into bankruptcy because a mailroom boy—or a vice-president—had a fancy for mauve shirts with bright yellow stripes. In these times it's particularly important not to become so worked up over trivialities that you lose sight of things that are really substantial.

Review the Idea of "Motivation".—Some years ago we advised a large company on an employe information program it was setting up. Among the blunt remarks we were compelled to make to our clients was this one: "Look! The majority of your employes simply don't care one bit about hearing all these details about the way your company was operating back in 1907!" One vice-president heatedly replied, "Well, they *should* be interested!" However, the other managers saw our point, and the program was centered around matters that would *really* be important to the employes. Don't waste time pushing what you think your employes should want; get an accurate idea of what they *do* want. Perhaps you won't be able to give all of it to them—but at least they'll realize that you *know* what they want. Such knowledge is simply a part of basic managerial capability.

Keep Your Employes Informed.—The labor unions on the whole probably have a better record about informing their members than business management has about informing its employes. Your employes don't need—and don't want—to know everything about your company's operations. It's in your own interest to keep them informed about the company's needs and problems, and about what you are doing—and about what *they* can do—to cope with them.

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ELKS NATIONAL SERVICE COMMISSION



Bro. Bryan J. McKeogh, Director, Elks National Service Commission and National VAVS Representative for the B.P.O.E., greets Mr. George W. Romney, President Nixon's Secretary of Housing and Urban Development. Mr. Romney spoke at the luncheon for the President's National Program for Voluntary Action, of which Secretary Romney is Chairman.

Presenting the BPOE plaque to be hung in the main lobby of the Veterans Administrative Hospital, Washington, D.C., are Bros. John A. Selby and Steve Kenny Schultz, both of the Washington, D.C. Lodge. Receiving the plaque are Dr. Thomas J. Ready, Hospital Director, and C. Sam Fox, Director, VAVS.



ER E. Harold Eilers (left) of the Lebanon, Ore., Lodge, and American Legion Commander Archie Claussen (center) show Gene Kanagy, administrator of Lebanon Community Hospital, the new heart monitoring console. The two organizations recently donated the \$10,000 unit to the coronary care division of the Hospital.



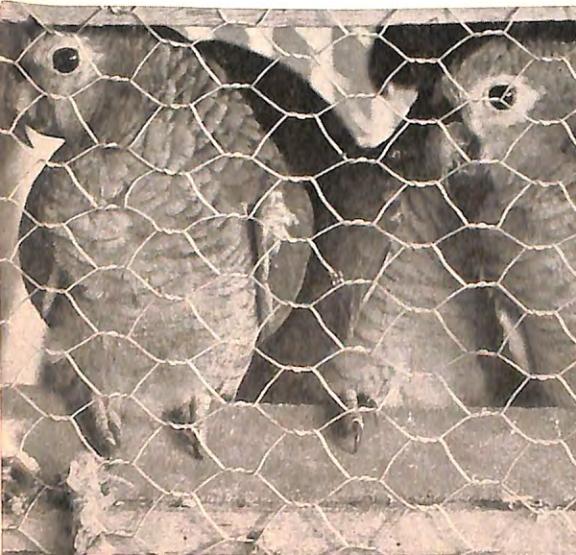


For the Love of Animals



AN ANIMALPORT HAS been built at the John F. Kennedy International Airport exclusively for animals in transit. As a direct result of this service, the mortality rate of transported pets has dropped from 25% to zero.

This shelter is the first of its kind in the Western Hemisphere. It is run by the American Society for the Prevention of Cruelty to Animals, and caters to all kinds of animals that are shipped via air freight, including passengers' pets. Prior to the implementation of this idea, owners of anything from a gorilla to a parrot had to take their chances on the
(Continued on next page)

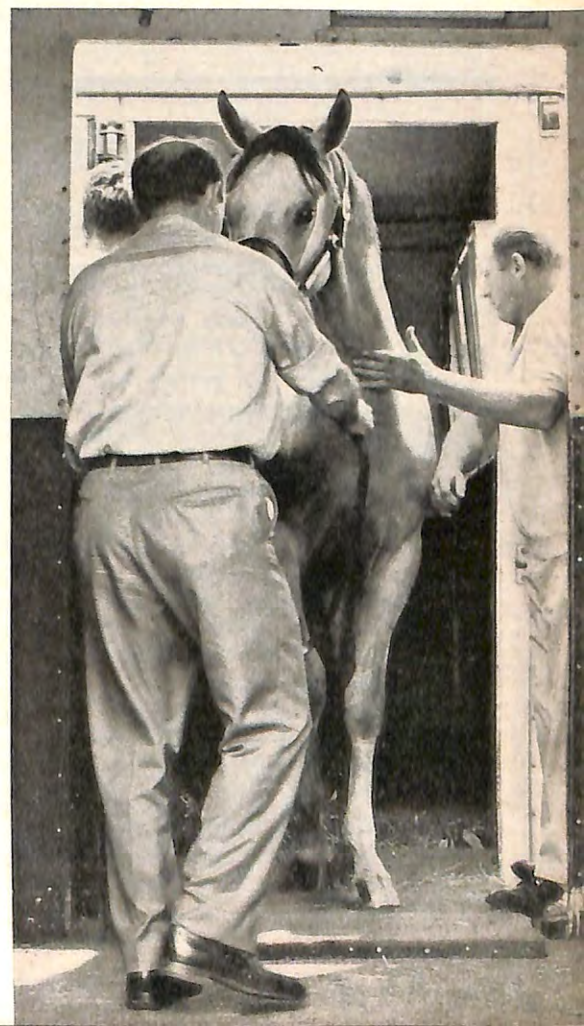


Above: This puppy may be behind bars but he is well cared for and will arrive safe and sound.

Left of center: This cute little puppy is receiving an in-transit examination from the veterinarian.

Lower left: Crated parrots converse while waiting to be fed.

Right: Competent, fully trained caretakers can give any special care that may be needed.



(Continued from page 41)
survival of their pets because of delays in transit.

The Animalport has facilities for 12 horses and 60 dogs and there are rooms for birds and monkeys, a pasture for cattle, and a large room for elephants and jungle cats.

When they arrive, all the animals are examined, cleaned and fed, watered and exercised. Then they are sent on their way or picked up by their owners. Rates at the shelter vary according to what

kind of animal it is and what kind of appetite it has. Tastes may range from bird seed to bamboo shoots. But, be it monkeys or pythons, lions or tigers, canaries or hummingbirds, the people at the Kennedy Animalport will take proper care of them.

Animalport facilities are being considered by other air terminals in the U.S. Hopefully the idea will have much success, for, the love and care that a people gives its pets is often an indication of how it feels about other humanistic problems.

(Continued from page 6)
overthrows another . . . To right a wrong it is necessary to exceed the proper limits and the wrong cannot be righted without the proper limits being exceeded."

Can the United States ever open up trade with this restless giant? Not ever according to Mao: "Some assert that assistance by the American Government is necessary for China, but it is only a foolish notion. How can a people's state expect assistance from them? If we trade with them and receive loans from them, it will be solely for the benefit of their capitalists and their bankers so that they can relieve crises. . . . in order to realize the true independence of our national economy, we must never rely upon the imperialistic nations."

As far as the United Nations is concerned, China cares little whether or not she is admitted at least not at the price of "good behavior." China plans to conquer the world and finds little impetus to this goal in a UN seat. However, if offered a seat they would accept if only to use the United Nations forum as a propaganda vehicle to espouse their aims and perhaps to dominate the august body with the help of its Asiatic and African "friends."

In spite of the failure of their communes and a desperate food shortage in some sections, they do believe that imperialism grows weaker as they grow stronger. "The present world situation is excellent. The enemy is rotting day by day while with us things are daily getting better."

Perhaps we might rest easy in knowing that China will not destroy us this weekend. China they believe, can afford to be patient. In Mao's words to the French Senator Mitterand in 1961: "If we are not wanted here or there we can wait ten years, thirty years, one hundred years. China will always be China. It is not soliciting anything. In one hundred years it will be even more difficult to ignore it. No, we are not in a hurry. Time is our good ally. China must above all devote itself to the building of socialism."

No one professes to know what to do about China, its growing might and continued threats against the arch enemy the United States whom it constantly threatens to destroy, its expansionist attitude towards the rest of Asia, its infiltration into Africa and Latin America, its entry into the atomic club—while we take comfort in the temporary fact that it will take ten years or more before they have a stockpile and a method of delivery; its philosophy of willingness to sacrifice 300,000,000 people of its over-population in an atomic war. Perhaps we might think about what Santayana once said, that those who do not learn from history are destined to repeat it. ■

Obituaries



PAST DISTRICT DEPUTY Clinton L. Chapin, 76, a longtime member of Hartford, Conn., Lodge, died May 4.

Brother Chapin was serving his thirtieth term as lodge Treasurer at the time of his death. Exalted Ruler of Hartford Lodge for the 1928-1929 lodge year, he was appointed District Deputy Grand Exalted Ruler of Connecticut's East District for 1938-1939.

PDD Chapin also served as a member of the GL State Associations Committee for the 1947-1948 lodge year.

Survivors include his widow, Edythe, and a sister, Mrs. Beulah C. Johnson.

Memorial services for Brother Chapin were held May 5, with an interment ceremony—performed by the officers of Hartford Lodge—May 7, at Pine Hill Cemetery in Westfield, Mass.

PAST DISTRICT DEPUTY Louis G. "Lou" Mehse, a member of Laramie, Wyo., Lodge, died April 26.

Brother Mehse served as a District Deputy Grand Exalted Ruler for the 1947-1948 lodge year. His Grand Lodge activities also included the post of Grand Esteemed Lecturing Knight for the 1951-1952 lodge year, and Chairman of the GL Committee on Credentials for 1957-1958.

For many years Secretary of the Wyoming Elks State Association, PDD Mehse had retired from that post in 1969. At that time, state association members conferred upon him the title of "Honorary State President," an honor unique in the association's more than 60-year history.

Survivors include his widow, Ethel; three daughters, and one son.

Services for Brother Mehse were conducted by the members of Laramie Lodge, with interment in Mount Olivet Cemetery in Salt Lake City, Utah.

Contributions to Charitable Organizations Prove Advantageous to Taxpayers

Many taxpayers are in a tax bracket which permits them to make liberal contributions to charitable organizations such as the Elks National Foundation. These donations prove advantageous to taxpayers by reason of a reduction of income tax otherwise payable.

Under the "Tax Reform Act of 1969" taxpayers for 1970 and subsequent years may deduct up to 50 percent of their contribution base for cash contributions. Taxpayers may effect a further tax benefit by making contributions to the Elks National Foundation in shares of stock which have enhanced in value over cost price since date of purchase.

The income tax law permits taxpayers to take as charitable deductions in computing tax, the market value of the shares transferred at the time stock is contributed rather than cost price at time of purchase. By making donations in stock the taxpayer avoids the capital-gains tax for which he would otherwise be liable if he sold the stock at market. This contribution is limited to 30 percent of the contribution base.

Ask your attorney or tax consultant to analyze your security position and advise you on savings you can enjoy by making gifts of the foregoing nature. Stock Certificates donated to the Foundation should be endorsed in the name of the "ELKS NATIONAL FOUNDATION."

Contributing securities which have increased in value since purchase is therefore beneficial to both the donor and the philanthropic agency of B.P.O.E., the Elks National Foundation.



BY BILL TRUE

World Professional Casting Champion

White Lightning in the Gulf

Gentle swells lifted the bow of the "Rachel Carson" some 40 miles off the coast of Panama City, Fla. "We need a breeze. We need a breeze." Norm Vick sniffed the light northwest air.

The small mullet baits skipped the wave tops 100 feet behind the sturdy 50-footer and in the rod holders were light 30-pound class matched rods and reels. The outrigger clips slapped the rigger poles halfheartedly as we plowed along at trolling speed.

It was late July and Fred Archbold of the Florida Development Commission and I were out to explore the continental shelf's newest billfishing area. It extends along the 100-fathom curve in the Gulf of Mexico with charterboat headquarters at both Panama City and Destin, Fla.

As our skipper we were lucky to have Dr. Norman Vick, the discoverer of the new marlin-sailfish area. Vick was with the U.S. Bureau of Sportfishing and Wildlife and the Bureau's boat, the "Rachel Carson," is really a floating sportfishery research lab with Vic constantly checking winds, currents, location of catches, and other data to be passed along to sportfishermen who head for the golf in increasing numbers. Targets: white and blue marlin, with sailfish thrown in for added interest.

Now a white marlin isn't a lot bigger than a sailfish—running in the 80 to 100 pound class. Sportiest fishing for whites is with a 20 or 30-pound line class outfit.

We had been aboard the R/V (research vessel) since 2 A.M. and now—at dawn—we were nearing two underwater knolls at 90 fathoms that Vick had pinpointed on his

chart as the place we'd strike our first marlin.

No sooner did a quick check of the Loran gear show us over the underwater hills when the mate yelled, "Billfish at the starboard bait!"

Freddy jumped for the rod and quickly put the reel into freespool to drop the bait back to the fish. The drop-back is a most important part of billfishing. The fish seems to prefer a bait stopped dead in the water once he comes up to look it over, or actually hit it with his bill. However, often the marlin will simply crash into the bait, hook himself and head out. This one was a looker. Fred waited the traditional ten seconds, then struck the fish hard—twice.

That wonderful feeling of something solid on the line was followed by a twisting, gyrating, snake-like leap from 80-odd pounds of greyhound with fins.

We counted eight jumps and after about 20 minutes Fred brought the white marlin to Vick's expert gaff. Only reason we didn't release the fish was Norm's need for some lab specimens.

An hour or so later Vick got the breeze he was looking for and we lost successive marlin strikes. Then the outrigger clip snapped again and I got the rod first. No drop-back this time, he was on! I set the hook a couple of times, "bowed" to the marlin on his jumps to prevent his breaking off a tight line, and brought him to gaff in about 15 minutes. With two whites on deck for Vick's dissection we headed back to Panama City.

Vick thinks this new white marlin ground rivals the famous waters off Ocean City, Maryland. We took nine whites in three days.

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THREE EAGLE SCOUTS—(from left) Mark Carlson, John Lee, and Grant Wilson, members of a troop sponsored by Fullerton, Calif., Lodge—display American flags presented to them for attaining the rank of Eagle Scout. Posing with the youngsters for a souvenir photo is Brother Kenneth A. Bills, a member of the lodge.



PROUDLY displaying a flag which once flew over the nation's Capitol—obtained by the late Brother Bill O'Dell for Sierra Vista, Ariz., Lodge—are his widow, Grace, and (from left) ER Carlos E. Rawls; Brother Tony Bellantoni, a member of the local Chamber of Commerce, and Brother Angus Wilson, brother of Mrs. O'Dell. The flag was presented on the occasion of the 12th anniversary of Sierra Vista Lodge.



A HEARTY HANDSHAKE is exchanged between Grand Esq. Marvin M. Lewis (second from right)—a member of Brawley, Calif., Lodge—and his son, Marvin Jr., who was initiated recently into Brawley Lodge. Joining in the congratulations are ER Carl R. Russell (left) and Est. Lead. Kt. Allen Griffin. Young Marvin's initiation marks the third generation of Lewises to join the Order.



VISALIA, California, Lodge members happily burn their mortgage. Taking part in the ceremony are (from left) PER and Trustee Harold Oliver; PER and Trustee W. L. Kottmeier; Brother John Manuel; PER and Secy. Lloyd E. Mathewson; immediate PER Bert H. Dennis; Brother Roy R. McLain; PER and Trustee Leonard H. Wenn, and Dr. and Brother E. P. Wundram.



THREE GENERATIONS of Elks are represented by these San Clemente, Calif., Lodge members. Standing behind the podium is a proud PER George F. Eyre Sr., flanked by his son, George Jr. (right), and grandson, Richard.



A CENTURY of Elkdom is represented by these two outstanding members of Salida, Colo., Lodge—Brothers Lawrence L. Konzen (left), and Joseph A. McKinney—shown displaying the Golden Anniversary Awards they received recently. PER Walter B. Sandusky, now a resident of San Diego, Calif. (absent when the photo was taken), also received the Golden Anniversary Award.



AN AWARD of "Extraordinary Merit" is presented by Dr. Robert P. Burns (left), president of the University of Oregon Medical School Alumni Association, to GL Lodge Activities Committee member and Oregon Treas. H. M. Randall, Salem, who accepts the award on behalf of the state Elks association. Looking on are (foreground) Dr. Charles N. Holman, dean of the medical school, Dr. Max Parrott, Portland obstetrician, and (background) Dr. Kenneth Swan, chairman of the department of ophthalmology at the medical school. The unique award was made in recognition of the Elks' continued and generous support of the Elks' Eye Clinic at the University of Oregon Medical School, Portland.



◀ **GROUNDBREAKING** ceremonies for Adrian, Mich., Lodge's new addition commence as Brother John H. Parsons (second from right) wields the shovel while sharing a hearty handshake with ER Howard Burns. Trustee Earl Ries (left) and Secy. Dick B. Martinson look on approvingly.



ESCONDIDO, California, ER Melvin W. Hogan (left) smilingly accepts a check from the president of the Escondido Elks' ladies, Mrs. John McKensie. The donation is to be given to the Elks' cerebral palsy fund—the state major project.

LAKE OSWEGO, Oregon, Lodge members recently presented their Distinguished Citizen of the Year Award for 1969-1970 to Jim Henderson (center), a local resident. PER Art Glimpse (left) and Est. Lead. Kt. George Walker share a photo with the honoree after the presentation. The award was given to Henderson for outstanding service to the community. His extensive civic activities include contributing more than 1,000 hours a year to developing our youth as future citizens.



A TOTAL of 165 years of Elkdom is represented by these three Elks—Otto, Anton, and Eugene Stiller—all members of Green Bay, Wis., Lodge. The three brothers are shown taking advantage of a lull in the festivities honoring them at an Old-Timers Night held recently at Green Bay Lodge.

A CLASS of 19 candidates—the largest in the past five years—was initiated recently into New Philadelphia, Ohio, Lodge. The new Elks—including four sons of Brother Carl Hurst—are shown as they assembled after the ceremony for a photo recording the happy event.





PASCO, Washington, PER Ernest Badgett (left) presents a "Tall Elk" pin to Brother Ed Guenther, chairman of the group, as SP and PDD Ralph M. Thompson, Yakima, looks on. The pin was awarded to Brother Guenther for selling a large number of participating memberships in the Washington therapy program for crippled children to fellow lodge members. The "Tall Elk" program is an important contributor to the state major project.



CURRENTLY BILLED as "Western States Senior Billiard Champion," Brother Joseph C. Schropfer (left) of San Francisco, Calif., Lodge shares a friendly photo with another "champ," Brother Doss Burgess of Roseburg, Oreg., Lodge.



COLDWATER, Michigan, Lodge's only remaining charter member, Brother Wayne Pellett (center), 86 years young, proudly displays the pin presented to him at a recent lodge meeting. Making the presentation is immediate PER Earl T. Fenno. Witnessing the ceremony are (from left) Est. Loyal Kt. Merle Anderson; Esq. Patrick Mahaffey; ER Harry Warner; Secy. Barlow Spoon, and Est. Lect. Kt. Robert Weaver.



A VISIT by PGER Edward W. McCabe prompts this gathering of Missouri dignitaries. Posing with Brother McCabe for a photo outside Lexington, Mo., Lodge—host for the visit—are (first row, from left) Trustee Omer Muench, Lexington; Kansas City PER Bernard M. Watters; PDD Francis Karr, Trenton, a former member of the GL Committee on Credentials; ER D. E. Fenner, and Est. Loyal Kt. Bill Coulter—both of Lexington, and (second row, from left) Lexington Tiler Kenneth Young; In. Gd. Wallace Hulver; Trustee William Aull III; Est. Lead. Kt. William LeMasters, and Brother D. W. Sherman Jr.



SHOWN ACCEPTING a check for \$750 from Evanston, Ill., PER Thomas McCreadie (right) is Mary Lynn Garrett—a student at Kendall College in Evanston. The award is the third received by Miss Garrett from the emergency educational fund of the Elks National Foundation. Evanston PER Charles C. Franklin looks on.



STANDING behind the podium at a citizen's gathering held recently at Moscow, Idaho, Lodge is Harry Lujan, a narcotics consultant associated with the Youth Help Association of Spokane. Lujan, a former addict, was guest speaker at the civic program sponsored by the Elks. Moscow ER Robert Bashaw, who introduced the speaker, looks on.

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THE ELKS MAGAZINE JULY 1970

Leadership for the Times

While the Order's laws grant the Grand Exalted Ruler numerous powers as Chief Executive, they also impose many checks on the exercise of those powers. The fact is that the true power of the office derives more from the holder's capacity to influence by leadership and persuasion than from the powers enumerated in our laws. Grand Exalted Ruler Frank Hise measures up well indeed against this severe test.

Under his administration Elkdom has moved ahead to new heights of achievement, with membership crossing the million and a half mark with an increase of 27,638 and the number of Elks lodges rising to 2146 with the addition of 22. The Order's 102nd year was another period of sound growth and solid progress.

It was also a year of constructive and courageous action as Grand Exalted Ruler Hise led Elkdom to a firm and unequivocal stand in support of efforts to achieve a viable peace in Southeast Asia and against the forces of extremism that threaten to destroy America.

Just as Tom Paine appealed to the "Common Sense" of his compatriots to rally and unite against the tyranny of the British crown, so did Grand Exalted Ruler Hise appeal to the common sense of his fellow Elks to unite against the tyranny of riot and terror through which communists, the new left, the guided and the misguided, seek to impose their will on the country. And they responded.

A danger of these turbulent times is that the extremism and violence of the minority will provoke reaction in kind from the majority. It is to his great credit that Grand Exalted Ruler Hise avoided this danger, while at the same time, in his speeches and messages, he showed a clear grasp of the imperatives of these times and gave articulate and stimulating expression to the doctrines and principles supported by the overwhelming majority of members of this fraternity.

The Order of Elks can look forward to a secure future so long as it is capable of producing leadership of the kind provided by Frank Hise of Oregon.

End Hanoi's Blackmail

Americans and their government have shown a remarkable capacity to tolerate the illegal and inhumane treatment of U. S. prisoners of war by North Vietnam. It is no credit to our country, and it is a bitter disservice to the wives and relatives of several hundred Americans missing in action. They have been compelled to wage a lonely and almost singlehanded fight to learn whether these men are alive or dead.

North Vietnam is a signatory to the Geneva convention prescribing humane treatment for prisoners of war, but the communists have ignored it with the same cynicism with which they ignore any undertaking when they deem that it serves their purpose to do so. Instead, the communists have used their prisoners as pawns and hostages in an effort to win a victory in their aggression against South Vietnam.

Wives of missing American fighting men have traveled to Paris and other places literally to beg North Vietnamese officials for word of their husbands' fates. Hanoi has heartlessly spurned these entreaties, while releasing from time to time, through representatives of groups deemed by Hanoi friendly to it, the names of a few prisoners. Similarly, Hanoi has released a few prisoners to emissaries of such organizations in the hope, no doubt, that it will strengthen their hand in the campaign to force the U. S. to surrender.

All of this is of course an open and contemptible violation of the Geneva code not to speak of the requirements of ordinary civilized conduct. Nevertheless, those who have been loudest and quickest in condemnation of Americans charged with criminal offenses in the heat of battle in South Vietnam have managed to keep silent about the barbaric and illegal treatment by the communists of American prisoners of war and their use as hostages in a communist game of blackmail.

True, Congress has adopted a resolution demanding compliance with the Geneva convention and asking other nations to support this stand. True also that the American Red Cross has asked its counterpart societies in other countries to help end Hanoi's brutality. These are steps in the right direction but they are not enough. Our government should make this a matter of first priority in dealing with other countries whether friendly or otherwise.

We owe it to our fighting men, we owe it to their brave wives and families, we owe it to ourselves—to stop pussyfooting and employ every available means to force Hanoi to disclose the names of our servicemen being held as prisoners of war, and to permit Red Cross inspection of them and their treatment. Our conscience should allow us to do no less.

HAWAIIAN ALOHA TOURS

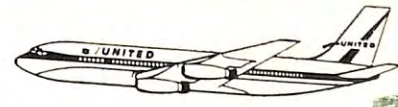
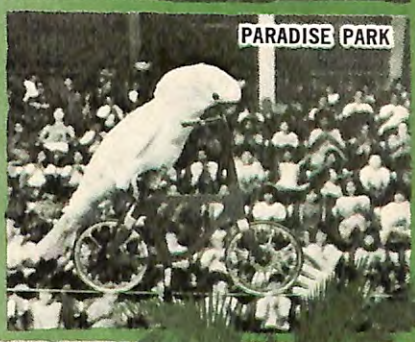
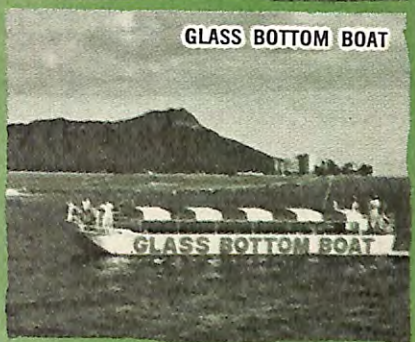
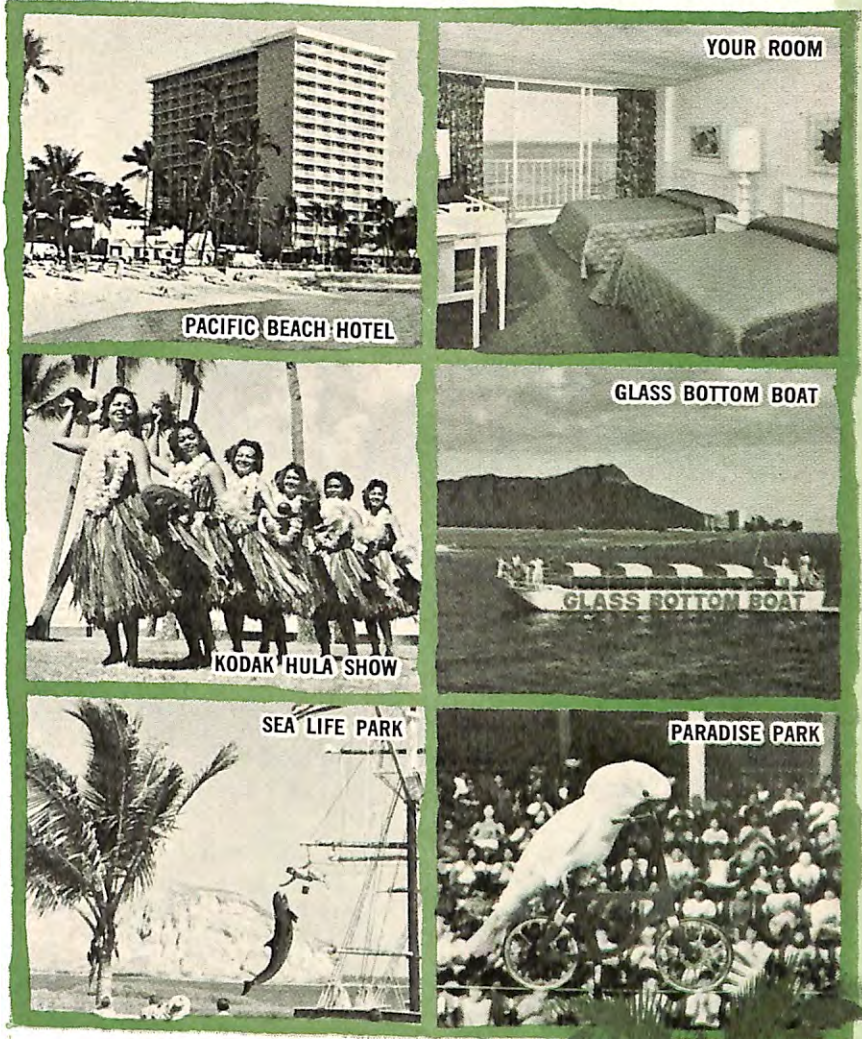
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