

THE
Elks
MAGAZINE

in this issue:
Space Station Shuttle
Recession / Depression
Travel - Las Vegas

NOVEMBER · 1970



Give the Best



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

SHIPPING INFORMATION

Shipments are made through pooled refrigerator trucks to key distribution areas for quick delivery by local agencies. Please file your orders early for maximum efficiency.

PRICES AND PACKS

All prices shown are delivered prices.

- BUSHEL Ctn. (Ruby Red or Variety Pack) \$11.55
- ½ BUSHEL (Ruby Red or Variety Pack) \$ 7.80
- MEXICAN BASKET (Bushel Ruby Red).....\$13.75
- ½ BU. MEXICAN BASKET (Ruby Red).....\$ 9.40
- TOTE BAG (½ Bushel Ruby Red).....\$10.55
- STANDARD CRATE (70# Ruby Red).....\$18.00
- DELICIOUS DOZEN (½ Bu. Ruby Red).....\$ 5.95
- FAMILY PACK (Abt. 25# slightly smaller fruit) \$ 7.30
- "BRAGGIN' BAGS" (8 5# Poly Bags).....\$12.20

NOTE: For Texas Delivery deduct 12% from above prices. Write for color brochure or order from this ad.

E. E. BARTLETT

**GROWER—SHIPPER
TREE RIPENED FRUIT**

DEPT. E.,

BROWNSVILLE, TEXAS

78520

THE ELKS MAGAZINE

VOL. 49, NO. 6

NOVEMBER 1970

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

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Swimming Year Round is a Florida feature. Deltona and Spring Hill residents have their choice of Florida's finest fresh and salt water swimming.



Golf All Year on lush green, gently-rolling community courses . . . and enjoy relaxed Country Club living, too!



Backyard Barbecues with friendly neighbors follow afternoons of fun in the sun, here in Florida's lovely Land of 3 Seasons.

Which of These Magnificent Total Communities Best Fits Your Dreams of **FLORIDA LIVING**

8 miles from the Gulf • 45 miles from Tampa-St. Pete • 90 miles from Disney World • 68 miles from Ocala

MACKLE-BUILT

27 miles from Daytona Beach and Florida's magnificent Atlantic • 27 miles from Orlando • 43 miles from Disney World • 8 miles from Sanford and Deland

MACKLE-BUILT

SPRING HILL, OR Deltona

Take Your Pick of the Gulf... **OR** ...or the Atlantic



Yours without obligation
FACT KIT ON
Deltona
 and
SPRING HILL



- Full-Color Brochures
- Detailed Plans of Model Homes
- Maps • Photos
- Much More!

Send Postpaid Airmail Card **WITHOUT OBLIGATION TODAY**
 Read what residents say . . . see other side

Mackle-built quality. \$19,400*.

WARRANTY

The Deltona Corporation guarantees in writing all parts of your home against defects in material and workmanship for a period of one (1) year starting from date of closing.

THE DELTONA CORPORATION 535
 3250 S.W. Third Avenue, Miami, Florida 33129

Please send my full-color Booklet filled with photos and complete details on the total communities of SPRING HILL and DELTONA, Florida. Also include map, and floorplans of 15 model homes . . . all without cost, or obligation to buy anything. Tell me how easy and inexpensive it really is to claim my place in the sun!

I am most interested in:

- Homesite Home Investment
 Retirement Low cost Inspection Trip

Name _____ (Please Print Plainly)

Address _____

City _____ County _____

State _____ Zip _____

I would also like to know.....

Club luxury in the Land of 3 Seasons!



is Great on ed lakes. Or sea angling in or Atlantic!
 Park-Like Atmosphere is enhanced by wide, gently winding, tree-shaded streets.



Centers, like this one in Deltona, are located and offer big-city convenience.

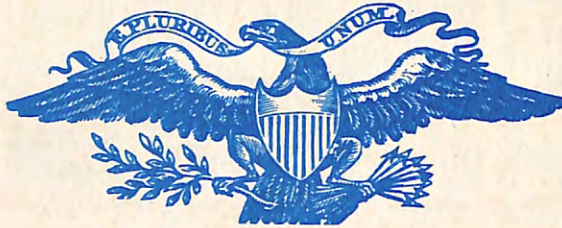
Remember . . . You Are Fully **GUARANTEED**

- These 3 Mackle "Firsts":
Controlled Size . . . value tends to rise as availability diminishes.
Coordinated Growth guides expansion from central hub.
Central Water Mains, installed by rated public utility.
PLUS LIFE INSURANCE AT NO ADDITIONAL COST!

Eligible homesite purchasers benefit by life insurance coverage up to total amount of homesite contract balances (not to exceed \$10,000). No physical examination required!

Check the Florida Chamber of Commerce, leading banks, or any resident of a Mackle-Built Community. Almost everyone in the Sunshine State knows the Mackle Brothers' fine reputation. Head of the \$220-million Deltona Corporation which is based in Miami and listed on the American Stock Exchange, as far back as 1959 the Mackles already had been officially commended by the State Legislature for outstanding contribution to Florida's growth.

A verified statement and offering statement has been filed with the Department of State of the State of New York. The filing does not constitute approval of the sale or lease or offer for sale or lease by the Department of State or any officer thereof or that the Department of State has in any way passed upon the merits of such offering. A copy of the offering statement is available, on request, from the subdivider.



Know Your America Week



THE MONTH OF NOVEMBER this year marks three important dates for Elks serving America. They are Veterans Day, Know Your America Week, and the festival of Thanksgiving.

AS ELKS, we have pledged that "As Long As There is a Veteran in the Hospital, We will Never Forget Him." That pledge has never been broken—and we can be thankful.

WE CAN BE THANKFUL, too, for all those who have served to keep America free and safe as a democracy.

KNOW YOUR AMERICA WEEK is November 22, through November 28. It was selected because Thanksgiving falls within that time.

THANKING ALMIGHTY GOD for a plentiful harvest has long been an American tradition—and as Elks, we intend to keep it that way.

AS WE PAUSE to count our blessings and thank God for our affluent way of life, for our homes, and for our families, let us also recount the legacies of our great nation during Know Your America Week.

IN SO DOING, let us rededicate ourselves to preserve that inheritance so we in turn can bequeath it to the generations which will follow us.

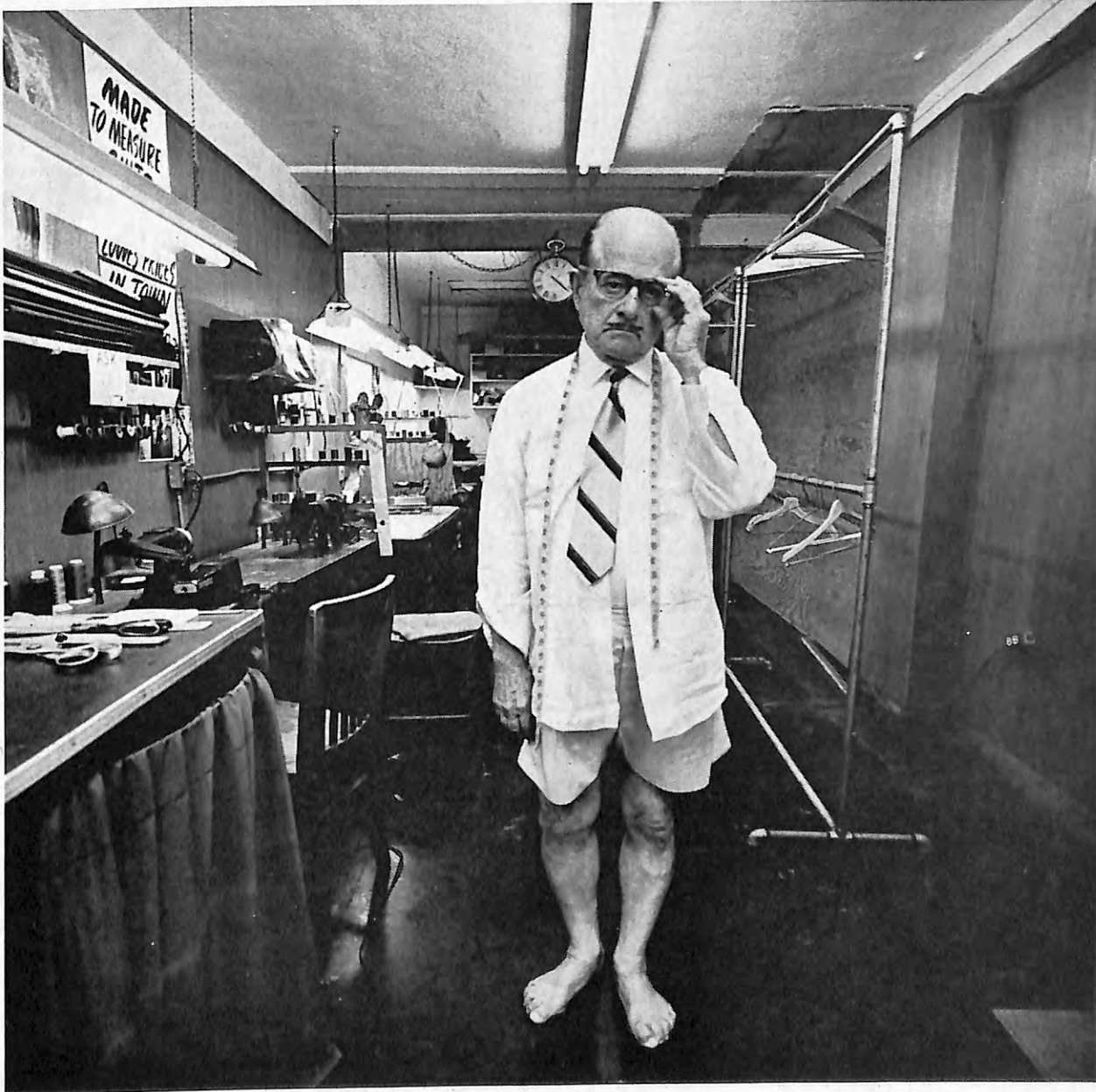
AS WE PRAYERFULLY petition Almighty God, not only on Thanksgiving Day, but every day of the year, let us, as Elks, ever be found worthy to receive His rich bounty.

Glenn L. Miller

Glenn L. Miller
Grand Exalted Ruler

Elks Serve America

**Sam the tailor lost his pants in a robbery.
But Farmers Sentinel Package Policy will keep him from losing his shirt.**



For theft, liability and fire coverage, Farmers offers the most comprehensive business protection in a package policy. And businesses can save up to 25% over the cost of separate policies plus other discounts up to 25% more. We'll even combine your present policies, no matter who they're with, and give you full credit—no short rates. If you operate a motel, apartment, garage, retail or other business, you could increase your coverage and cut your expense. Call your Farmers agent man for a firm quotation without delay. Comprehensive protection. Big savings. Farmers sews them up for you.



Farmers Insurance Group

THE ELKS MAGAZINE NOVEMBER 1970

DISTRICT DEPUTIES • 1970-1971

- | | | | | | | |
|---|--|---|---|--|---|---|
| <p>Ala. Central
Ala. North
Ala. South
Alaska East
Alaska West
Ariz. E. Central
Ariz. North
Ariz. Southeast
Ariz. Southwest
Ark. East
Ark. West
Calif. Bay
Calif. Central
Calif. E. Central
Calif. Inland
Calif. Metro.
Calif. North
Calif. N. Central
Calif. Northwest
Calif. Orange Coast
Calif. South
Calif. S. Central
Calif. S. Central Coast
Calif. South Coast
Calif. Southeast
Calif. W. Central
Calif. W. Central Coast
Canal Zone</p> | <p>Garland K. Tanner
Earl V. Kilpatrick
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E. Lou Denham
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Charles A. Booth
William P. Hughes
E. C. Hathaway
Joseph E. Yates
Harold J. Thomas
George Livesey
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R. Harry Andrews
William A. Aiello</p> | <p>Tuscaloosa, No. 393
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Santa Maria, No. 1538</p> | <p>Mo. Southwest
Mont. East
Mont. North
Mont. South
Mont. West
Neb. Central
Neb. East
Neb. West
Nev. North
Nev. South
N. H. North
N. H. South
N. J. Central
N. J. East
N. J. E. Central
N. J. North
N. J. N. Central
N. J. Northeast
N. J. Northwest
N. J. South
N. J. S. Central
N. J. Southwest
N. J. W. Central
N. M. North
N. M. South
N. Y. Central
N. Y. East
N. Y. E. Central
N. Y. North
N. Y. N. Central
N. Y. Northeast
N. Y. South
N. Y. S. Central
N. Y. Southeast
N. Y. Southwest
N. Y. State Capital
N. Y. West
N. Y. W. Central
N. C. Central
N. C. East
N. C. West
N. D. East
N. D. West
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Ohio Northeast (No.)
Ohio Northeast (So.)
Ohio Northwest
Ohio S. Central
Ohio Southeast
Ohio Southwest</p> | <p>Leon Emery
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| <p>Colo. Central
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Colo. North
Colo. South
Colo. West
Conn. East
Conn. Northwest
Conn. So. Central
Conn. Southwest
Fla. Central
Fla. East Central
Fla. Northeast
Fla. Northwest
Fla. South
Fla. Southeast
Fla. South Southeast
Fla. Southwest
Fla. W. Central
Ga. Northeast
Ga. Northwest
Ga. Southeast
Ga. Southwest
Guam None Appointed
Hawaii
Idaho East
Idaho North
Idaho South
Illinois E. Central
Ill. North
Ill. Northeast
Ill. Northwest
Ill. South
Ill. Southeast
Ill. Southwest
Ill. West Central
Ind. East
Ind. Northeast
Ind. Northwest
Ind. Southeast
Ind. Southwest
Ind. West
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Iowa Northwest
Iowa Southeast
Iowa Southwest
Kan. Northeast
Kan. Northwest
Kan. Southeast
Kan. Southwest
Ky. East
Ky. West
La. East
La. West
Maine East
Maine West
Md., Del., D.C. Central
Md., Del., D.C. East
Md., Del., D.C. West
Mass. Circle
Mass. East
Mass. E. Central
Mass. Metro.
Mass. North
Mass. South
Mass. West
Mass. W. Central
Mich. E. Central
Mich. Northeast
Mich. Northwest
Mich. So. Central
Mich. Southeast
Mich. Southwest
Mich. W. Central
Minn. Central
Minn. Metro.
Minn. North
Minn. South
Miss. North
Miss. South
Mo. Northeast
Mo. Northwest
Mo. Southeast</p> | <p>George W. Straub
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Wellington, No. 1167
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Marquette, No. 405
Calumet, No. 404
Jackson, No. 113
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Kalamazoo, No. 50
Cadillac, No. 680
St. Cloud, No. 516
Red Wing, No. 845
Hibbing, No. 1022
Austin, No. 414
Canton, No. 458
Vicksburg, No. 95
Hambal, No. 1198
Kansas City, No. 9
St. Louis, No. 9</p> | <p>Okla. Northeast
Okla. Northwest
Okla. Southeast
Okla. Southwest
Ore. North
Ore. Northeast
Ore. Northwest
Ore. South
Ore. Southeast
Pa. Metro.
Pa. N. Central
Pa. Northeast
Pa. Northeast Central
Pa. Northwest
Pa. S. Central
Pa. Southeast
Pa. Southwest
Pa. West
Pa. W. Central
R. I. East
R. I. West</p> | <p>James R. Dennis
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Towanda, No. 2191
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Warren, No. 223
West Shore, No. 2257
Norristown, No. 714
Scottsdale, No. 777
Butler, No. 170
New Kensington, No. 512
Woonsocket, No. 850</p> | |
| | | | | <p>S. C. East
S. C. West
S. D. East
S. D. West
Tenn. East
Tenn. Upper East
Tenn. West
Tex. Central
Tex. East
Tex. Gulf Coast
Tex. N. Central
Tex. Northeast
Tex. Pan-Handle
Tex. South
Tex. Southwest
Tex. West
Utah North
Utah South
Vt. North
Vt. South
Va. N. Central
Va. Southeast
Va. Southwest
Wash. Metro.
Wash. Northeast
Wash. Northwest
Wash. Southeast
Wash. Southwest
Wash. W. Central
W. Va. Central
W. Va. North
W. Va. South
Wis. Northeast
Wis. Northwest
Wis. Southeast
Wis. Southwest
Wyo. North
Wyo. South</p> | <p>Edward W. Holman
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Austin, No. 201
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Fort Worth, No. 124
Garland, No. 1984
Lubbock, No. 1348
San Benito, No. 1661
San Antonio, No. 216
El Paso, No. 2338
Roy, No. 2338
St. George, "Dixie", No. 1743
Burlington, No. 916
Windsor, No. 1665
Richmond, No. 45
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Neenah-Menasha, No. 676
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Hawaii is Great at CHRISTMAS TIME — give the family a Hawaii Vacation this Christmas.

HAWAIIAN ALOHA TOURS

Deluxe Family Hawaiian Vacation—7 days and 6 nights in Honolulu

\$249 per couple

PLUS AIR FARES
 \$75 per child (2 to 12 years)
 Children under 2 FREE
 plus air fare

Includes...

- ALOHA LEI GREETING
- ROUND TRIP TRANSPORTATION to and from your hotel
- 6 nights in WAIKIKI'S DELUXE PACIFIC BEACH HOTEL
 OVERLOOKING WAIKIKI BEACH
 Every room features completely furnished kitchenette, two double beds, free cribs, air conditioning, private balcony and ocean view!
- 7 of Hawaii's VISITOR ATTRACTIONS ADMISSIONS AND TRANSPORTATION INCLUDED
 - GLASS BOTTOM BOAT luncheon cruise
 See the beautiful coral reefs and tropical fish
 - HONOLULU ZOO
 - KODAK HULA SHOW
 - SEA LIFE PARK and island tour
 - PARADISE PARK and town tour
 - OUTRIGGER CANOE RIDE
 - HONOLULU AQUARIUM



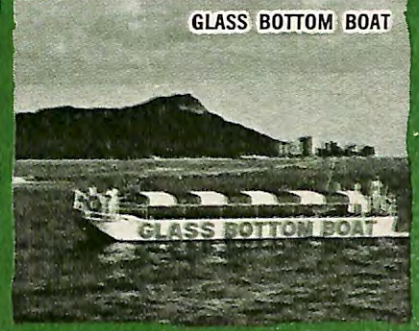
PACIFIC BEACH HOTEL



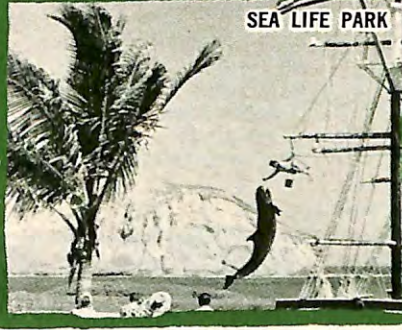
YOUR ROOM



KODAK HULA SHOW



GLASS BOTTOM BOAT



SEA LIFE PARK



PARADISE PARK

- ELKS CLUB LUNCHEON Bring your swimsuits and enjoy a great lunch at the beautiful New Elks Club on Waikiki Beach at the base of Diamond Head.

THE IDEAL FAMILY VACATION...
 Is it cold where you live?
 The temperature here is 75°

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

HAWAIIAN ALOHA TOURS



NAME.....
 ADDRESS.....
 CITY.....
 STATE..... ZIP.....

WHEN CAN YOU COME?.....
 (must have tentative date)
 HOW MANY PEOPLE IN FAMILY COMING?.....
 () ADULTS () CHILDREN ages:.....

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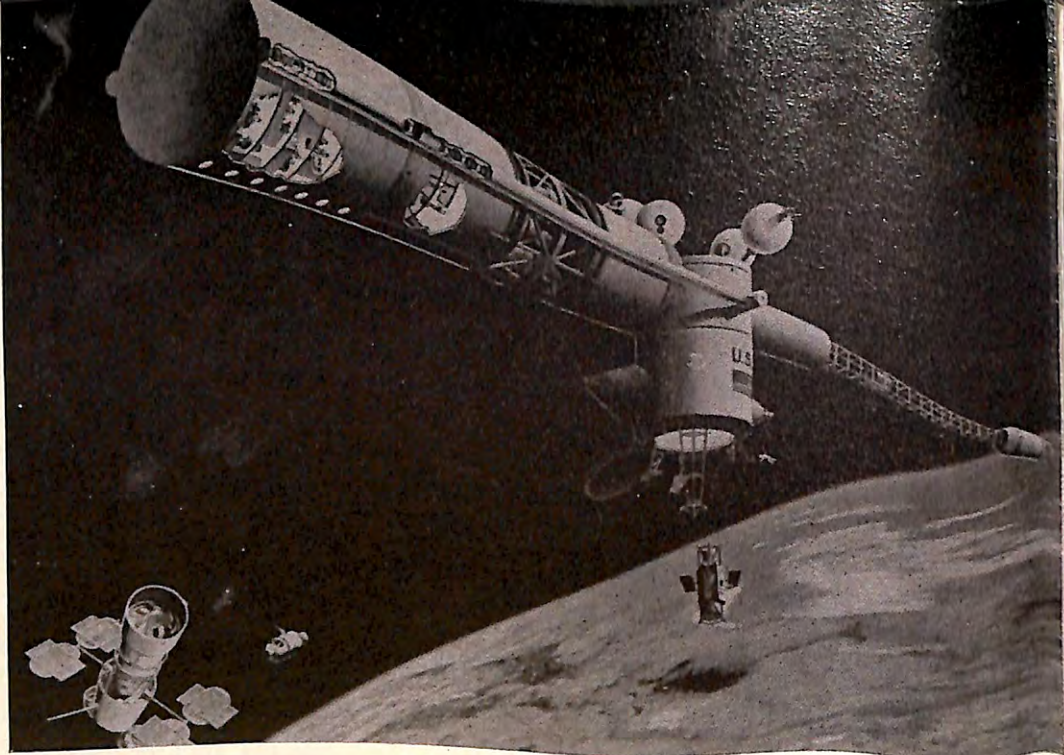
SPACE STATION SHUTTLE

by L. B. Taylor, Jr.

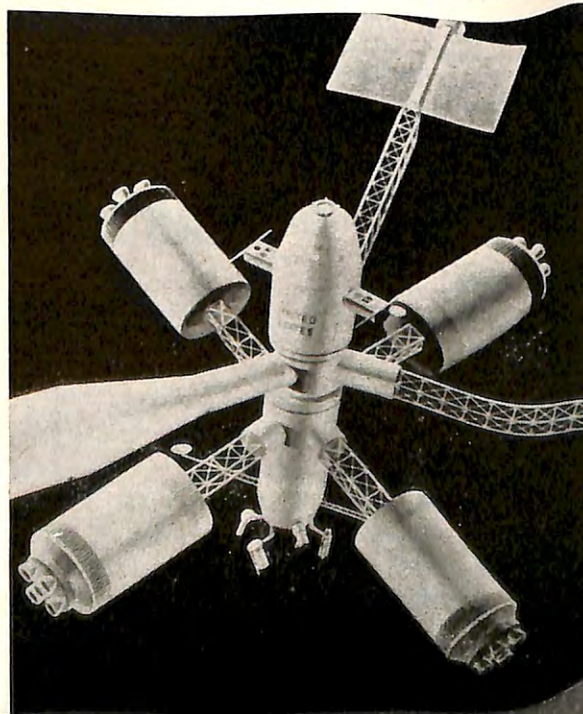
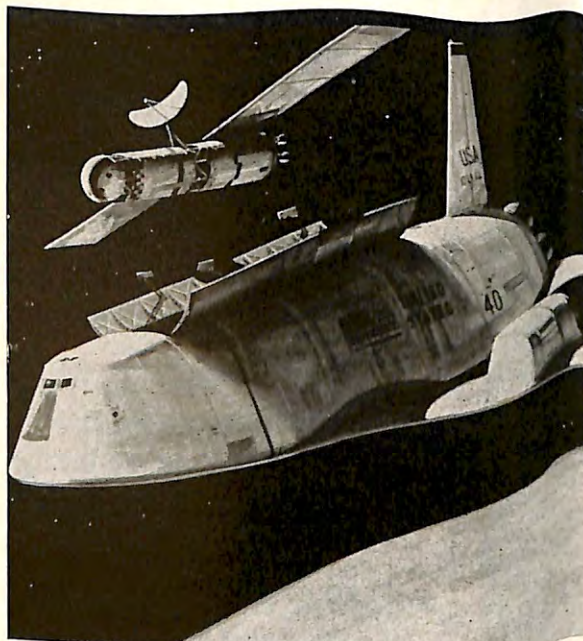
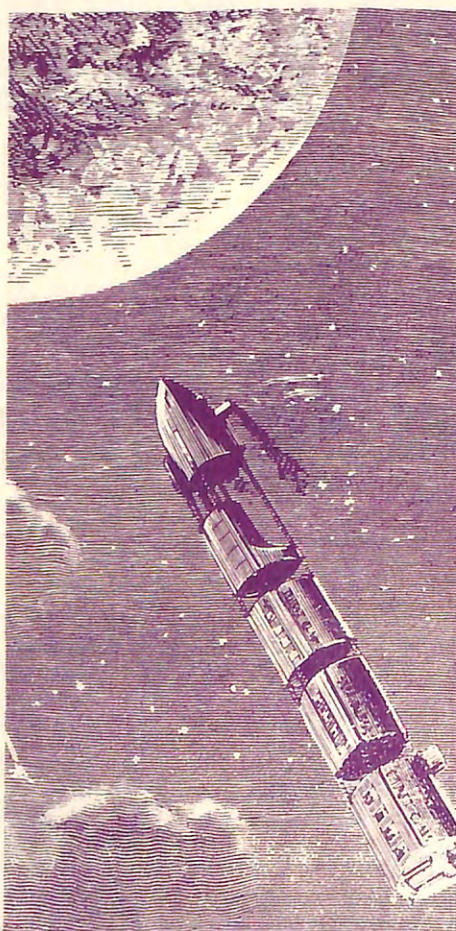
HISTORIANS WILL RECORD the 1960s as man's greatest decade of exploration. Dozens of astronauts and cosmonauts circled the earth in a variety of space ships. Electronic envoys were sent millions of miles on information-gathering missions past the mystery-shrouded environs of Mars and Venus. Hundreds of other satellites and spacecraft probed man's home planet for answers to secrets locked since the beginning of time. And, most dramatically of all, the crews of Apollos 8, 10, 11 and 12 snapped forever earth's shackles and investigated the lunar surface.

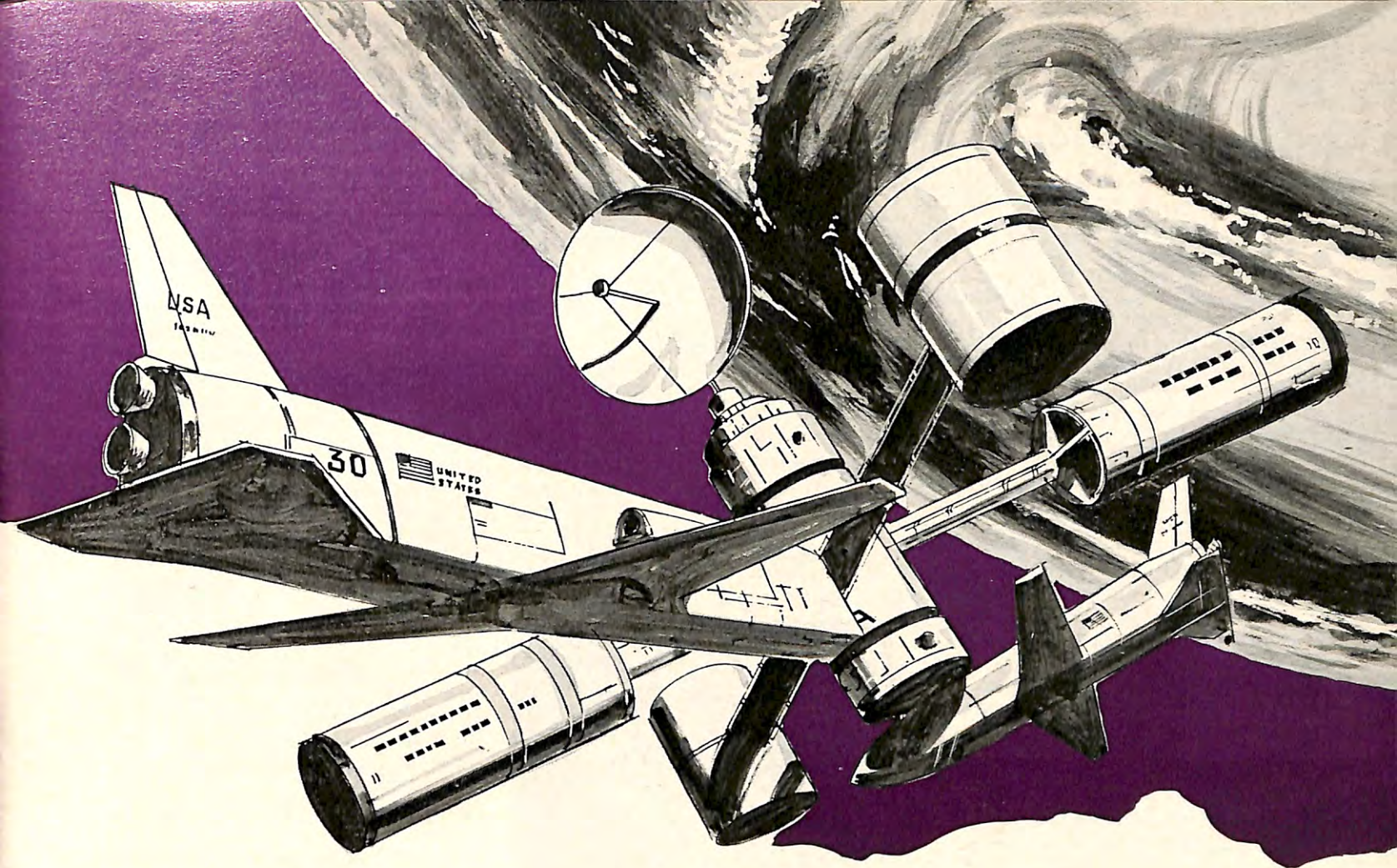
While the challenge of the past 10 years has been, in effect, to get man and machine into space, largely an engineering achievement, one of the major goals of the 70s will be to carry off missions on an economical basis; to leave the experimental stage of space flight and enter a truly operational phase. By developing this capability, emphasis will shift from the astronaut and the flying of his ship—to the scientist and the work in his laboratory. And from this transition will come, during this decade, major measurable dividends upon America's substantial investment in the national space program. Exploitation will follow exploration.

One of the single most ambitious means of initially achieving this will be through the establishment and operation of a permanent station in earth orbit capable of sustaining 12 people for up to six months at a time.



From the mother station-base (above), a number of satellites and experimental platforms will be conveniently operated. Displaying its well-planned versatility, the giant fixed-wing shuttle craft (right) releases its hitch-hiking satellite in orbit before docking with space station to deliver cargo and transfer crew members for return to earth. From simple, modular-design stations (lower right) will grow sophisticated, permanent bases capable of supporting 50 to 100 people and a large assortment of scientific equipment. Over a century ago, master prophet Jules Verne conceived man's flight to the moon as in the illustration below; today, such fantasy has become reality.





Some day soon man will use orbiting space stations as jumping-off points for the moon.

Such a station was one of the major specific recommendations made to President Nixon last September by a special Space Task Group. It will be the forerunner, by perhaps five years, to a true space base, built upon assemblies of cylindrical station modules, and housing a well-balanced "community" of 50 to 100 people.

Potential benefits to be harvested from the station and base are incalculable. It will make an advantageous viewing platform for air and sea traffic control, navigation, and rescue operations. Weather observations and forecasts, superior to any now possible, could be made from orbit. Agricultural, forest and mineral resources could be assayed with new dimensions. Advanced communications studies could be carried out, leading to direct television and radio broadcasting to the homes of all people in the world. Without the shimmering haze of earth's atmosphere, astronomical observations of never-before-achieved accuracy and depth could be made to the far reaches of the solar system. Undoubtedly, new discoveries, new horizons of great importance would be found.

In the perfect vacuum state of zero gravity, unprecedented new manufacturing techniques could be applied. Much larger, more uniform semicon-

ductor crystals, for instance, could be grown in orbit. Error-free welds could be made, perfectly-round ball bearings produced. On the space station these processes will become such an economical operation that private industry, universities and other nations of the world will be able to rent time in space for their needs and purposes.

National defense advantages of manning a global observation platform are obvious.

Man will learn, too, to live and work freely in the strange environment. Once he has mastered his movements, he can perform a number of invaluable services from his spaceborne post, such as retrieving experiments from other craft and repairing damaged or rundown satellites, so they might provide continuous weather, communications and navigation operations, among others.

But perhaps the greatest returns will come from the unexpected. It cannot yet be conceived what discoveries scientists will make when they can work under true laboratory conditions—in space. It might be roughly comparable to giving Galileo his first optical instru-

ment; Pasteur his first microscope. Unquestionably, great advances in physical, chemical and medical sciences—for the benefit of all mankind—will be forthcoming.

On all manned space flights to date it has been, of necessity, "science by the numbers," where at a certain point in the mission, if time permitted, astronauts performed specific experiments. The station, however, will become a unique national laboratory, a research station in orbit. Engineers, scientists and astronomers—with only a minimum of astronaut-type training or physical conditioning—will spend several months in orbit, just as they now spend time as visiting researchers at laboratories and observatories on earth.

Proposed deadline for the first station is 1975. Although its final design and precise statistics won't be known for some time, many major specifications have been narrowed down. It will be cylindrical, from 35 to 60 feet long and 33 feet in diameter. It is expected to weigh approximately 100,000 pounds. Inside will be a wardroom, kitchen, rec-

(Continued on next page)

recreation and exercise areas, a dispensary, and personal hygiene and laundry facilities. Each man aboard will have 50 square feet of space for personal living quarters.

There may be as many as five sectioned-off levels. The crew will need two of these. Two more will probably be used for station command and control, communications, laboratories and a maintenance area. Because the station must house food, water and other consumables and supplies for 180 days, one level likely will be used for storage.

The station will include a system of airlocks, docking ports and cargo transfer facilities which will service crew shuttle vehicles to and from earth, and serve as "socket-like" connectors for various experiment modules.

It will operate in a circular orbit about 260 miles up, in a "cartwheel" attitude inclined 55 degrees to the equator. This will allow coverage of land masses from Ketchikan, Alaska, southward to the Straits of Magellan at the tip of South America.

Unlike previous spacecraft, the station will be, for all practical purposes, self sufficient, largely independent of ground control. It will have a designed operating lifetime of 10 years. Power will be from solar cells until a nuclear system can be developed, perhaps later in the decade. There will be two different atmospheres—experimentally on the station, permanently on the base: zero gravity in which tests and work will be performed, and artificial (earth-like) gravity for "shirt-sleeve" living conditions convenience. Exhaled carbon dioxide will be reduced, and the oxygen reclaimed for reuse. Waste water also will be reclaimed, stored and reused.

It will require an enormous logistics support effort to service space stations and bases in earth orbit—to transfer men and cargo from ground to orbit, from orbit to orbit, and from orbit to the moon and back. This will take a multiple launch rate capability far beyond what has been achieved to date.

Currently, it costs about \$1,000 per payload pound to boost astronauts and equipment and supplies into space. The National Aeronautics and Space Administration (NASA) wants this reduced, within the next 10 years, to \$10 to \$50 per payload pound. Clearly, this cannot be done through one-time use of hardware that costs about \$250 million to build and launch. On today's Apollo flights, for instance, expensive rocket stages are jettisoned into the Atlantic Ocean or discarded in space once their job has been performed.

To downgrade the cost curve, the Space Task Group, in its report to the President, proposed a transportation system that will:

- Provide a major improvement over

the present way of doing business in terms of cost and operational capability.

- Carry passengers, supplies, rocket fuel, other spacecraft, equipment, or additional rocket stages to and from orbit on a routine aircraft-like basis.

The main component of the system is technically called the Integral Launch and Re-entry Vehicle (ILRV), or "shuttle," and it must be designed to ferry a combination of up to 12 people (two pilots and 10 passengers), and up to 50,000 pounds of cargo.

The key to any such operation is reusability. To whittle payload pound costs by the order of magnitude asked will necessitate flying the same rockets and spacecraft on a number of missions, perhaps 100 or more, with a minimum of maintenance, refurbishment and "turn-around" time on the ground.

Essentially, the shuttle will be a two stage vehicle. A piloted booster, launched from present-type facilities at



Cape Kennedy, will carry a spacecraft piggyback part way to earth orbit. The booster will then be flown back to a landing site and readied for its next mission, perhaps within two weeks. The Spacecraft, under its own power, will continue to orbit, to complete its mission, such as to rendezvous and dock with a space station. Later, it, too, will return to earth, also landing like an airplane.

Propulsion will be chemical, much like today's Saturn family of rockets. A liquid hydrogen-liquid oxygen combination is to be used. The major difference will be more durability and higher efficiency than present engines.

"We're asking for 100 full cycle runs on the engines, maybe five starts per flight with varying duration burns," says Bob Voss of NASA's Advanced Missions Program Office at the Manned Spacecraft Center in Houston. "We're talking about maybe two or three flights a week with a regular fleet of six to 12

vehicles. One of the most important things you have to consider in the design and development of the vehicle," Voss points out, "is the fact we're talking about passengers who are not astronauts, not skilled pilots. So we don't want to impose severe pressures on them during ascent and re-entry. We want to make the flights as comfortable as possible."

Actually, from the pilot-astronaut's standpoint, the vehicle may well be more difficult to fly than previous spacecraft. In addition to requiring all the skills necessary for rendezvous and docking, the shuttles must be landed—airplane style. Such landings may be controlled automatically with a manual override capability.

One shuttle concept being considered is a "fixed-wing giant"—290 feet tall and weighing four million pounds. (The Apollo/Saturn V rocket, by comparison, stands 363 feet high and weighs about 6.2 million pounds.) The piggyback orbiter on this design is 180 feet long, riding on a 256-foot booster. It would carry 50,000 pounds to orbit in a cargo area as large as the tourist section of a 707 jet liner.

On all configurations under study, the overriding goal is to cut costs to the barest minimum through reusability. Toward this, space engineers would like to pattern shuttle plans, as much as possible, on airline operations, where the policy is to "keep 'em in the air flying payload." To achieve this, the airlines, in conjunction with the aircraft manufacturers, have developed a total system that requires a minimum amount of time on the ground for pre-flight checkout and maintenance. Not only is the total ground time short, but the between-flight operations are simple and require small crews.

The ultimate aim would be to get the expense of turning a shuttle vehicle around—that is readying it for another flight—down to one percent of its original cost. It would admittedly require a great number of flights and smoothly standardized operations to do this.

"We may never reach true aircraft operational status," says Voss, "but that's the analogy we want to shoot for."

In addition to its specified assignments of servicing orbiting space stations, NASA officials foresee other wide-ranging benefits in the development of the shuttle system.

"It will lead to point to point transportation anywhere on the earth's surface at exceptional boost-glide-type high speed, perhaps Mach 12 and above," says Voss. (This is 12 times the speed of sound at sea level or 9,132 mph. Such a flight from Los Angeles to New York would take about 20 minutes, plus let-down and landing time.)

(Continued on page 68)



NEWS

OF THE

LODGES

PAST GRAND EXALTED RULER William A. Wall was a special guest during a recent ceremony at North Palm Beach, Fla., Lodge. The occasion was the recognition of state Tiler Leonard B. Miller (holding plaque) for his efforts in the construction of a new addition to the lodge building. Adding their thanks during the dedication ceremony are (from left) ER Edward G. O'Connor, PER Carl Vaughn, PER Carl J. Hartman, and PDD and PSDGER Robert Grafton.



HONORARY MEMBERSHIP in the Ohio Elks Past Exalted Rulers Association was bestowed upon GER Glenn L. Miller and PGER Lee A. Donaldson during their recent visit to the fall conference of the Ohio Elks Association in Columbus. PDD H. H. Stoops (left), Portsmouth, state president of the PERs Association—the oldest organization of its kind in the country—presents their membership cards.

"WELCOME TO PARIS," says Paris, Tenn., ER Robert L. Crattie as he exchanges a cordial handshake with GER Glenn L. Miller. The Grand Exalted Ruler, along with PGERs Edward W. McCabe and Lee A. Donaldson, visited the recent mid-year meeting of the Tennessee Elks Association. Other members of the welcoming committee included SDGER Ted Callcott (left), Paris, SP William R. Banks (second from right), Knoxville, and Brother Hugh Hicks, past Grand Trustees chairman, Jackson.





GRAND LODGE AWARDS, taken home by Phoenix, Ariz., Elks from the recent Grand Lodge convention in San Francisco, are displayed by four of the proud lodge officers. ER Charles H. Lopez (second from right) holds the three awards—first place Youth Week program, second place Americanism, and second place Youth Activities—while the prize-winning brochures are shown by Est. Lect. Kt. Larry McMillon, Brother James W. Langley Jr., lodge Americanism chairman, and Est. Loyal Kt. Don F. Waggoner.



FOR GENEROUS CONTRIBUTIONS to the Elks National Foundation, the California-Hawaii Elks Association was awarded a certificate of appreciation signed by PGER John L. Walker, Foundation of appreciation signed by PGER John L. Walker, Foundation of Trustees chairman, on behalf of the Grand Lodge. SP Ernest Olivieri (third from left), Sonora, accepts the plaque along with the praise and admiration of PGER Horace R. Wisely, Grand Trustee John B. Morey, Palo Alto, and PGER R. Leonard Bush.



GRAND INNER GUARD Louis Hubner (center) was honored recently by his fellow Union City, N. J., Lodge members for his 47 years of fraternal service and for his founding of 30 new lodges within the state. PGER William J. Jernick was one of the many dignitaries attending who offered his congratulations; Est. Lead. Kt. Louis Symanski (right), chairman of the event, awaits his turn.



SUFFOLK DOWNS was the scene of this recent Elks Day at the Races, which attracted about 1,000 Massachusetts Elks. Joining jockey Leroy Moyers after he won the feature race on Coronada are (from left) PER Joseph Bergin and PSP Andrew A. Biggio, both from Winthrop; PGER John E. Fenton, chairman of the Massachusetts Elks scholarship fund; Brother Clyde Locklear, Hot Springs, Ark., Coronada's trainer; Brother Bill Hogan, co-chairman of the event, and SP Edward J. O'Brien, Springfield. Proceeds aided the Elks scholarship fund.



CUPERTINO, Calif., Lodge No. 2445 is one of Elksdom's most recent additions, and officers from throughout the state were present for the institution ceremony. PGERs Horace R. Wisely and R. Leonard Bush were two of the distinguished guests attending, joined by Grand Trustee John B. Morey, Palo Alto; GL New Lodge Committeeman Yubi Separovich, Sacramento; DDGER Elmer L. Lanini, Salinas; PDD Richard H. Bartels, San Jose, and SP Ernest Olivieri, Sonora. After the installation of officers, 418 new members were initiated.

LODGE NOTES

NORTH LAS VEGAS, NEV. The lodge was the scene of the recent Nevada Elks Association convention. The association strongly endorsed action by University of Nevada Regents to establish a code of conduct for university students and personnel, following signs of student unrest on the Reno campus.

NEWTON, MASS. A class of candidates, known as the Independence Class, was recently initiated into the lodge by ER Rocco J. Ruggiero.

PT. PLEASANT, N. J. Lodge members recently entertained approximately 100 children at their annual picnic. Children who came from St. Edmond's Home, Metedeconk, and the Ocean County Unit for Retarded Children, Pt. Pleasant, were treated to fun, food, and games. As an added attraction the children cruised on yachts and rode on fire engines provided by local fire departments.

MANDAN, N. D. Clowns, fireworks, candy and balloons were part of the entertainment provided by Mandan Lodge during their visit to the handicapped youths at Camp Grassick. It was a day-brightener for the children when 11 members of the visiting group, glorified in their make-up and clown regalia, went through a series of antics for them. Mini-bikes, monkey business and rides on an antique firetruck added to the day's success.

LEBANON, N. H. The lodge recently held two field days. The first, held for area children, featured treasure hunts, games, contests, and refreshments. The second field day—for adults—offered field events along with a menu of steamed clams, chowder, and corn.

BRICK, N. J. Brother Donald Ayers, lodge Americanism committee chairman, recently accepted an award for third place, class B, in the Americanism brochure contest. ER Ronald Nix, who presented the plaque, received the award at the National Convention in San Francisco. Brick Lodge is proud of its award because it was their first presentation to the competition.

SOUTH SAN FRANCISCO, CALIF. Lodge officers extend their appreciation to the lodges that sent complimentary letters thanking them for the hospitality given during the National Convention. They are Anaconda, Mont.; Clifton Forge, Va.; Fitchburg, Mass.; Florence, Ala., and Silver Spring, Md., Lodges.

CHULA VISTA, CALIF. Congratulations were extended to the lodge's Pony League team for clinching first place—three games out in front. Two of their players were placed on the All-Star team—Tommy Moffit, pitcher, and Brian Cameron, shortstop.

BOONE, IOWA. ER Raymond Trygg recently presented Scholarship Awards to

three winners: Donald Swalla, Richard Cervette, and Roger Edgerton. Miss Della Dohms was also presented with the Junior College Scholarship.

WALLA WALLA, WASH. The lodge's Pony League baseball team won first place in the Walla Walla Valley League. The team, composed of 13 and 14-year-old boys, won the play-off against the Blue Mt. League and became the Pony League area champions.

BERKELEY, HEIGHTS, N. J. Brother John Gordon presented a contribution to Explorer Post 68 on behalf of Berkeley Heights Elks at a recent dinner party at the Mount Carmel Inn. Frank W. Schade, advisor for the post, gratefully accepted the donation.

SPRINGFIELD, MASS. "Love Is: Children—Drive Carefully" is the slogan that was adopted by the lodge's Youth Activities Committee to headline the Back to School Safety Campaign. Antenna flyers were distributed to the Brothers.

PASO ROBLES, CALIF. Brother Bill Garrity recently proved there doesn't have to be a handicap on the golf course when he dropped his tee shot on the 170 yard No. 3 hole for a "hole in one" at the Atascadero Golf Course. Though he is not the first to achieve this feat, he is the first to do it single-armed. Brother Garrity lost his left arm in an automobile accident years ago.



AN ASSORTMENT of gifts—including games, books, and hides—was presented to Madigan General Hospital in Tacoma, Wash., by members of the Washington State Elks Association. A delegation of about 50 Elks and their wives toured the hospital after the presentation. They were led by (from left) SP Duncan "Scotty" McPherson, Ballard-Seattle, Brother Jack Lawson, Burien, veteran's hospital state chairman, Brig. Gen. John Boyd Coates Jr., hospital commander, and Est. Loyal Kt. Bernard A. Chillquist, Auburn, district chairman.



AN OFFICIAL visit was made recently by California-Hawaii VP Karl Schmeackle (center) to his home lodge, Escondido. Brother Schmeackle is a Past Exalted Ruler of the lodge. DDGER Harold J. "Tommy" Thomas, a member of Vista Lodge, waits to offer his greetings as ER Melvin W. Hogan welcomes the special guest.



SAN ANTONIO Star Steppers, the girls twirling team sponsored by San Antonio, Tex., Lodge, won top honors during the recent Texas Elks State Association convention. Posing with the proud girls are (foreground) PER Hubert Akins, Longview, contest chairman, and Miss Susie Winfield, their instructor.

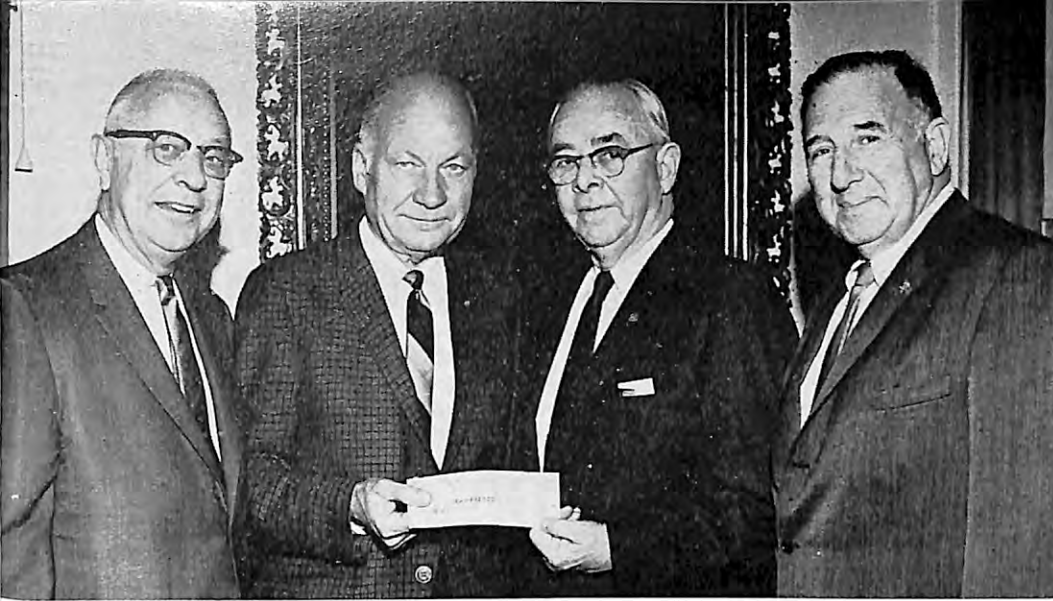
CATCHER'S EQUIPMENT for Little League teams was donated recently by Athol-Orange, N. J., Lodge as part of its youth activities program. ER James N. Pike (left) presented the gear to Warren Ramsdell, league president. They watch as catcher Bruce Burnett models one of the sets.



RECOGNITION CEREMONIES were held at Queens Borough (Elmhurst), N. Y., Lodge recently in honor of Brother Jack Renehan (second from right) for individually proposing 108 members in a five-year period, a record in the lodge. Principal speakers for the evening included (from left) Brother Larry Clark, PSP and Past Grand Esq. Frank D. O'Connor, and PER Thomas J. Mackell.



BOSTON'S Industrial School for Crippled Children, which is supported solely by contributions, received a helping hand recently from Massachusetts Elks. Young Stephan Jordan, a fourth grade student at the school, smiles approvingly as he watches (from left) SDGER Edward Spry, Boston, and PSP Joseph E. Brett, Quincy, present a check to Charles H. Taylor, president of the school's board of trustees, and William Carmichael, school superintendent.



PRESENTING a check in the amount of \$1,000 to Dr. Malcolm J. Farrell (second from left), superintendent of the Walter E. Fernald School for Retarded Children, is SDGER Edward A. Spry, Boston, who offers the contribution on behalf of the state association's charity fund. Looking on: two of Brother Spry's Massachusetts Elk associates—Grand Trustee W. Edward Wilson (left), Newton, a member of the charity committee, and state Trustee Harry Sarfaty, of Boston Lodge.



MEMBERSHIP PINS noting long affiliation with Elkdome were presented recently to two Mount Carmel, Pa., Brothers by PER William T. Jelus (second from left). Honoree Stanford R. Moyer (left), a 65-year life member, accepts his pin as Brother Irvin Ayres, a 50-year life member, awaits his turn. Standing by to offer his congratulations to the two longtime Elks is PDD John E. Miller, a lodge member.



ENJOYING a chat with PGERs William J. Jernick and Frank Hise are two members of the military who are also proud of their affiliation with the Order: Maj. Gen. I. C. Brown of Washington, D. C., director of the Air National Guard, and a member of Hot Springs, Ark., Lodge for nearly 40 years, and his aide, Col. Frank Easley, a member of PGER Hise's own Corvallis, Oreg., Lodge. Brother Brown addressed a morning session of the Grand Lodge convention in San Francisco, pointing out similarities between tactics used by the radical Left in this country and the leaders of the Bolshevik revolution in Russia 50 years ago.

RANKED beneath a handsome elk head and star, officers and recent initiates of Mankato, Minn., Lodge gather for a photographic souvenir. The new Elks were welcomed into the lodge in honor of PER Milton D. Mason (seated, center), former lodge chaplain, who was recognized for his 20 years of service in that post. Brother Mason served as Exalted Ruler of Mankato Lodge for 1941-1942.

NEW JERSEY Elks' poster girl—Laura Catania of Watchung Hills —is surrounded by a group of admirers at Cedar Grove, N. J., Lodge, during a brief "time out" from activities connected with the lodge's third annual crippled children's bowling tournament, held recently in Montclair. Joining Laura are ER Sandie Gualtieri (kneeling, right) and several of his fellow officers. Also on hand for the event were 24 crippled children.





A CONTINGENT of Elks from Plainfield, N.J., Lodge, augmented by Brothers from Dunellen and Berkeley Heights Lodges, won the Judges Trophy for excellent performance in their city's recent parade. Shown examining a flag which had flown over the U.S. Capitol, presented to Plainfield Lodge following the parade, are (from left) ER Robert J. Huber; Secy. Richard A. Gearino; U.S. Sen. Harrison A. Williams Jr. (D-N. J.), donor of the flag and himself a Plainfield Elk; Plainfield PER and PDD William A. Young, and state Trustee and former GL New Lodge Committeeman Harrison S. Barnes, Plainfield.



AN UNUSUAL illuminated shadow box display donated to his lodge by Newark, N. J., ER Frank J. Di Viccaro upon his installation is admired by William J. Windecker (center), Orange, former Grand Esteemed Lecturing Knight, and Newark Est. Lead. Kt. Thomas G. Casabona. The attractive addition to Newark Lodge, hand painted on transparent plastic, features the raising of the American flag under combat conditions, and bears the GL Americanism Committee's "Love It or Leave" slogan.



EAGLE SCOUT certificates and American flags were presented recently to four young men by Jamesburg, N. J., Elks. Congratulating the scouts—Eric Sauerman, Ronnie Webster, Mark Brabston, and Oliver L. E. Soden III—are Brother Robert Sheehan (left), and ER George J. Alzin. The presentations were made at a court of honor held at Jamesburg Lodge.



PROUD FATHER Edward Dooley II (center), a life member of Columbia, Tenn., Lodge, had the pleasure recently of observing the initiation into Columbia Lodge of his twin sons—Edward III (left) and Evan. The senior Brother Dooley joined the Order at the age of 25; by a happy coincidence, his sons also became Elks upon reaching their 25th year.

NEW JERSEY Congressman and Brother Joseph G. Minish (right) presents an American flag to Orange, N. J., ER Ben L. Spinelli (left), as Commander Ernest Fillon of the Orange Catholic War Veterans looks on. The presentation followed a recent patriotic observance at Orange Lodge.



(Lodge News continued on page 64)

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DAVID MARKSTEIN

In our literature and television we have become accustomed to words that were once considered vulgar and unmentionable. But there is one word the American people won't face. It is—
DEPRESSION

Yet we may soon confront the actuality of depression whether or not we like the word, despite seeming safeguards which have been built into our economic structure. The purpose of this article is to suggest that Depression (with a capital D) not only can happen again but might, even as you read this, be in process of doing so. But don't jump out of the window yet. We are going to consider, along with that alarming thesis, some of the things you can do to survive such a financial debacle if it indeed comes, and how you can take advantage of it to not only keep yourself above water and your standard of living unimpaired—but possibly end up a rich man.

HOW TO SURVIVE RECESSION OR

DEPRESSION

The National Bureau of Economic Research has done pioneering study on economic indicators' use in observing booms and recessions. Noting the vast mass of economic data available—Gross National Product, hours worked in industry, housing starts, factory sales and factory order, etc.—the Bureau found that statistics could be divided into three groups.

One group, which they called "leading indicators," tends to turn consistently upward or downward before similar turns in the general level of economic activity. In addition to the empirical fact that the leading indicators behave this way, there is sound rationale behind NBER's conclusion. Such things as incoming factory orders, construction awards, etc. necessarily precede the actual manufacture and sale of goods or the erection of a building. Therefore, leading indicators tell an analyst where the economy is going to be several months hence.

Coincident indicators are the ones which move together with the economy. They are Gross National Product, factory sales, etc.—things going on at the moment.

The lagging group consists of indicators whose turns upward or downward generally happen after the recession or the new boom has started. Their value is confirmatory.

In 1969, leading indicators as a group turned downward. By early summer of 1970 they had been joined by the coincident indicators. *Indicative of the danger of recession becoming depression, leading indicators as a group were still moving downward.*

Someone once remarked that when Wall Street sneezes, the economy catches cold. Wall Street has sneezed—loudly and, as this is written, without cease. The bear market lasted longer than any since the doleful Thirties. It went deeper in percentage of decline. And it was the first bear movement since those same Thirties to go lower than the bear market which preceded it. The 1966 bear trend carried down to 744 on the Dow Jones Industrial Average. In April, 1970 the DJIA pierced the "resistance" level and dropped to 631 before rallying. Many fear that it will not return to its earlier levels around 990-1000 for many years. "A generation has speculated and lost," one analyst commented sadly. "Many won't come back to try it again." Said another: "This isn't a bear market, this is the way things are going to be from now on."

Recent statistics showed that redemptions of mutual funds were running over 80 percent of sales in the spring months of 1970. "Should redemptions get bigger than sales, then the funds faced with these demands for money will have no option but to sell some of their holdings to raise necessary cash," noted an observer. "If that

happens, then the offerings could provide the kind of heavy selling that inadequate 10 percent margins provided in 1929."

In my market letter I wrote to clients in summer, 1970:

"A noted economist once said that the whole science of economics could be summed up in five words: 'There is no free lunch.' Not in the economy nor the stock market nor, for that matter, in the shiny chrome-mahogany successors to the old time bars where 'free' lunch was once a staple (but was accounted for somewhere in the price of other things). Now both the economy and the stock market are paying the tab for the people who a few years ago thought that somehow a genuinely free

(Continued on next page)

RECESSION

(Continued from page 21)
 lunch was to be had in the form of stock prices sometimes manipulated by means of doubtful earnings reports, sometimes made to come about (in the cases of a few mutual funds) by marking up letter stocks, sometimes bid to unreasonably high levels by the bright young men from the business schools who (then but not now) chirped that anyone over thirty was out of touch with reality and could no longer understand conditions because he was inhibited by memories of past bear markets. Those of us with such inhibiting memories and the cautions they induced have survived. I wonder where are the bright boys of yesteryear who believed in free lunch?

"Depression could happen just as it did in the Thirties. Some of the same causes have come around again and even the public announcements from our leaders have a nostalgic ring familiar to those who lived through or read about the Great Depression. Instead of being promised 'normalcy' around some corner, we're told that it is time to buy stocks again. Instead of being assured that 'the basic business of the country is sound,' we are told that there will be a turn-up by the third quarter (earlier we were assured that there would be no turn-down in the first place.) As then, we have a crisis in corporate liquidity which forces such corporations as American Tel to pay the kind of terms they recently paid for new

money. We have slowing business, dwindling profits, increasing unemployment and these things tend to trigger new waves and so to spread out. Now, as in the Thirties, we have margin calls in the market; not as great, to be sure, but a force which accelerates declines all the same. Mutual funds have high liquidity, but high redemptions as well.

"This doesn't prove that depression will come—but it might.

"One thing we have now that was not on hand in those long-ago, harrowing days of the Depression. That is inflation. We have a lot of it. The latest month's official government figures indicated an increase of 6.2% (annual rate) in one quarter-year.

"Back in 1968 when we thought things had become as bad as they could, the inflationary rate of cost increase was 4.8%. The steps of monetary stringency undertaken to 'cure' inflation have not done so. And now comes news of expected budget deficits to come. With this there is a request that Congress raise the national debt ceiling still further. Which means that to cost-push inflation, we're going to add a further dose of monetary inflation in future."

On June 12, the Markstein Letter noted:

"A 9.8 percent (annual rate) increase in money supply! That is what occurred in the latest three month period, according to statistics from the Federal Reserve.

"Such increases in the late years of the Sixties started the current alarming inflation. To monetary causes ('more money chasing the same goods' is the classic definition of inflation's start) succeeded cost-push inflation, much of it brought about by the soaring increases in union-negotiated wages. (Under this kind of inflation, rising costs push prices up.) Now the Fed is starting the money machine going again. This was first called to your attention in the Markstein Letter early this year. Monetary causes started the inflation. Cost-push made it worse. Now a fresh round of money supply increases might speed up the wheel of price increases even more.

(Continued on page 24)

New Grand Secretary

In the wake of the unfortunate death of Franklin J. Fitzpatrick, GER Glenn L. Miller has appointed former Grand Lodge Comptroller, Frank A. Vossel, to the office of Grand Secretary. Grand Secretary Vossel is a PER of Evanston, Illinois, Lodge.

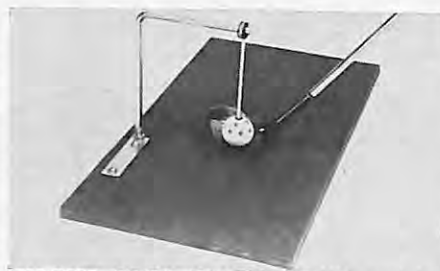


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Parents Creed

This lovely poem-on-the-wall provides guidance and inspiration... is charmingly decorative!

In this wise and wonderful poem by Dorothy Law Nolte, here is parental advice more helpful than most child psychology books all lumped together! In just 22 lines, it gives Mother and Dad essential, clear, uncomplicated "do's" and "do not's" to help mold happy, healthy, well-adjusted, successful young people of tomorrow. It is a guide to child guidance, a loving credo we might all do well to follow; ideal for that "different" gift you now seek... or for those many gift-giving occasions that crop up during the year! **Beautifully printed in red and blue on white felt, with red wood rods top and bottom, each is an impressive 25½" long x 14" wide, ready for hanging!**

In the opinion of many experts, this beautiful poem should be hung in every home in America where it can be always available for

instant consultation... a daily "refresher course" on how to avoid ever proclaiming "where did we go wrong!" The poem makes such shining reason, is so easy to follow that every thoughtful parent should want to own it... will be forever grateful for having done so!

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An ideal combination of wisdom and beauty, this unique wall hanging is certain to attract the attention of all concerned parents. Since supplies are limited, and orders will be filled first come, first served, we urge you order at once to avoid disappointment. The price is an amazingly low \$3.00 (two will save you even more!). And even this low sum will be instantly refunded if you are not thoroughly delighted. This very special offer will not be repeated this season!



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- IF A CHILD LIVES WITH APPROVAL, HE LEARNS TO LIKE HIMSELF.
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(Continued from page 22)

"The Fed's motives in doing this are good ones. It has become concerned about the deepening recessionary climate, with unemployment now at 5 percent, profits down, the stock market off, businesses pinched. It is trying to cure what tight money started by injecting a big increase of new money into the economic body. Whether this treatment

will turn the economy upward from recession remains to be seen; I am, for the moment at least, skeptical. But on the matter of whether these increases in money supply will make inflation worse, I am not skeptical at all. I'm convinced."

The problem, then, becomes one of survival in deep depression. It helps to study the methods by which smart

people and companies in past setbacks not only survived but, in many cases, enhanced their positions so that they came out of the general disasters at least relatively ahead of the rest:

1. *Retrench. Cut the fat. Fast.*

Operational fat—unnecessary expenses—tends to build up in any business or professional practice during good times when the added costs seems minimal. It is no longer minimal when collections drop or are extended out over lengthy periods. Wise men will plan in advance the places where dollars can be cut from operations.

2. *Get rid of bad credit.*

The customer, client or patient whose past-due account has been on the books for months is a luxury you can't afford in recession or depression. Further service or sales tie up time and money.

3. *Lessen inventories.*

It is occasionally unavoidable to maintain sizeable inventories in times of scarcity. But if supplies can be quickly replenished by a phone order, letting the wholesaler carry inventory load is one way to free capital during tough times.

4. *Put surplus cash to work.*

"What surplus cash?" inquired one executive to whom this suggestion was made. "When the stock market is down, I don't dare take the chance of losing money by investing. We currently have about \$30,000 in the bank. No way I

(Continued on page 69)

Tiny Hearing Aid Helps Many Of Those With Nerve Deafness

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KYA Week Bill of Rights Day

The GL Americanism Committee urges your observance and participation in Know Your America Week, Nov. 15-21, and Bill of Rights Day, Dec. 13.

KYA Week stresses an understanding of what the American heritage means to each individual, and program folders and suggestions regarding KYA Week may be obtained by writing directly to the All American Conference to Combat Communism, 1028 Connecticut Avenue, N.W., Washington, D.C. 20036.

America's founders fought for the principles of individual freedom represented in the Bill of Rights, and Bill of Rights Day is intended to remind us of this historic document's important contents. A copy of the Bill of Rights is included in the "Heritage Corner" kit available from the GL Americanism Committee, which should be on display in your lodge.

See the 1970-71 Americanism program for more details, and for how the lodge can make award points for participation in these patriotic observances.

Edward L. Harbaugh, Chairman
GL Americanism Committee



It's Your Business!

GETTING SET FOR '71

On August 24 Nathaniel Cooper, a New York City businessman, brought into federal court a suit for \$330 million against the New York Telephone Company. His complaint, charging the phone company with poor service, was made not only on his behalf but on behalf of 475,000 other New Yorkers—including 3500 who had signed a petition in support of his action.

The incident was a clear indication of the growing strength of the consumerism movement, one of a number of recent trends and developments that you should be alert to in 1971, either as a businessman or as an investor. Consider the growing environment-preservation movement, which may (according to a *US News & World Report* estimate) call for the combined public-sector and private-sector spending of at least \$71 billion over the next five years. And yet, as late as last August it was reported that Wall Street could discern no "attractive" companies in the new ecology field.

But you're likely to hear a lot of shouting about pollution-control enterprises as being "glamor growth" investment prospects next year. Are you prepared to evaluate them properly? Very intimately connected with the environment-preservation movement is the fervor about state and local governments spending and bonds. You'll certainly be hearing plenty about that topic in 1971—but are you prepared to deal with it, either as a prospective vendor or as a prospective bond-purchaser, with the knowledge and caution which that very tricky field of economics and finance calls for?

And what about your plans—if any—to invest in stocks in 1971? Are you familiar with the highly critical reports which both the SEC and the Twentieth Century Fund (the economics-research organization) issued about the way in which the institutional investors have been carrying on their supposedly "professional" management of stock portfolios? Are you aware of the fact that by August of this year at least 139

brokerage firms had either gone into bankruptcy or into frantic survival-effort mergers because they were shockingly careless about safeguarding their cash-strength position?

And if you're an employer, we hope you've been keeping a watchful eye on the *women's rights movement*. On July 20, the Justice Department brought suit against both Libbey-Owens-Ford Co., Inc. (the big glass-making firm) and against the United Glass and Ceramic Workers of North America (AFL-CIO) on charges of violating the Civil Rights Act of 1964 in their employment contracts and personnel policies with respect to the women workers at Libbey-Owens-Ford.

Interested in the fact that Japan, last August, opened up 323 new business fields to foreign investment (bringing the total to 524)? Perhaps you should be, in view of the value that foreign-market sales have had for many U.S. firms. National Cash Register reported that most of its first-half 1970 sales growth came from its overseas operations. A Gillette executive said that profit margins on foreign sales are higher than on domestic sales. A trade-group of 25 Iowa businessmen, led by Governor Robert Ray, went off on a sales-promotion tour to five European countries—and got themselves a lot of business. So the whole *international trade field* is another area you'll be wise to keep your eye on, whether as a businessman or as an investor.

In either of those roles, too, you'll want to be keenly attentive to the many kinds of *costs-and-expenses increase* in 1971. It's expected that the costs of *fuel and power* will be going up—perhaps quite substantially. And of course wage-and-salary expenses can be expected to continue rising—a major part of the increase being generated by the demands of *public-sector employes* (federal, state, and local). There are about 13 million public-sector non-military employes—and they're *becoming unionized fast!* In just the last 4 years the membership of the State,

County, and Municipal Workers union has risen from 200,000 to over 400,000. (There's *one* of the many aspects of state-and-local-government spending and bonds!)

All of these matters are just a few of the many that you'll do well to be prepared for next year because they can—directly or indirectly—affect *your* financial prospects.

Now let's survey some major general topics:

What about "Liquidity"?

Last May, Norman B. Schreiber, chairman of the commercial-financing firm of Walter E. Heller & Co., said: "The economy is entering the next decade with a major problem of liquidity." He predicted that "the demand for credit during the '70s would continue to exceed the availability." In July, James Peterson, analyst for Chicago Title & Trust Co., said that the widespread concern about "liquidity" was amply justified by then-current economic conditions. During the year many companies found themselves in difficulties because they were too weak in cash or in quick-cash assets to meet the demands of the tight-money situation they had unexpectedly encountered. Some went into bankruptcies. Others had to retrench severely—and their cash-conservation measures often included cutting or omitting dividend payments.

As of last August, expert opinion about the prospect of a continuation of the liquidity problem into 1971 was far from unanimous. But in view of the way so many large firms were caught in this year's tight-money crunch, we think you'd be wise to safeguard your liquidity in 1971. Your needs in this respect may call for vigorous cash-conservation programs or simply for being quite conservative in allocating whatever funds you have available for personal investments. Remember too that many companies and individuals got into trouble this year because they had indebtedness which they weren't able

(Continued on page 27)



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Which brings us to the age-old problem: "How ya gonna keep 'em down at the lodge, after they've seen Waikiki?"



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It's Your Business (Continued from page 25)

to refinance because of the tight-money situation.

Stocks or Bonds—or Both?

In its July 15 issue, *Forbes* magazine in an article entitled "Physician, Heal Thyself"—declared: "After generations of telling others how to run business, Wall Street is discovering that it doesn't know how to run its own."

"Amen!" will be the reply of many small investors who, after their experiences with stocks during the era just past, decided that they would be wiser to put their money into bonds.

But all too many of those investors, it would seem, don't clearly understand the great difference between the economics and finances of *stocks* and those of *bonds*, to say nothing of being knowledgeable about the differences between private-sector and public-sector bond economics and finances. Nevertheless, small-investor eagerness for bonds rose to unprecedented heights this year. "One broker tells me that he sold more bonds in the first six months of 1970 than he sold in all of the 40

years he has been in the business of serving investors," reported the well-known analyst L. O. Hooper of W. E. Hutton & Co.

If you are not solidly knowledgeable about bonds, then we suggest that you *get expert guidance* before rushing into this field of investment, whether you're interested in private-corporation bonds or in those of states or local governments. Otherwise you may make poor choices—and perhaps even some seriously unsafe ones.

A major difference between the economics and finances of bonds and those of stocks is directly related to . . .

The Problem of Inflation

You may or may not be aware that professional economists are in disagreement about the "basic causes of inflation, though they pretty much agree about its dangers. But because the problem of inflation is so extremely complicated, there's little point in pointing one's finger at this or that "factor" as being "the" cause of inflation. The important thing is to try to *safeguard yourself against* the effects of inflation, which seems destined to continue into the '70s, though—hopefully—at a much lowered rate than that

which developed in the mid-1960s. In its August issue, *Fortune* pointed out that inflation was occurring in the industrialized nations generally, not just in the U.S.

Toward the end of last August, Paul W. McCracken, chairman of the President's Council of Economic Advisors, said that current economic indicators suggested that genuine progress had been made in controlling U.S. inflation. However, there was no certainty that the rate of inflation would not turn upward again later this year or next year.

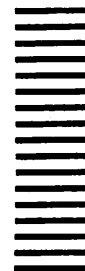
One way to protect your business or your professional practice against at least some of the effects of inflation is to strive hard for *efficiency*. In the Affluent '60s, there was all too much enthusiasm for "growth" and all too little concern with "cost-and-expense control." The over-confident expectations so widely felt about the economy in that period allowed a lot of slackness to creep into companies, both large and small ones. It is very clear that costs and expenses—and probably taxes—will continue to *rise*, but it's by no means certain that there will be a *high* rate of *economic growth* in the

(Continued on page 34)

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News of the State Associations

GRAND EXALTED RULER Glenn L. Miller was a featured speaker and guest at the Virginia Elks Association convention held at Lynchburg Lodge August 15 through 17.

Other dignitaries among the 387 delegates and visitors who attended were PGER John L. Walker, PGER Edward W. McCabe, Grand Est. Loyal Kt. and Judge Alex M. Harman Jr., Pulaski, Tennessee SP William R. Banks, and Lynchburg Mayor H. Hamner Gay.

Association activities for the coming year will be under the direction of SP Herman C. Anderson, a PDD from Arlington-Fairfax Lodge. Three PDDs were elected Vice-presidents: John Curran, Portsmouth; Mack W. Taylor, Martinsville, and Sidney H. Sullivan, Fredericksburg. State Secy. Charles F. Curtice, Petersburg, and state Treas. Cecil T. Duffee, Norfolk, will serve in the other two elected positions. PSP and Superintendent of the Elks National Home, Doral E. Irvin will serve a five-year term as Trustee.

It was learned that the Virginia Elks Boys' Camp, the state major project, had a \$41,000 expenditure—the highest amount in its 21 years of operation. The scholarship committee presented one \$800, three \$700, and one \$600 award from the Elks National Foundation in addition to two state awards of \$500 and \$250.

Suffolk Lodge won the ritualistic honors, with Norfolk coming in second and Arlington-Fairfax, third. Brother L. Wyant Mays of Clifton Lodge won the Morris Masinter Memorial Award for the most outstanding work of the Camp Corporation for the past year.

For the first time since 1906, the 1971 annual convention will be held in June instead of August. This changes the fiscal year to coincide with the Grand Lodge and subordinate lodges. Arlington-Fairfax Lodge will host the 62nd annual convention in June.

WASHINGTON STATE Elks held their 69th annual convention in Pasco, June 18 through 20, with more than 1,200 delegates and their ladies attending. Heading the list of distinguished guests were PGERs Frank Hise and Horace R. Wisely. Other representatives from the

Guests of the Virginia Elks Association convention—held August 15 through 18 in Lynchburg—pose during a dinner party hosted by Lynchburg Lodge before the grand ball. Conventioneers seated are (from left) PGER Edward W. McCabe, GER Glenn L. Miller, PGER John L. Walker, and PSP Doral E. Irvin of Lynchburg, superintendent of the Elks National Home. Standing behind the group are (from left) SP and PDD William R. Banks, Knoxville, Tenn.; ER Raymond T. Bell Jr., Lynchburg; PER William N. Hurst, Lynchburg, and PER Richard A. Eubank Jr., co-chairman of the convention.

Grand Lodge included Grand Trustee John B. Morey, Palo Alto; GL Judiciary Committeeman Robert A. Yothers, Seattle; Chief Justice of the Grand Forum John T. Raftis, Colville; GL Americanism Committeeman H. C. Fischnaller, Omak, and F. George Warren, a former member of the GL Youth Activities Committee, Olympia.

The three-day session was highlighted by the scholarship and leadership presentations. District and state winners received awards totaling more than \$5,000.

The state major project, therapy programs for handicapped children, was enhanced by donations from the lodges. These contributions exceeded \$25,000.

Installation of new state officers included: SP Duncan "Scotty" McPherson, a PDD from Ballard (Seattle); Vice-presidents Joe Patrick, Wenatchee; PDD Alvin Berman, Burien; Robert L. Greenlee, Pasco; PDD Ted Butcher, Centralia-Chehalis; Leo L. Paquin, Oak Harbor (Nav Air), and PDD Walt Swinhoe, Port Townsend; Secy. Walter P. Hagerman, a PDD from Ellensburg, and Treas. Paul Meyer, a PDD from Puyallup.

New two-year Trustees for the association are PDD Floyd Carpenter, Kelso; Douglas Greene, Ephrata; Lewis M. Hitchcock, Auburn; Norman T. Gallaway, Naval (Port Angeles); Orie Kahn, Everett, and William M. Hood,





Taking time out from their busy schedule during the South Dakota Elks Association convention—held June 4 through 6—are (from left) Grand Trustee Chairman Francis Smith and his wife, and PGER Frank Hise and his wife. Brother Hise addressed delegates and guests during a Saturday night banquet held during the convention weekend.



A few of the dignitaries who attended the recent 41st annual fall conference of the Ohio Elks Association are (from left) VP and PDD Earl Sloan, Elyria; PDD and SP M. B. Letzelter, Steubenville; GER Glenn L. Miller; Indiana SP Clyde Martin, Bloomington, and Grand Trustee E. Gene Fournace. Other guests at the meeting were PGER Lee A. Donaldson, GL Americanism Committeeman Walter J. Beer, Lima, and GL Ritualistic Committeeman Charles Bender, Wabash.

Some of the new officers of the Washington State Elks Association take a break during their convention activities to pose for a group photograph. They are (from left) VP Leo Paquin, a PER from Oak Harbor (Nav Air); VP Ted Butcher, a PDD from Centralia-Chehalis; VP Robert L. Greenlee, a PER from Pasco; SP Duncan "Scotty" McPherson, a PSDGER from Ballard (Seattle); VP Joe Patrick, a PER from Wenatchee; VP Al Berman, a PDD from Burien, and VP Walt Swinhoe, a PDD from Port Townsend.



Lower Yakima Valley. Trustees for one-year terms include Carl M. Bush, Lakewood, and Tarold A. Omstead, Kirkland-Bellevue.

SCHINE INN, Chicopee, Mass., was the scene of the 60th annual Massachusetts Elks Association convention held June 19 through 21. More than 300 Elks and their ladies attended the gathering.

The association was honored by the presence of PGER John E. Fenton; Michael J. McNamara, former GL Youth Committee chairman, Brockton; SDGER Edward A. Spry, Boston; Grand Trustee W. Edward Wilson, Newton, and John J. Harty, GL Credentials committeeman, Lawrence.

New officers elected were SP Edward J. O'Brien, a PDD, Springfield; Vice-presidents Donald A. Podgurski, Norwood; James J. Hourihan Jr., Marblehead; Alfred J. Fitzpatrick, Attleborough; and Alfred J. Mattei, Worcester, all PDDs.

Others elected to state positions were Secy. Nicholas J. Mazzoni, a PDD from

Chelmsford, and Treas. Thomas A. Julian, a PDD from Springfield.

VP Hourihan delivered the address at the Memorial Service, and Brother Albert F. Santinelli, Springfield, was named Massachusetts "Elk of the Year."

SOUTH DAKOTA Elks Association delegates had the honor of hearing an address by PGER Frank Hise during their convention—held June 4 through 6 at Mitchell.

Some of the dignitaries and guests counted in the 522 persons in attendance were PGER Raymond C. Dobson and his wife, and Grand Trustees Chairman Francis M. Smith and his wife.

Newly-elected officers were SP Robert E. Morgan, a PDD from Mitchell; SP-elect Rick Gereau, a PDD from Watertown; VP-at-large Loren Zingmark, a PSP, Madison; VP C. E. McLaughlin, Sioux Falls; VP William Mannion, Aberdeen; VP Bob Thorsen, Deadwood; Secy. Wayne Shenkle, Sioux Falls, and Treas. Joseph Garrity, Brookings. Brother O. F. Elbe of Yankton was appointed Chaplain.

THREE GUESTS of honor attending North Dakota Elks' annual convention—PGERs William J. Jernick and Raymond C. Dobson, and Brother Dobson's wife, Gene—arrived somewhat shaken; their plane had crashlanded shortly after takeoff from the Twin Cities' Metropolitan Airport. Luckily, injuries to the more than 40 passengers aboard the plane proved very slight; of the trio, only PGER Jernick suffered a minor arm burn occasioned by exiting via the plane's evacuation slide. The three gratefully boarded a second plane, hours later, which touched down safely at Minot, site of the June 14 through 16 meeting.

On hand to welcome their distinguished visitors were a record 1,500 delegates. The convention-goers and citizens of Minot were treated to a grand parade of more than 50 units, celebrating the association's half-century of growth and progress.

A highlight of the three-day meeting was PGER Jernick's address to the nearly 500 Elks and their ladies who
(Continued on next page)

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(Continued from page 29)

attended the annual banquet. Brother Jernick extolled the "good works" of Elks throughout the nation, and indicated that the Order's charitable programs are now greater than ever before.

Brother George Cram of Dickinson Lodge walked away with dual golf honors—the medalist award and the championship trophy. The four-time North Dakota amateur champion carded a fine 18-hole total of 75. In trapshooting events, Don Westman of Fargo Lodge won the overall crown, and joined four Fargo teammates in garnering the team championship. Junior team laurels went to five Elks from Dickinson Lodge.

Chosen to head the association's 1970-1971 slate of officers was SP Jack Williams, a PER of Wahpeton Lodge. Named Vice-president was Mandan PER Darwin VanderVorst. Other officers selected were Secy. Ray Greenwood, Jamestown, and Treas. Everett Palmer, a PDD, Williston, both re-elected to their posts; Trustee Franklin Roberts, Bismarck, also reelected, and former Grand Chaplain the Rev. Fr. Felix Andrews, Minot, reappointed state Chaplain. The new state hierarchy was officially installed by former Grand Tiler Cliff E. Reed of Minot.

A FLAG DAY observance held in the Winona Junior High School Auditorium marked the opening session of the Minnesota Elks Association convention June 11 through 14. The program, conducted by Hopkins Lodge, was highlighted by an address by Lt. Gov. James B. Goetz, a member of Winona Lodge.

PGER Raymond C. Dobson introduced the principal speaker, PGER William J. Jernick. Other honored guests of the convention included Illinois SP and Mrs. Robert J. Campbell, Blue Island.

During a banquet honoring newly elected officers for the ensuing year, accomplishments of the past year were reviewed by PSP Steve Sadowski, Winona. Plans for the coming year were presented by SP and Dr. Verdie Gysland, Hopkins.

Four PDDs were elected Vice-presidents—Floyd Spence, Crookston; James Metcalf, Fergus Falls; Kenneth Hanson, Owatonna; and Victor Angerhofer, St. Paul. Other positions filled by new officers are state Treas. Cecil Brown, a PDD, Rochester; Trustee Bert Gaetke, Bemidji; state Secy. George C. Carlson, a PDD, St. Paul; Sgt.-at-Arms George Roelke, Fergus Falls; state In. Gd. Frank Weinert, St. Paul; state Chaplain, Msgr. Henry F. Speck, Owatonna, and state Tiler George Palumbo, a PDD, and Parliamentary Kermit Johnson, both from Hibbing.

Brother Johnson was judged the state winner in the Elk-of-the-Year contest. The annual memorial service was conducted by Winona Lodge officers, and Msgr. Speck delivered the memorial address.

Perfect weather brought a large crowd of spectators to downtown Winona to watch the afternoon Elks parade. Other activities included the annual golf tournament at the Winona Country Club.

WYOMING DELEGATES and officials from all 16 of the state's lodges attended the 61st annual convention held in Casper, June 15 and 16. Guest speakers during the meeting included Dr. William Carlson, president of the University of Wyoming, and GL Ritualistic Committeeman Horald Bateman, Ogden, Utah.

The new State President, PDD Richard J. Bertagnolli Jr., Rock Springs, will direct the association activities for the coming year under the new state constitution that was ratified during the meeting. His fellow officers include: Vice-presidents Oliver J. Foust, Thermopolis, PDD and Dr. Richard Collins, Lusk, and Elmer Nelson, Worland; Secy.-Treas. George K. Forster, a PDD from Casper; Trustee B. Paul Cody, GL Credentials committeeman from Casper; Sgt.-at-Arms John Dickson, Cody; Chap. Kenneth F. Poch, Lander; Tiler Milton M. Gibbs, Laramie, and In. Gd. Edward B. Young, Riverton.

State ritualistic honors went to the team from Casper, led by PER William J. Pintus. The team represented Wyoming Elks at the recent Grand Lodge convention.

A group of top Wyoming students received scholarships during the convention. The recipients of four-year major project scholarships of \$475 per year were Shelly M. Raicevich, Kirby, and Louis J. Flaim, Rock Springs. Winners of the state's Elks National Foundation scholarships and Youth Leadership awards included Peggy Barngrover and Robert Moberly, both of Worland, Matt Brown, Thermopolis, and Thana Christian, Lusk.

PRINCETON LODGE recently hosted more than 600 Elks and their ladies during West Virginia Elks Association convention August 6 through 8.

Distinguished guests and special speakers who were among representatives of the 23 lodges in the state included GER Glenn L. Miller; PGER Wade H. Kepner; GL Judiciary Committee Chairman Thomas A. Goodwin, Wheeling; PDD Dewey E. S. Kuhns, Charleston; Princeton Mayor Lacy Shrewsbury, and Princeton Chamber of Commerce Secretary Ray Halsey.

(Continued on page 60)



PAST DISTRICT DEPUTY J. Alex Arnette, a longtime member of West Palm Beach, Fla., Lodge, died August 7, 1970, at the age of 76.

In addition to serving a term as Exalted Ruler of West Palm Beach Lodge, Brother Arnette was appointed District Deputy Grand Exalted Ruler of his state's South District for 1946-1947.

He served as State President of the Florida Elks Association for 1957-1958 and was a member of GL Lodge Activities Committee for 1961-1962.

His survivors include his widow, Ella; two daughters, and three grandchildren.

FORMER GRAND LODGE Americanism Committeeman Norman C. "Buck" Parr, a longtime member of New Philadelphia, Ohio, Lodge, died July 18 at the age of 77.

Brother Parr had served as Exalted Ruler of New Philadelphia Lodge, and as Chairman of the lodge scholarship committee.

He had also served as a member of the GL Americanism Committee for the 1969-1970 lodge year.

Survivors include his widow, Pauline; a daughter; a sister; a granddaughter, and a great-grandson.

Elks memorial services for Brother Parr were held July 20, with interment in Evergreen Burial Park.

PAST DISTRICT DEPUTY Andrew C. McCarthy, a longtime member of Bronx (N.Y.C.), N. Y., Lodge, died June 30 at the age of 69.

Brother McCarthy had served as Exalted Ruler of Bronx Lodge for the 1944-1945 lodge year.

He was appointed District Deputy Grand Exalted Ruler of his state's Southeast District for 1946-1947.

A former Assistant District Attorney of Bronx County, Brother McCarthy had served in that capacity for more than 30 years prior to his retirement several years ago.

Survivors include his widow, seven children, and 20 grandchildren.

PAST DISTRICT DEPUTY Norman H. Strong, a longtime member of Brockport, N. Y., Lodge, died July 19, 1970.

Brother Strong served as Exalted Ruler of Brockport Lodge for the 1961-1962 lodge year. He was appointed District Deputy Grand Exalted Ruler of his state's West District for 1965-1966.

Funeral services for Brother Strong

were conducted by Past District Deputies of New York's West District.

PAST DISTRICT DEPUTY A. Guy Miller, a 60-year member of Annapolis, Md., Lodge, died May 24.

Brother Miller had served as his lodge's Exalted Ruler for 1921-1922, and as President of the Maryland-Delaware-District of Columbia Elks Association for 1935-1936.

He was subsequently appointed District Deputy Grand Exalted Ruler of his state association's West District, in which capacity he served for the 1940-1941 lodge year.

PAST DISTRICT DEPUTY Paul Mason, a longtime member of Crawfordsville, Ind., Lodge, died June 21 at the age of 54.

Brother Mason had served as his lodge's Exalted Ruler for 1942-1943 and as District President for 1944-1945.

He was subsequently appointed District Deputy Grand Exalted Ruler of his state's West District for 1954-1955.

Survivors include his widow, Mary, and two daughters.

PAST DISTRICT DEPUTY Henry A. Fried, a member of Port Arthur, Tex., Lodge, died July 1.

Brother Fried had served as Exalted Ruler of Port Arthur Lodge, and was appointed District Deputy Grand Exalted Ruler of his state's East District for 1963-1964.

ELKDOM'S DAY OF REMEMBRANCE

The Grand Lodge has set aside December 6, 1970 as Elks Memorial Sunday, the day on which all Elksdom may honor the memory of its "Absent Brothers."

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

Your lodge's tribute to its departed members should be one of the most beautiful and meaningful of all our special services. Brochures concerning these services should be submitted *no later than Saturday, January 16, 1971*, to:

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AROUND WASHINGTON

TAKE PRIDE IN AMERICA. Under this standing headline in the Congressional Record, an impressive statistic about the United States is printed each day that Congress is in session. It is inserted by Congressman Clarence Miller of Ohio. This November marks the first anniversary of the one-man campaign he began two days before Thanksgiving Day a year ago to remind people of "what's good about America." His purpose is to "renew our faith and confidence in ourselves as individuals and as a nation." He says, "We have gone so far overboard in emphasizing what's wrong with America, it is important to restore the balance by stressing its good points."



HAIR COLORING has become popular in the U.S. Senate, according to Senator William Proxmire of Wisconsin. "We keep a bottle of the stuff in the Senate gym," he says, "and rub it into our scalps like hair tonic. I know some senators who would have snow-white hair if they did not use it." He himself uses it, he laughingly confides to reporters; but he declines to tell on any of his fellow senators.

EVER HEAR A SONG called "Hi Jack, Don't Hijack My Plane" or "When They Sent My Old Lady to the Moon"? The copyright office at the Library of Congress has. These are among the more than 96,000 songs registered by song writers this year. It only costs \$6 and the copyright is good for 28 years. Many of the songs follow the news. Other titles. "Let's Have a Heart Transplant," "God Has a Stop Light Out in Space," and "Rocks, Rocks, Rocket to the Moon."



STOPPED BY A POLICEMAN in Arlington, Va., a bedroom suburb of the capital, a real estate agent pulled off the road and anxiously inquired, "What did I do?" The traffic officer got off his motorcycle and walked up to the car. "Nothing yet," he said. Then, pointing to the real estate sign on the man's car, he broke into a smile. "I just want you to find me a house," he said.

THE "CONSCIENCE FUND" at the U.S. Treasury not long ago received an anonymous gift of \$293.03 in a brown paper bag. Many citizens send contributions to ease guilty consciences for dishonesty in the past. Since it was established in 1811, it has received almost \$3 million, according to U.S. Treasurer Dorothy Andrews Elston.

THE FBI has a new headquarters building under construction on Pennsylvania Avenue, between 9th and 10th Streets, across from the Justice Department Building which promises to become a popular tourist attraction of the future. The first phase, bringing the structure through the second basement floor level, was finished in June. The next phase, bringing construction to ground level, is scheduled to be completed next March.

HONORING IKE AND JFK. The Navy, which already had an aircraft carrier named the John F. Kennedy, has named its newest nuclear carrier the Dwight D. Eisenhower. Here in Washington, an Eisenhower Corridor was opened in the Pentagon and the new cultural center being built on the Potomac is called the John F. Kennedy Center for the Performing Arts.

MAN MAY FORGET IT if he continues to tamper with Nature in Florida's Big Cypress Swamp. This is the gist of two recent studies conducted for the Interior Department. They warn of the danger that land development involving canals and flood control in the Big Cypress watershed could interfere with the important role it plays as a source of water for Everglades National Park and the expanding population of Southwestern Florida.

WHITE HOUSE CARS. Like his predecessors, President Nixon rides in two specially-built Lincolns which are flown nearly everywhere he goes. But the White House motor pool is no longer supplied with Lincoln Continentals and other Ford products as it was under Presidents Kennedy and Johnson. Instead, President Nixon has switched back to President Eisenhower's favorite, the Chrysler. The Chrysler Corporation leases about 50 staff cars and trucks to the White House, about half of them at \$1 a year.

CRIME STOPPERS. Congress has added a foreign embassy branch to the 250-man White House police force and is prepared to spend an estimated \$11 million a year on the expanded organization. It is called the Executive Protective Service and it has put 600 more policemen on the streets around 50 embassies here which have suffered more than their share of crime.

TO RESTORE DOWNTOWN to its former eminence it is necessary to think positive and use some of the ideas that have made suburban shopping centers successful, says a pamphlet prepared by the National Association of Real Estate Boards. It is called "How to Give Main Street New Life." You can get it free by writing the Build America Better Committee, NAREB, 1300 Connecticut Ave., N.W., Washington, D. C. 20036.



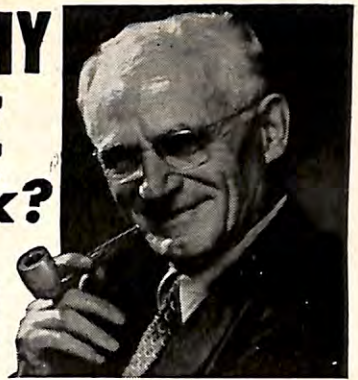
PRICE CUTS. When several big food chains here switched to discount operations and began cutting prices it was read as further evidence of a nationwide price-cutting trend that seems to be setting in on food, clothing and appliances. Officials believe it may mean that the inflation finally has begun to slow down.

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Send No Money—Pay No C.O.D. Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. I trust Elks and all the Mrs. Elks, who buy annually, as square-shooters. And I am so sure the Halvorfold is just what you need that I am making you the fairest offer I know how. Send coupon NOW. Avoid last minute rush!

Halvorsen, P. C. M.
 4868 Victor St., Dept. 185
 Jacksonville, Fla. 32207

Send HALVORFOLDS as per instructions below. If I decide to keep them, I will send check at once. If not, I will return merchandise in three (3) days. (HALVORFOLD comes regularly for 8 passes. For 12-pass add 25¢, 16-pass 50¢, 20-pass 75¢. Please check squares at right.) Lodge No. under inside Emblem 75¢ extra.

PLEASE CHECK HERE:

Black Buffalo \$9.50 Bro. Buffalo \$9.50
 Black Morocco \$8.50 Brown Mor. \$8.50
 Gold filled Snap & Corners \$1.50 extra
 4 fold 6 fold 8 fold 10 fold
 (8 pass) (12 pass) (16 pass) (20 pass)
 Elks Emblem Outside Yes No

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

(Continued from page 27)

1971-1972. Such a state of affairs would prove very unhealthy for inefficiently run companies.

Housing

As of last August, quite a bit of optimism was felt about expansion prospects in the housing market, especially for conventional-homes construction. Huge amounts of personal savings had been built up during the year (the second-quarter annual rate, according to the Department of Commerce, was \$52 billion a year—up from \$33 billion a year for the comparable period in 1969). The Census Bureau predicted new-households growth of 1.2 million per year over the five years ahead. Michael Sumichrast, chief economist for the National Association of Home Builders, predicted that conventional-housing starts would hit a rate of 1.6 million a year by the end of 1970. Some industry experts, however, felt that the high costs of home construction—and the inflation-increased expenses of maintaining a home—might prevent the growth of the housing market from being more than “moderate.”

What Price “Environment Preservation”?

On August 10, President Nixon warned of the “prospect of ecological

disaster” if deterioration of the environment were not effectively checked. Nevertheless, the whole problem of environment-preservation still remained dismayingly tangled and the overall approach to it continued to be quite chaotic.

What seemed all too clear was that, whatever might happen, there would be serious economic and financial consequences—and plenty of hazards for investors and lenders who might rush too enthusiastically into new “pollution-control enterprises” in the expectation that they offered glamour-growth prospects. We suggest that you be *quite careful* in approaching such prospects, because many of them are likely to be *undercapitalized* and to be unprepared for the *level of expenditure* their operations will entail. This means that their *earnings prospects* will often be *much poorer* than the great furor about “ecology” might lead you to believe. (Remember what happened to many small new *computer* companies, back in the 1950s, who miscalculated the financial aspects of *their ventures!*)

Keep in mind too that not only the economic and financial but also the *legal* complexities of the environment-preservation movement are unprecedented—and full of tricky uncertainties.

And if your business is one whose

operations plausibly make it a target for any of the varied “anti-pollution” campaigns that will be going on, then *don't lose time* in preparing to eliminate or at least substantially reduce that hazard—and make allowance for the *costs and expenses* that such a program may entail.

Snowmobiles and Tobacco.—There were only 225 snowmobiles in 1960. Some 25,000 of them were produced in 1960-1965. Since then the snowmobile market has risen so sharply that some industry experts think that sales may hit about a million units a year by 1975. And what about tobacco? In the first half of this year, General Cigar went up 87.9% on the New York Stock Exchange. But the cigarette companies also did very well. Martin Romm, tobacco-stock analyst for the big Bache & Co. brokerage house, points out that cigarette companies are practically recession-proof, have strong cash positions, pay good dividends, and are so highly automated that they have few labor problems.

Suburban Population Growth.—Last July, the Census Bureau reported that for the first time in U.S. history, the population of the suburbs exceeded that of the central cities. Indications were that the trend would continue—and perhaps it has implications for your marketing planning or your location prospects.

Those “Conglomerates”!—The widely-respected financial writer Lucien O. Hooper said last summer that “It will be a long time before we have another conglomerate boom based on the idea that two and two make eight.” Also the Anti-Trust Division has given them plenty of trouble—as has the recession and the tight-money problem. Furthermore, the Accounting Principles Board of the American Institute of Public Accountants has taken a dim view of the “instant earnings” trick which the “pooling of interests” practice has made possible (allowing quite a few companies to report fat earnings simply by making acquisitions).

Can You Read a BALANCE SHEET?—Heinz H. Biel, partner in the NYSE member firm of Emanuel, Deetjen & Co., says that: “It is fairly simple to dress up an *income account* and make it appear that a business is enjoying good profits and a healthy rate of
(Continued on page 60)

Editor's Note

It is our hope that Earle T. Anderson, Jr., an Officer on the Pardon Commission, will “pardon” us for inadvertently misspelling his name in listing the Grand Lodge Officers and committees, 1970-1971, in the October issue of the magazine. Brother Anderson is a member of Minneapolis, Minn., Lodge.

HOW TO GET CAPITAL

FREE TRIAL OFFER

HOW TO GET \$500 TO \$2 MILLION

Business capital, loans, grants, cash to start a business. 2,618 sources. Send no money. Helped many others.

FREE REPORT SHOWS HOW

NATIONAL COUNSELOR REPORTS

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EARN WHILE YOU LEARN
Send for FREE BOOK

Locksmithing Institute, Dept. 1223-110, Little Falls, N. J. 07424

Big opportunities. Big profits. Earn quickly. Full or part time. Learn at home, it's easy. Do real jobs: All Tools—Materials Supplied. Accredited member NHSC, Lic. State of NJ—Vet. Appd. Send name, address & Zip for FREE book.

Father Flanagan's

BOYS TOWN CHOIR

Msgr. Francis P. Schmitt

Director

Now Booking

26th Annual Concert Tour

Fall of 1971

Midwestern and Western States

Write

Msgr. Nicholas H. Wegner

Boys Town, Nebraska 68010

ELKS NATIONAL FOUNDATION TRUSTEES OFFER 736 SCHOLARSHIPS EXCEEDING HALF-MILLION DOLLARS

FOR THE ACADEMIC YEAR 1971-72 the Elks National Foundation is offering 736 college scholarships ranging from \$600 to \$2,500 and totaling \$529,150. This is a substantial increase over last year and it is the first time since the Foundation's scholarship program was begun 37 years ago that the awards have exceeded a half-million dollars.

In that period the Foundation has helped several thousand worthy American students of good character and behavior patterns and with superior scholastic attainments and leadership qualities to begin or continue their college education under favorable circumstances.

The following Schedule of Awards includes 368 "Most Valuable Student" Scholarships awarded in nationwide competition and 368 scholarships each for \$600 allocated on a state quota basis.

Applications may be made by students in the graduating class of a high or college preparatory school or in an undergraduate class (except senior) of an accredited college, who are citizens of the United States of America and residents within the jurisdiction of the B.P.O. Elks.

Scholarship, citizenship, personality, leadership, perseverance, resourcefulness, patriotism, general worthiness and financial need are the criteria by which applicants are judged. Experience shows that students who qualify for final consideration usually have a scholarship rating of 90% or better and stand in the upper 5% of their classes.

All scholarships are in the form of certificates of award conditioned upon the enrollment of the winner in an undergraduate course in an accredited college or university.

Application must be made on an official form furnished by the Elks National Foundation and entitled, "Memorandum of Required Facts," which will be available at Elks lodges after December 1, 1970. Applications, properly executed, must be filed not later than February 15, 1971, with

the Exalted Ruler or Secretary of the Elks lodge in whose jurisdiction the applicant resides.

Applications will be reviewed by lodge and district scholarship committees and then judged by the scholarship committee of the State Elks Association for inclusion in the State's quota of entries in the national competition. Names of winners will be announced about May 1, 1971.

Requests for additional information should be addressed to the Scholarship Chairman of the State Elks Association of the State in which the applicant is resident.

The National Association of Secondary School Principals has placed this

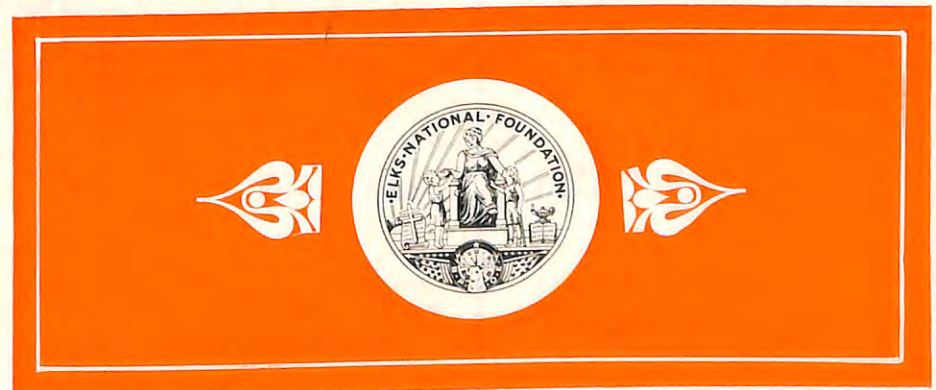
contest on the Approved List of National Contests for 1970-71. Lodge officers are requested to notify high and preparatory school principals and college deans of this scholarship offer, to publish it in lodge bulletins and make every effort to bring it to the attention of qualified students.

Trustees of the Elks National Foundation:

John L. Walker, Chairman
H. L. Blackledge, Vice-Chairman
John E. Fenton, Secretary
Dr. Edward J. McCormick, Treasurer
William A. Wall
Horace R. Wisely
Lee A. Donaldson

SCHEDULE OF AWARDS—ONE ACADEMIC YEAR ONLY Identical awards to boys and girls competing separately

	BOY/GIRL (each)	TOTAL AWARDS
First Award—Two	\$2,500.00	\$ 5,000.00
Second Award—Two	2,250.00	4,500.00
Third Award—Two	2,000.00	4,000.00
Fourth Award—Two	1,900.00	3,800.00
Fifth Award—Two	1,800.00	3,600.00
Sixth Award—Two	1,700.00	3,400.00
Seventh Award—Two	1,600.00	3,200.00
Eighth Award—Two	1,500.00	3,000.00
Ninth Award—Two	1,375.00	2,750.00
Tenth Award—Two	1,250.00	2,500.00
Thirty Awards at \$1,000.00 each		30,000.00
Fifty Awards at \$900.00 each		45,000.00
One Hundred Awards at \$800.00 each		80,000.00
One Hundred Sixty Eight Awards at \$700.00 each		117,600.00
Total—368 "Most Valuable Student" Awards		\$308,350.00
Total—368 Allocated \$600.00 Awards		220,800.00
GRAND TOTAL—736 Awards		\$529,150.00



Special Limited Enrollment Period Ends Midnight, December 15, 1970

EXTRA CASH FOR ELKS MEMBERS

Now ... for people of all ages-
\$100.00 a week extra cash income
when you go to the hospital!

AT LAST, HERE IS A PLAN THAT ACTUALLY PAYS YOU: extra cash up to \$10,000 extra cash from your first day in hospital extra cash direct to you extra cash to use any way you want to extra cash in addition to Medicare or any other insurance!

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

Money back in full if not 100% satisfied. No age limit. Join NOW - Introductory offer ends December 15, 1970

NOW ... you and your family can join this Extra Cash Income Plan with no red tape, no questions to answer, no medical examination, no age limit, without having to see a salesman and without any qualifications whatsoever. But you must mail your Enrollment no later than midnight, May 15, 1970.

Why you Need this EXTRA CASH Plan in Addition To Ordinary Hospitalization And Medicare

You know, of course, that the tremendous jump in hospital costs has forced millions who already have hospitalization to dig into savings or go into debt. Even with Medicare, they risk using up their savings or, worse yet, turning to family and friends for help. In fact, very few people have enough savings, hospitalization or income to cover the TOTAL cost of being sick or injured.

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

Even If You Are Over 65

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

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

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

Absolutely NO LIMIT On Age

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

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

These Are The Only Exclusions!

The new Union Fidelity "Extra Income Hospital Plan" has NO WAITING PERIODS. It covers you immediately for every possible kind of sickness and accident except, of course, hospitalization caused by mental disorders; act of war; pregnancy, childbirth or miscarriage; or care provided in a government hospital. It even covers you for any chronic ailment or pre-existing condition after your policy has been in force for only 2 years. EVERYTHING ELSE IS COVERED!

Special \$1.00 Offer For Our Members

To introduce you to this remarkable new Plan we are making this unusual offer with a Money-Back Guarantee. We will provide you with this tax-free "Extra Income Hospital Plan"—Form 442 — for one full month for only ONE DOLLAR. To take advantage of this offer, fill in the Enrollment Form on this page and mail it with just \$1.00. A full month's protection will go into effect on the very day we accept your Enrollment Form.

FORM 442 UNION FIDELITY MONTHLY RENEWAL RATES

Age at Enrollment	Monthly Premium
0-18	only \$2.50
19-39	only \$3.80
40-54	only \$4.80
55-64	only \$5.80
65-74	only \$6.80
75 and over	only \$9.10

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

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

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

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

PAYS YOU CASH

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

PAYS YOU CASH

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

PAYS YOU CASH

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

PAYS YOU CASH

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

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

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

How Can We Offer All This Protection for So Little?

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

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

A Nationally Respected Company

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

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

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

UNDERWRITTEN BY
UNION FIDELITY
LIFE INSURANCE COMPANY
614 Merle Hay Tower, Des Moines, Iowa 50310
A Member of the Union Fidelity Insurance Group

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

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

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

NATL OFFICIAL ENROLLMENT FORM NO. 09-9041-9021-11

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

ADDRESS _____ Street or R.D. No.

CITY _____ STATE _____ ZIP _____

DATE OF BIRTH _____ AGE _____ SEX Male Female

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

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

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

I have enclosed my first monthly premium of \$1.00 and hereby apply to Union Fidelity Life Insurance Company, Philadelphia, Pennsylvania 19102. I understand the policy is not in force until actually issued.

If for any reason I am not completely satisfied with the new protection I may return my Policy for cancellation within thirty (30) days and my payment will be promptly refunded.

SIGNATURE _____ DATE _____
478X Sign—Do not print 177

Declare your independence

Open your Kart-a-Bag, load up and go! Travel luggage-free. Sturdy 2-piece construction, weighs about 2 lbs., assembles in seconds, folds into compact carrying case. Tips saved alone will pay its way. Only \$19.95 at better stores. Or write Remin's, Joliet, Ill. 60433. (Dept. W)



KART-a-BAG
Go first class.

Merry Christmas the John Does

PERSONAL gift ribbon

ENGRAVED WITH YOUR NAME AND GREETING EVERY 3 INCHES

Choose Christmas Green, Red, Royal Blue or Gold 7/8" Wide ribbon. Select red, gold, silver, or white engraving. Eliminates lost gift card worry. Goes long way when used with regular ribbon. **SATISFACTION OR REFUND! ORDER NOW! 60 FT./\$3.98 or 150 FT./\$7.98 ppd.** Pa. residents please add 6% S.T. H M R PERSONALS, Dept. SE, 65 Laurel Drive, Scranton, Pa. 18505.

RARE STAMP FREE

Also new packet Aden to Urundi, with Kennedy, Triangles, Space-Sports, Ships, Dogs, Cats, Reptiles, plus others. ALL FREE. Send 10¢ for mailing.

EMPIRE STAMP CO., Dept. 35, Toronto, Ca.

HEAVY DUTY WELDER

Does work of \$85.00 welder yet costs only **1895** POST PAID

Fits ordinary 110V outlet
3 welding heats

Weld, braze, solder or cut most anything made of metal. No experience needed. Follow simple instructions. Uses standard 3/8" rods to weld iron, steel, brass, bronze, aluminum, other metals. 3 welding heats . . . not just one as with other low priced models. New HEAVY DUTY circuit gives higher heat . . . 4 times the heat needed to melt toughest iron. More welding power than ever before. Comes complete with welder's mask, \$2.00 pack of rods, flux, carbons, automatic arc striker, etc. **NOTHING ELSE TO BUY.** Approved for homes, garages, shops, factories. 10 day MONEY BACK trial. Guaranteed against burnouts. Send \$2.00 and pay \$16.95 plus small C.O.D. when delivered. or send \$18.95 cash, ck., M.O. for postpaid shipment.

WEL-DEX MFG. CO., Dept. W-56, Box 10776, Houston, Tex. 77018



★ ★ PROCLAMATION ★ ★

WHEREAS: The Benevolent and Protective Order of Elks have made a solemn pledge:

"SO LONG AS THERE IS A DISABLED VETERAN IN OUR HOSPITALS THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS WILL NEVER FORGET HIM."

WHEREAS: The fulfillment of this pledge is an obligation of every Elk, and

WHEREAS: Service to hospitalized veterans is a form of patriotism in its purest sense,

NOW, THEREFORE: By the virtue of the authority of the office of Grand Exalted Ruler, I hereby proclaim:

November 11, 1970, as Elks National Veterans Remembrance Day and hereby request all lodges through their newly mandated Elks National Service Committee to observe this day of recollection of the debt we owe to our hospitalized veterans in the manner which has been recommended by the Elks National Service Commission in its communication to all lodges.

Glen H. Miller
Grand Exalted Ruler

The Utah State Elks Association made its official leather presentation to the Veterans Hospital in Salt Lake City, Utah, recently. Presented were 450 Deer and elk hides and over 2,000 square feet of cow hide. The ceremony included SDGER Alton J. Thompson, Hospital Director W. E. Stonebraker, Occupational Therapy Chief Betty White, State Hides Committee Chairman Richard B. Lyons, and PSP William R. Kobel. In the background are Brother Tom Hawkes, Brother Myron Johnson, and Committee Chairman Jack Hale.





**An
American
Tradition:
The
Volunteer
Fireman**



Coloma firemen kibitz at their monthly meeting (top) while those at right hose-train at a practice session. After a drill, a lone fireman coils a hose atop Coloma school building. Policeman Wayne Kreitner (lower, right) also serves as a volunteer fireman during off-duty hours.

Photos by:
Wes Stafford

Ted J. Rakstis

ON A QUIET spring afternoon in the small southwest Michigan community of Coloma, Red Umphrey is repairing a car in the Central Garage. Across the street, grocer Fred Zoschke waits on a customer and plumber Bill Bale is getting a haircut. Several blocks away, funeral directors John Florin and Gary Gilpin discuss burial arrangements with a bereaved family.

Suddenly, the telephone rings in the town's fire station and simultaneously at six other locations: "This is Harry

Johnson, out on Boyer Road. My barn's on fire—hurry!"

The air fills with the shrill, ominous wail that means *fire*. Umphrey races down the street to man one of the two fire trucks. The others jump in their cars, sirens screaming and blinkers flashing, and race to join Red at the Johnson place. And all around town, phones ring in the homes of store owners, welders, office workers and the others who comprise the community's 24-man volunteer fire department.

Within five minutes, eight men are at the Johnson farm, unwinding coils of hose and spraying streams of water upon the smoking barn. Twenty minutes later, the fire is under control; Harry's home and livestock have been saved. "I don't know what the folks around here would do without you fellows," he says gratefully.

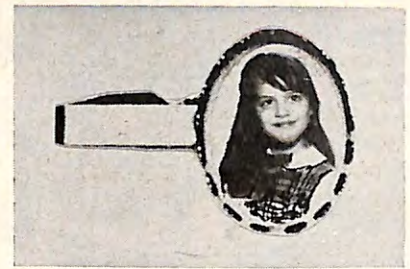
Since Benjamin Franklin founded the first volunteer fire company in Philadelphia in 1736, the citizen firefighter has
(Continued on page 57)

Elks

FAMILY SHOPPER CHRISTMAS SHOWCASE



CELEBRITY SHIRT used by stars on top TV shows. The "Curtis" has a high long point, roll collar that buttons down, 2-button cuffs, form-fit body. Imported broadcloth in Royal Blue, Berry, White, TV Blue, Gold, 14-17 neck; 32-36 sleeve. \$10.95. 3 for \$32. Ppd. Write for Free 64-page Catalog, "Fashions for the '70s." Lew Magram, Dept. LN1, 830 - 7th Ave., N. Y. 10019.



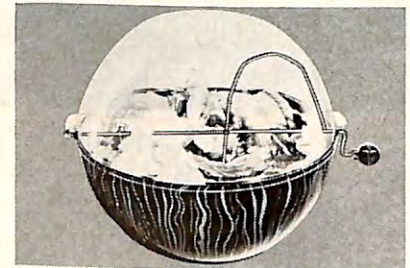
HANDSOME GOLD FINISH JEWELRY features your favorite photo like a miniature. Men will be proud to wear these smart accessories with mini-copies of favorite photos in full color. Send B&W or color photos. Orig. returned. Cuff Links, \$6.98. Tie Bar, \$4.98. Ladies' Pendant, \$4.98. Gift Boxed. Allow 3 weeks. J. W. Holley Co., 101 Cherry Hill Circle, Enterprise, Ala. 36330.



GENUINE GOLD PIECE dated 1865... \$4.95. Scarce collector's item with the profile of the Famous Emperor Maximilian. A fine addition to a gold collection! Guaranteed in excellent condition. Only \$4.95 or *Special*: 2 for \$9.00. Gold and other coins featured in 32-page hobby catalog included with order. Centre Coin Co., Box 5490-X, Sherman Oaks, California 91413.



ELK LO-BOY GLASSES ideal Xmas gift for any Elk. Authentic insignia on both sides in traditional blue and gold. Generous 8 oz. size. Double wall plastic construction provides insulation and prevents condensation and dripping. Great for outdoors. \$1.50 ea. Set of four \$5. Send check, cash or money order to: Peters Plastics, 651 N.E. 28 Street, Pompano Beach, Florida 33064.



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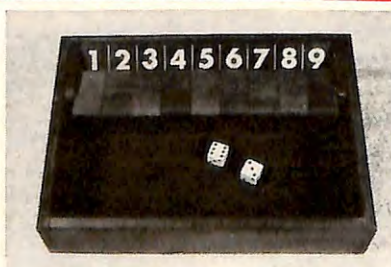
BABY THERMO-SPOON combines a very accurate Thermometer with a properly proportioned baby feeding spoon. Made of non-toxic LEXAN, the spoon bowl has a slight point for easy feeding of a small baby, yet holds a generous amount for growing appetites. Dish-washer and sterilizer safe. \$3.98 ppd. Specialty Products, P. O. Box 295, 110 Cutler Dr., Syracuse, N. Y. 13219.



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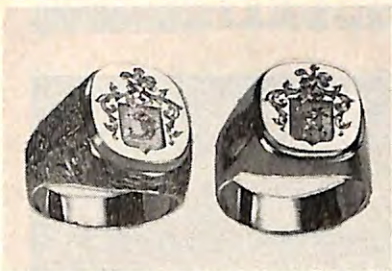


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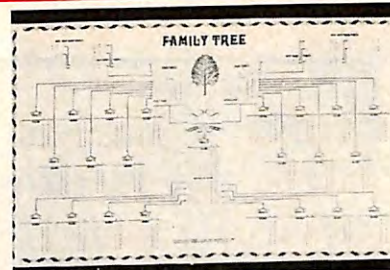
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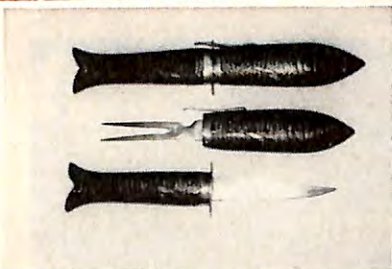
C-B-C ELECTRONIC CALENDAR WATCH powered by Eveready Battery #303 that lasts up to 2 years. 14-jewel, waterproof, shockproof, anti-magnetic precision time-piece requires no winding. Gold-plated Stainless Steel case. Guaranteed one year. \$69.50 ppd. Order promptly and receive free gold band. Import Sales Company, Box 73, Greensboro, North Carolina 27400.



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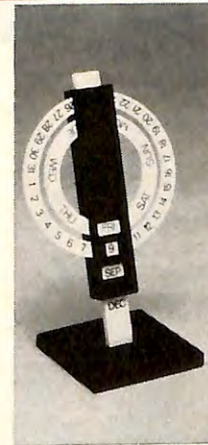
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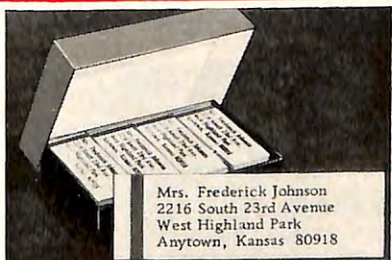
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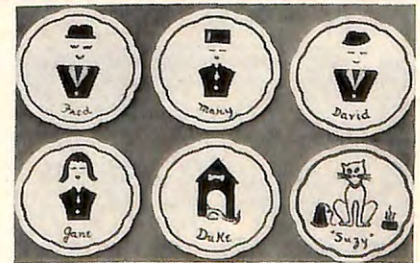
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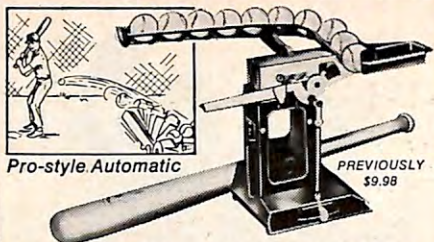
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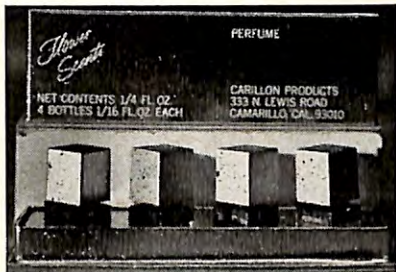
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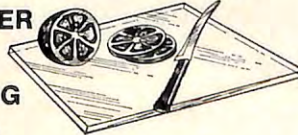


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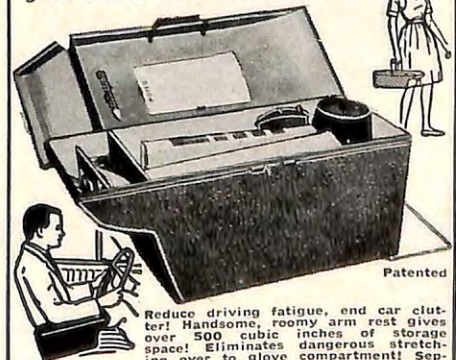


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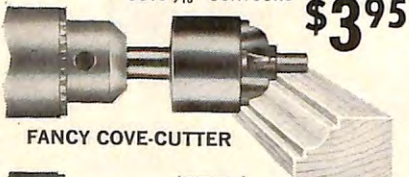
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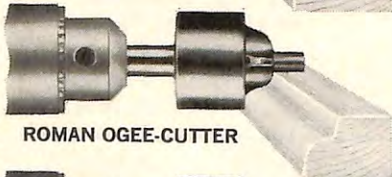
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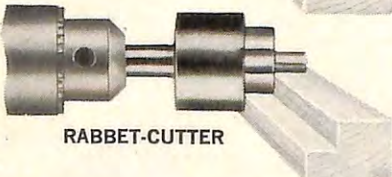
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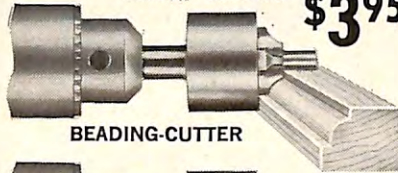
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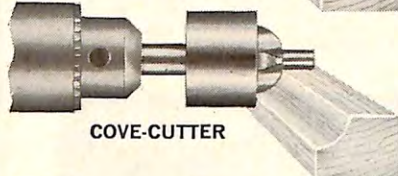
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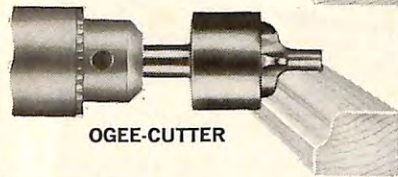
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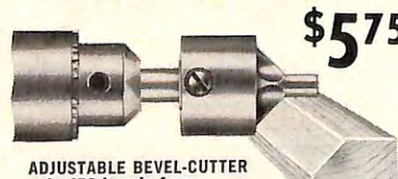


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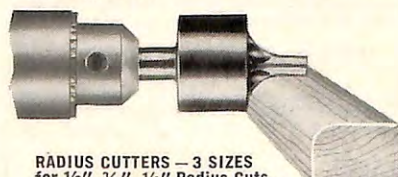


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ADJUSTABLE BEVEL-CUTTER
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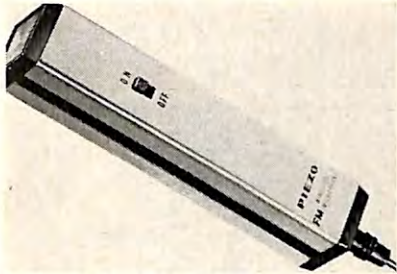
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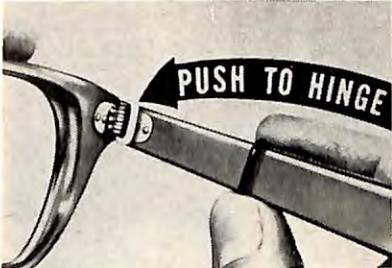
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Portable Koshen Erector used by people needing help in getting up and down from a chair.

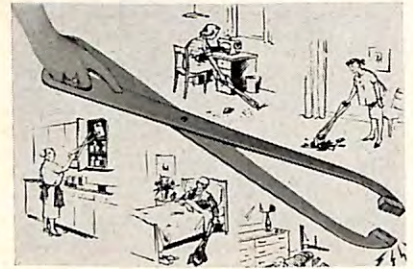
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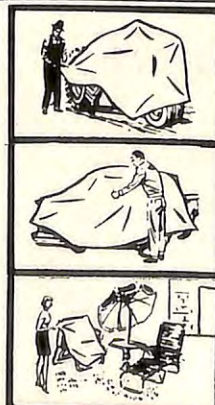
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Perfect protective coverings for your valuable property. Treat 'em rough... they're SUPER STRONG! Use 'em in all weather... they're WATERPROOF. WILL NOT ROT OR MILDEW! Use for years... they're practically indestructible! Tremendous size, one piece, seamless construction with grommets for easy tie down. Order now and save for home, office, factory, camp, farm. Low cost way to protect machinery, tools, toys, garden furniture, mowers... great "garages" for cars, boats & trucks! Ideal tent floors, too! Send check or M.O. no COD's. 21-Day Money back guarantee.



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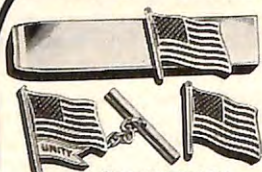


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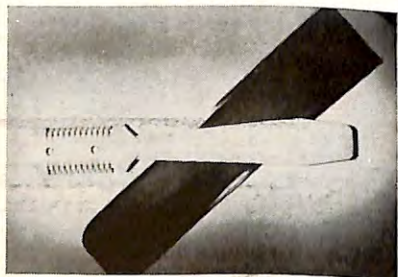
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WINE MAKING SET

Make Your Own Wine at Home



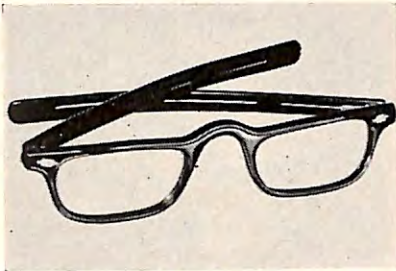
Federal laws permit 500 gals. of wine annually for household consumption. Wine-making is easy and fun. Use peaches, raisins or grapes. Set contains all tools necessary to make 2 gals. at a time—10 bottles of personally blended wine. Includes 2 (reusable) one gallon containers, compact water seal valves, siphon tube, sugar tester (saccharometer) to scientifically measure sugar content for true wine all the time, complete instruction book with recipes. **\$4.95** plus 50¢ pp. & hdg.

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Any 3 figures \$4.00; any 8 figures \$10.50; any 12 figures \$15.50; all 24 figures \$30.50. Add 30¢ postage to each order.

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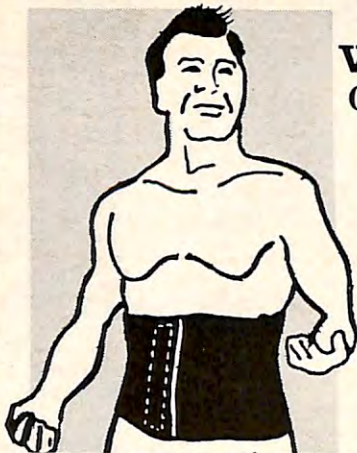
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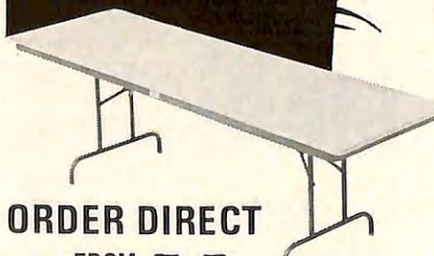
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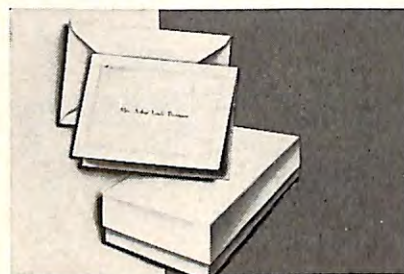
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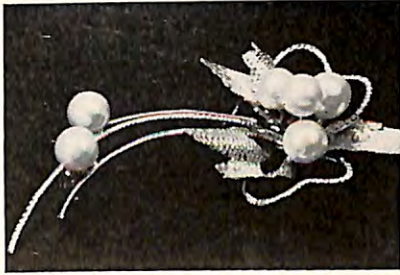


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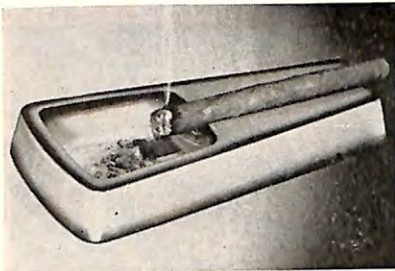


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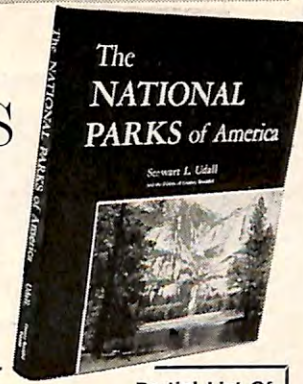
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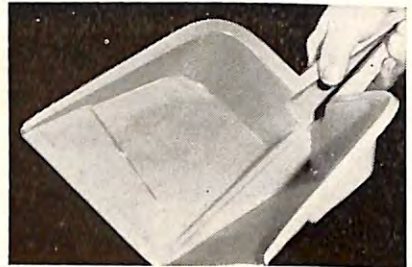
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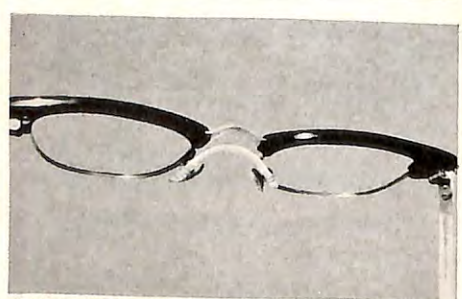
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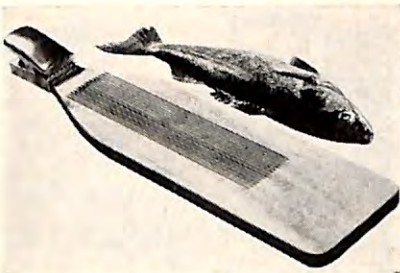


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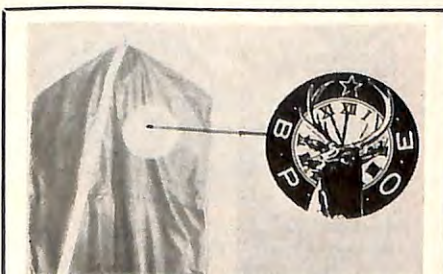


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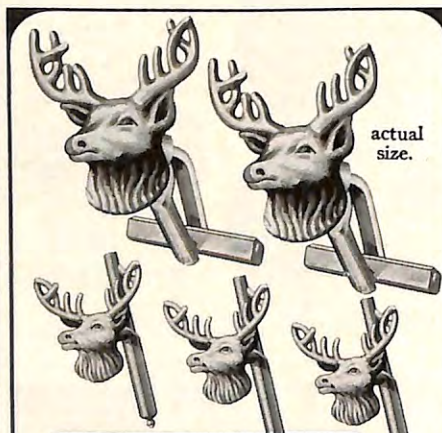
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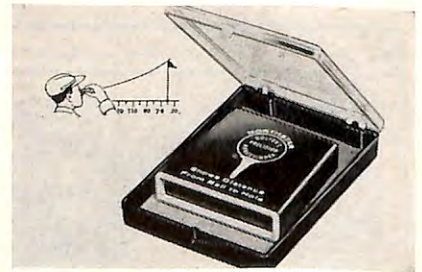
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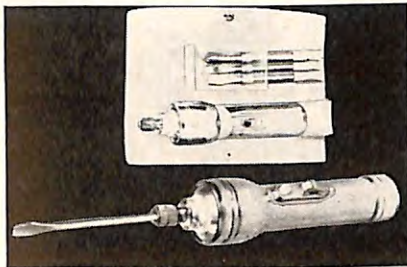


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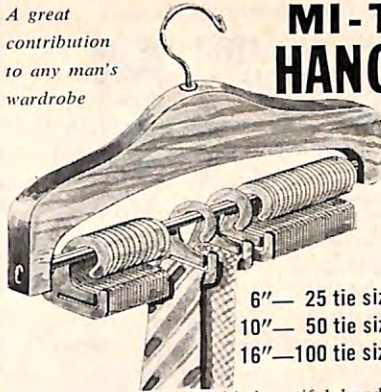
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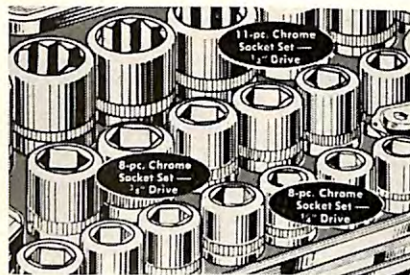
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Volunteer Fireman

(Continued from page 39)

become a tradition in rural and suburban America. According to the National Fire Protection Association, all but 1,600 of the nation's 23,500 fire departments are run by volunteers. Nearly 90 per cent of all U.S. firemen—1.3 million out of 1.5 million—perform their work for little or no pay.

The reasons for the predominance of the payless fireman are primarily economic. While one full-time fireman might cost a town \$8,000 a year, it is often possible to pay for an entire volunteer force for half as much. Says one NFPA official: "Volunteers make possible substantial savings to the residents of their communities. Across the United States, volunteer firemen are rendering a public service worth at least *five billion dollars* annually."

An NFPA survey shows that fire protection in cities with paid departments costs \$13.69 annually for each person. In volunteer-protected areas, yearly fire costs are only \$2.25 per citizen—a mere one-sixth as much. Moreover, volunteer departments have an average of four firemen per 1,000 population, compared with only 1.6 men per 1,000 in cities with paid forces.

Yet many critics of volunteer fire departments contend that communities are short-changing their citizens with cheap service provided by rank amateurs who may or may not be around when a major fire alarm comes in. They cite such examples as Laytonsville, Maryland, where nobody could be reached when the town had its biggest fire in years—a \$100,000 blaze that destroyed the *firehouse* and all the fire equipment. A small town in western Tennessee has even made firefighting a do-it-yourself project. On the doors of the fire station is the sign: "In case of fire, open door, take engine."

While these are extreme cases, many volunteer departments face the problem of an uneven availability of manpower. Suburban "bedroom" communities get strong turnouts for night fires but often are dangerously undermanned during the day. Conversely, some industrial areas with volunteer departments experience a reverse situation. A day-time alarm will send a steady stream of firefighters running from factories, but many are in their homes in suburbia when the night alarms go off.

It is in the small town with its own business district—and Coloma is a good example—where the volunteer fire force really comes into its own. Even here, there are always more men on hand for night fires, but the omnipresent local

businessmen make certain that no fire call goes unheeded.

Fire insurance rates show that Coloma has one of Michigan's highest-rated volunteer fire departments. In Michigan, a family living in a community with a professional fire department pays an annual insurance premium of either \$23.67 or \$24.67 per \$10,000 home value. Coloma has the lowest possible premium for a volunteer-protected town, \$28.67 per \$10,000. On the other hand, some residents of nearby communities with volunteer departments pay as much as \$44 per \$10,000.

Charles Livingston, branch manager of the Michigan Inspection Bureau, a non-profit insurance rating organization, observes: "The fact that Coloma has a fine volunteer fire department is reflected in its insurance rates. Many communities subsidize their firemen; in Coloma, it's the *firemen* who are subsidizing the town."

Like most volunteers, Coloma's firemen technically are really semi-volunteers. They receive \$4.50 for each fire call and \$4 for each monthly meeting. But they must pay their own cleaning bills, buy their dress uniforms, provide their own transportation to fires and equip their personal cars with blinkers and sirens. Their pay comes once a year in the form of a Christmas "bonus" of about \$150. Says one fireman: "If I'm lucky, it just about covers the expenses I've had during the year."

The department has two pumpers of 1952 and 1957 vintage and soon will get a new \$25,000 truck. Red Umphrey, a 45-year veteran of the force who succeeded his father as chief fire engineer, checks the equipment nightly with all the loving care of a Rolls-Royce owner. Although the vehicles may be old, they have yet to break down during a fire.

The fire department is financed through property taxes paid by all the 1,800 citizens of Coloma and the 4,000 persons in adjacent Coloma Township. (Last year, it cost only \$9,200 to provide fire service, including \$4,000 in payments to the 24 firemen.) Coloma also serves two nearby townships on a fee basis and readily assists any other area department that needs aid.

Coloma firemen are a mixed lot. The chief, Len Dolezan, owns an auto-wrecking yard. Bud Yeske, the assistant chief, operates the town's largest tavern. Other members of the department include welders, plumbers, factory foremen, funeral directors, a boat shop owner, a police officer, an insurance investigator and a research engineer. Whatever their line of work, however, they are all dedicated to the safety of their families and community.

(Continued on page 59)

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Lodge Visits of Glenn L. Miller



GER Miller recently paid tribute to 75-year Elk member, Joe A. DeHority. Brother DeHority, believed to be the world's oldest living Elk at 99 years, is a member of Elwood, Ind., Lodge. Pictured at the lodge are Brother Miller, Brother DeHority, and his nephew, Brother Robert L. DeHority. Standing are ER Harvey Weatherford and Herb Beitz, secretary to the GER.

Even GER's enjoy fine food, and Brother Miller is no exception. Shown at the banquet table on a recent visit to Kenosha, Wis., Lodge are Mrs. Miller, GER Miller, Mrs. Puidokas, ER Stanley Puidokas, Mrs. Donaldson, and PGER Lee A. Donaldson.



Brother A. C. Johnston (right), 50-year treasurer of Kenton, Ohio, Lodge, expresses his gratitude for a plaque in recognition of his service to the lodge. Making the presentation were visiting GER Miller and General Chairman of Kenton's celebration, PER Charles Van Dyne.



Accepting an attractive desk set from Colorado State President James Viola, Florence, Colo., Lodge, Brother Miller expresses his appreciation while lodge members look on. GER Miller was the principal speaker at the Colorado State Elks Convention held at Aurora Lodge.



Volunteer Fireman (Continued from page 57)

Not everyone can become a volunteer fireman. In Coloma and most comparable communities, men undergo a probationary period as members of the auxiliary department. They go to fires on their own without pay and are carefully observed by the veterans. If the novices appear qualified, the regular firemen may vote to bring them into the department as soon as there are openings.

Every fireman takes extensive training. At periodic intervals the University of Michigan Extension Service sends an experienced fireman into the area to supervise three weeks of nightly training in such essentials as manning a pumper and handling hose. Coloma Fire Captain Bill Bale also conducts a 10-week practice session in the spring and summer during which the old-timers pass on their expertise to the younger volunteers.

Coloma has one of some 4,000 American fire departments that also operate a volunteer ambulance service. When funeral directors in the area announced in 1967 that they were dropping their money-losing ambulance operations, Coloma firemen organized a fund drive to buy a community ambulance and set up a non-profit corporation, the Coloma Emergency Ambulance Service. Every fireman in town took Red Cross training and volunteered to serve on the ambulance team. Today, the ambulance accompanies the fire trucks on every run and also answers nearly 100 other calls each year.

To avoid such disasters as the Laytonsville, Maryland, incident, Coloma has established a nearly fool-proof system in which a call to the fire station also rings fire telephones in the Central Garage, the Friendly Tavern and four homes. (The ambulance phone is connected to the Davidson Funeral Home and two private residences.) If the men aren't home, their wives take the message and each calls two or three other firemen. As a result of this chain-call method, at least six or eight firemen respond to every daytime alarm and a night blaze may bring out 15 or 20.

When the fire phone rings, the alert sign goes on all over town. Merchants forget their customers; men leave the barber shop with half a haircut; one recalls leaping from the bathtub and another was interrupted during a tender moment with his wife. But although the department makes 75 to 100 fire runs each year, the fire phone also brings a number of nuisance calls.

"Sometimes they'll wake you up in

the middle of the night and it's the police they want, not the firemen," complains Russ Stowers, a welder who has a fire phone in his home. "Some guys will call up to ask how the fishing is in Pav Paw Lake, and we even had one joker who was putting in a swimming pool and wanted us to come out and fill it with water."

Unlike his paid counterpart in the city, the volunteer fireman is a 24-hour-a-day, seven-day-a-week man. Several years ago, Coloma firemen took a night off for their annual prime rib dinner at the American Legion hall, but a fire call quickly turned the event into a "ladies only" party. The same thing happened years ago at the Fireman's Ball, held at a local dance hall called Crystal Palace that later burned down during a night-time blaze that firemen fought unsuccessfully for five hours.

Since Coloma has a well-organized



fire department and comparatively few large buildings, losses such as the dance hall fire are infrequent. Only once, during 1943, did matters really get out of hand. Within a short time, fires destroyed the town's lumber yard, fruit exchange, movie theater and a large barn. On the night of the fire at the Loma Theater, the marquee featured a film titled "Who Done It?" It was a question that everyone in Coloma was asking.

All but one fire alarm had been turned in by the town's 70-year-old police chief, Herb Winkler, who was always on hand to help the volunteer firemen unroll hose and to direct traffic. It later turned out that Winkler had good reason to be at the scene of each fire. He confessed that he was the town firebug and soon was on his way to the state prison at Jackson.

(Continued on next page)

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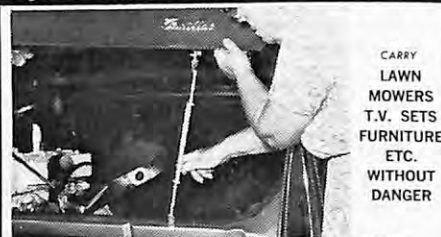


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Volunteer Fireman

(Continued from page 59)

In addition to protecting life and property, volunteer firemen perform other civic good works. The Coloma department functions almost as a service club. Each year, firemen go door-to-door to sell raffle tickets for such prizes as boats and color television sets. The proceeds have gone to help pay for the community ambulance and to buy resuscitators for the ambulance and the city and township police departments. The firemen also conduct an annual house canvass to raise money for the Muscular Dystrophy Association.

There is a strong element of fellowship among volunteer firemen; nearly all of them are close friends. The monthly meetings, held in a corner of the crowded firehouse, are informal sessions filled with good-natured joshing and sometimes concluded by a friendly card game, and a "must" on everyone's social calendar is the annual spring dinner-dance at the Legion hall.

John Florin, one of the town's funeral directors and a member of the Elks lodge in nearby Benton Harbor, notes: "The fire department is certainly not a social club; there's no pool

table or anything like that in the firehouse. But all of us are busy at our jobs during the day and the meetings and fire runs give us a chance to talk to our friends. We're a pretty close bunch."

A common purpose and the threat of mutual danger unite volunteer firemen. Last March (1970), five volunteers were killed and 23 others injured when a burning paint store exploded in Corry, Pennsylvania. The tragedy could have occurred in any community. Fortunately, Coloma has lost only one fireman—garage owner Reuben Morlock, who was killed several years ago in an auto accident on his way home from a fire. But all the members of the Coloma force know, at least subconsciously, that peril may await with the next fire call.

Why do they volunteer? Few would regard themselves as heroes, and some jokingly question their own sanity. Yet every person who lives in a community without a paid fire department knows why the volunteer performs his risky, thankless job. He does it because *someone* must. And because there are more than a million of those very special "someones" in America, farm and suburban families throughout the nation can feel just a little more secure. ■

State Associations

(Continued from page 30)

Chosen to head the slate of officers for 1970-71 was SP Ralph H. Barnes, Wellsburg. Two Vice-presidents were re-elected—Douglas W. Gregory, Martinsburg, and William H. Rosen, a PDD, Williamson—and VP Donald L. Stokes of Sistersville will serve his first term. Other elected offices will be filled by state Secy. Garnett W. Shipley, a PDD from Martinsburg; state Treas. Ralph C. Adams, Huntington; state Chap. W. Ray Malone, a PDD from Wellsburg; state In. Gd. William T. Perri, Clarksburg (also appointed Trustee) and Sgt.-at-Arms H. E. Curry, Huntington.

(Continued from page 34)

growth. It is far more difficult to make a *balance sheet* look better than it is." He stresses the importance of examining the *debt* and *cash* positions reported on a balance sheet, since these "can be trusted" and because they are the positions "which can get a company into trouble." (If you aren't knowledgeable about balance sheets, be sure to have *expert accounting guidance* before investing or lending in a serious way.)

Beware of Congress Bearing Gifts!—The Council of State Governments has reported that Congress tends to *promise* more than it actually *delivers* in financial aid to state and local govern-

Reappointed as state Tiler was W. F. Keller, Wheeling. John W. Saunders, a PDD and PSP from Beckley, will serve a five year term as Trustee, joining Trustees A. S. "Buddy" Ammar, Bluefield, and PDDs Tim Murphy, Wheeling, and James V. Pallotta, Fairmont.

During the year, it was reported, West Virginia Elks spent over \$87,000 on direct charities, general welfare, and patriotic activities. Conventioneers contributed \$703 to the Elks National Foundation after hearing the state chairman's report.

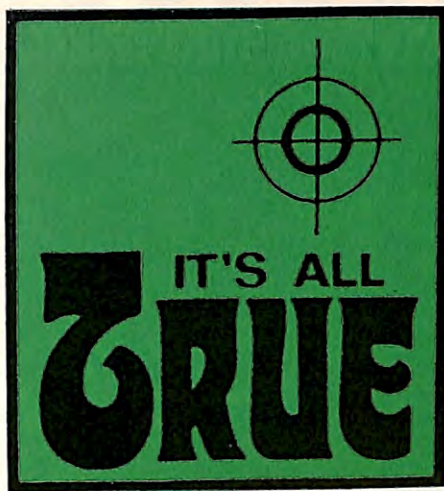
Wheeling Lodge will host next year's convention August 4 through 7. It was decided the association's mid-year meeting will be held in Buckhannon Lodge.

In fiscal 1968, the actual appropriations for waste-treatment plant construction were *only half* of the amount promised—and in fiscal 1969 they were *less than one-third*. (This is an example of the kind of thing you have to look out for in the seemingly-attractive field of state-and-local governments spending and bonds.)

REAL DEDICATION!

Mrs. Adra Kryszczuk, Advertising Production Assistant for *The Elks Magazine*, resigned in August to prepare for the arrival of her first child.

Elizabeth Lee Kryszczuk, 7 lbs. 15 ounces, was born August 18, 1970. The new Miss Kryszczuk's initials are E.L.K.!!



BY BILL TRUE

World Professional Casting Champion

BROWN BEARS AND BOWS

"In 24 years of hunting with a bow and taking game all over North and South America, I have never had a more exciting experience."

My good friend Dick Wilson made this statement to me as he recounted a recent film-hunt he made as advisor for *The American Sportsman* TV show in Alaska. This was a hunt to take a record Alaskan brown bear with bow and arrow, and the bow-hunter chosen to try for the bear was popular TV star Bill Shatner. You probably remember Bill as "Captain Kirk" in the series *Star Trek*. An experienced bowman, Shatner had yet to try for the more dangerous big game so he requested that Dick Wilson accompany him since Dick has taken many big game animals with the bow.

And what an exciting trip it was!

Let's let Dick tell us about it:

"Well, in the tradition of *The American Sportsman*, Scott Ransom, the producer, insisted on realism. You can imagine how difficult it was to try to hunt a bear with a guide, Shatner and myself, three cameramen and a soundman along! We were fortunate to have Ron Hayes for an outfitter, as he really knows the habits and locations of the big bears.

"When we arrived at our camp on Wildman Lake on the Alaskan Peninsula, we were told there was a good male bear feeding on a small moose carcass nearby. The next day we went to the area but the noise of our 'army' spooked the bear and we never did get set up.

"Ron figured out where the bear was laid up for a nap and placed the camera crew, Bill and the guide

near a point of tag alders between the bear and the moose. I was placed about 60 yards to the side in case the bear didn't take the path he was supposed to—and it was a nervous job! If the bear came my way I was to jump up and holler to scare him toward the camera!

"Fortunately the bear read the script and came right down the path on cue. But a flash of reflected light from a camera startled the animal and he stood on hind legs to test the wind and try to see us.

"Alert now, he covered the 80 or 90 yards from where he had been standing to a spot near Shatner in less time than it takes to tell... Bill waited for the right shot and when the bear was in position Shatner came to full draw and shot as the brown bruin was passing on the run.

"Either we'd have a dangerous wounded bear on our hands—or a mighty dead one! That I knew.

"After careful tracking through the bush—an eternity of about 10 minutes after the shot—we heard Ron—who was leading the tracking crew—yell, 'Bill, you got yourself one heck of a bear! And he's dead.'

"Unofficially, the bear is the third largest Alaskan brown bear ever taken with bow and arrow. *The American Sportsman* had a great film, Ron had a satisfied client and Bill had a record bear.

"Me? I had the experience of a lifetime of bowhunting. Someday I'll go back and get one for myself. No, I'm not like a fine Indian friend of mine who said: 'Hunt bear? Uh Uh. I not lose bear!'"

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FOR ELKS WHO TRAVEL

LAS VEGAS



by Jerry Hulse

ARRIVING IN LAS VEGAS is like pulling open the pages on a Damon Runyon story and getting lost inside. The town's full of Runyonesque characters. Take Ernie-the-One-Eyed-Bartender, or Nick the Greek or Harry the Horse. Mix them up and you get tears and laughter, winners and losers. About Ernie-the-One-Eyed-Bartender: I suppose you'd call him a winner. His full name is Ernie Muscatello, which you've got to admit is an appropriate handle for a gent who pours booze. Ernie tends bar at the posh Tropicana. I mention him because he's typical of the drifters who find roots in Las Vegas. Ernie was hitchhiking to San

Francisco several years ago when he chanced into town.

"Why were you going to San Francisco, Ernie?"

"To catch a ship."

"Where to,"

He smiled. "Anywhere."

Ernie arrived in Los Vegas with \$77, which he promptly lost with a turn of the dice. That's how he came to be a bartender. He had to. Later when he got a paycheck he decided to stay on. Ernie grew up in the cold of Pennsylvania and the hot desert sun felt good to his bones. Besides, he likes to fish and hunt and pan for gold—and he can do all three in Las Vegas—or

nearby. Anyway, there are the big tip-pers—like the guy who handed Ernie \$400 after taking \$15,000 from the crap table. While we were talking Ernie wagged his head at a pretty cocktail waitress. "She's married to a cop," he said. "Got three kids. And you wanna know what she does on her days off? She lays bricks!" Ernie laughed and the good eye twinkled. "She's gonna have a wall higher'n a penitentiary!"

Tony Ricci, the chief bellman, drifted over. A few years ago business got bad in Miami so he caught a ride West. In Las Vegas he married a waitress at the Sands and now they've got three kids, and on Sunday Tony ushers at St. Bridget's. Across the lobby, seated primly behind a desk nearly hidden by a battery of slot machines, was a leggy brunet from Copenhagen. She used to dance in the Folies Bergere. Now she's learning the hotel business. She traded her feathers and rhinestones for a husband and a home which she shares with three rabbits, two birds and a couple of poodles.

The tourist in Las Vegas, though, tends to lose track of reality. "We have no desire to let him know what time it is," said a hotel flack. "Just have fun . . . and spend his scratch." In Las Vegas it's next to impossible to find a clock, or even a calendar. A friend of mine overheard four men arguing over

what day it was. Two said it was Saturday, one said Sunday and the other insisted it was Monday. It turned out all of them were wrong. It was Tuesday! So it's New Year's Eve 24 hours a day, 365 days a year, a wacky place where visitors drink too much, gamble too much and sleep too little. The natives are human, but for some reason some look like losers. Or drifters, maybe. Perhaps it's because Las Vegas is a transient town and the coming and going of the tourists is reflected in their faces. Big, shiny cars with well-heeled owners roar into town one day, and roar right out the next. Jets deposit tourists hour after hour in Las Vegas' futuristic-styled airport—more than 250 commercial flights every 24 hours.

I stepped off a plane one recent Sunday, smack into the waiting army of a couple of Camp Fire Girls. "Cookies, mister?" There is this facade of respectability. It could have been any small town in America. Only the slot machines give away the truth. In Las Vegas it's impossible to get away from the slots. They're in service stations, food markets, hotel lobbies. They grind away 24 hours a day. The town never sleeps. You can buy a drink at 4 o'clock in the morning as easily as you can get one at 4 o'clock in the afternoon. Mixed-up visitors pour vodka in their breakfast orange juice because they've lost all track of time. The cocktail hour

is whenever the mood hits you. And unless you go outside you'll never know whether it's day or night.

In recent years Las Vegas has become a parched Paris of sorts. At the Dunes it's "Casino de Paris," at the Stardust "Le Lido de Paris" and at the Tropicana it's "The Folies Bergere," the grandest, splashiest show of them all. I have seen the girls on stage in Paris and they don't hold a feather to les femmes de Las Vegas. The cast at the Tropicana includes such "Parisienne" bon bons as a doll from Buffalo, an ex-waitress from the Midwest and other dozens from around the world: Paris, Stockholm, London and Frankfurt. What are they like, these glamour girls with the feathers and the rhinestones? Well, there's Felicia Atkins, one of the headliners in the Follies. She came up from down under, an Australian beauty who landed in Las Vegas much as Ernie-the-One-Eyed-Bartender did. She just drifted into town one day. Later a scout for the Follies spotted her 39-24-36 figure supine in a bikini beside a swimming pool and the rest is part of the Las Vegas story. Cinderella didn't marry Prince Charming. On the contrary, she lives in a
(Continued on page 67)

Each night the marquees glitter in a myriad of gold and silver beneath the clear Vegas sky.





ENTERTAINMENT and refreshments were the highlights when Downey, Calif., Lodge's veterans committee visited patients of the Long Beach Veterans Hospital. Stopping to visit patient Daryl Hermann are (from left) PER and Dr. Harry Isabelle, Est. Loyal Kt. Jack Miles, Brother Bill Larsen, and Veterans Committee Chairman Roy Bridges.



YOUNG Mark Miller sits in the driver's seat of the car that won him a heat trophy and a best brake design award from Class B entrants in the Phoenix Soap Box Derby. He was sponsored by Phoenix, Ariz., Lodge, with a grant to purchase parts for his racer, which he was required to build under the rules of the contest. Admiring the winner are (from left) Est. Lect. Kt. Larry McMillon, Brother L. L. "Duke" Miller, Mark's father, and ER Charles H. Lopez.



A UNIQUE succession of Esquires paused for a photograph during a recent gathering at Alameda, Calif., Lodge. ER Mark E. Happ (left) served a term as Esquire under PER Al C. Gillard. In turn, PER Gillard was appointed Esquire by PER Donald R. MacDowell, who was appointed to the same office by PER Mark B. Happ, ER Happ's father.



ELKS NATIONAL FOUNDATION certificate and membership pin were presented to Brother Raymond Neubarth (left) by Est. Lead. Kt. Ed Barrett recently at Escondido, Calif., Lodge. His participating membership was obtained by his donation of \$100 to the Foundation.



DEMONSTRATING how they have helped place Utah among the top ten states in the nation in per capita contributions to the Elks National Foundation are PER V. R. Magleby (left), Foundation chairman for the Utah State Elks Association and Brother Cluff Jolley, lodge Foundation chairman of Cedar City, Utah, Lodge. For the second consecutive year, Cedar City Lodge has exceeded its goal of \$2,000, contributing \$2405.05 for a per capita contribution of \$5.128.



CHULA VISTA, California, PERs Dale E. Nelson (left) and Mike L. Stokes take a ticket tally of a recent lodge event—their 15th Anniversary Ball.



NEWLY-NATURALIZED CITIZENS pause on the steps of the Federal Building in Las Vegas, Nev., after taking the oath administered by PER and Judge Roger Foley. Each person in the 68-member class was presented with an American Flag by Las Vegas ER Hal Stokes (third row, right of center). In. Gd. Joseph Kachulis (extreme right) assisted in awarding the flags. Las Vegas Lodge has conducted the ritual for every new citizens class for the past five years as part of its Americanism program.



RECIPIENTS of scholarships recently awarded by Las Vegas, N. M., Lodge to students at New Mexico Highlands University are (from left, seated) Clearance Sanchez and Hilario Jaramillo, and (standing) Theresa Martinez, and Theresa Vigil. In the middle of the lucky winners is PER Wandel Massey of Clovis, N. M., Lodge, youth activities chairman of the New Mexico Elks Association.



AWARDING Westchester Jaycees President Charles Moore an Elks Civic Award plaque are Inglewood, Calif., Lodge ER Robert McCormick (left) and Secy. Frank Teeple. The presentation was made to Mr. Moore for his outstanding work with youth in the Inglewood area.



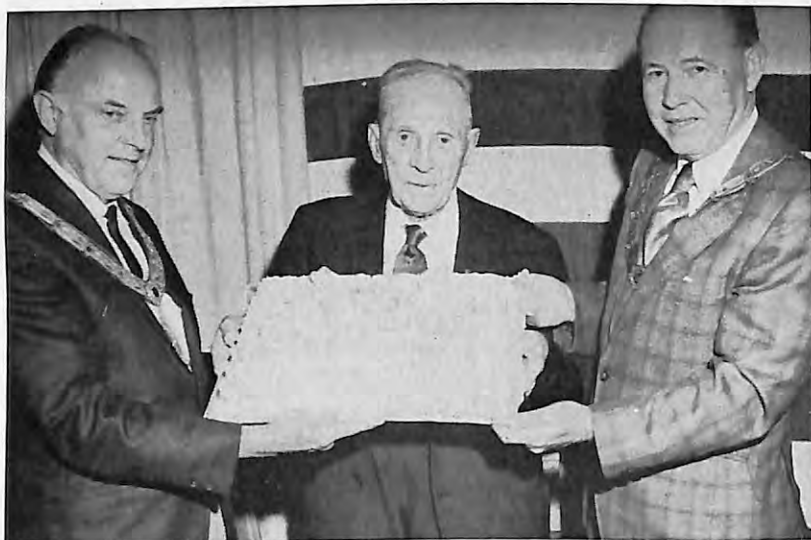
PRESENTATION of a \$10,065.09 check to Grand Trustees Chairman Francis M. Smith (center) and ER Ralph Koch was made by Harry Adams, Park Jefferson race track manager. He represented Mr. Jerry Collins, the park's owner, who for many years has donated all proceeds from the first weekend of racing in July to Sioux Falls, S. D., Lodge for use in its charity and welfare programs.



SPARKED by efforts of Brother H. Curtis Jones, shown after giving his 50th pint of blood since 1949, Boone, Iowa, Lodge is setting up a blood bank to be used by lodge members or immediate families. Donors waiting their turn are (from left) Est. Lead. Kt. William W. Newbold, Chap. Herman Winter, ER Raymond A. Trygg, Brother James Peterson, and PER and state Ritualistic Committee Chairman Edwin L. Morgan. Fifteen members of the 40-member goal have already signed up as donors.

MACON, Missouri, Lodge members are proud winners in the first annual Missouri Elks Invitation Golf Tournament held recently at Columbia, Mo. Posing with their trophies are (from left) PER Kenneth Taylor, fourth place; Brother Dick Schmidt, third place; and Brothers Charles Noel and Bob Wilhite, partners who won first place and the traveling trophy. Brother Darrel J. Stone and PER Tom Briggs are partners who won the Leading Knight flight.





BIRTHDAY GREETINGS are extended to Van Nuys, Calif., Brother John Mayer (center), one of the oldest active members of the Order. Brother Mayer, who celebrated his 95th birthday at a recent lodge session, retired from active work two years ago but still looks forward to attending lodge meetings. Extending their good wishes are ER John P. Kanavos (left) and Brother Mayer's son, Trustee Richard Mayer.



TENNIS ENTHUSIASTS recently participated in Sacramento, Calif., Lodge's 16th annual junior tennis clinic where trophies and new balls were awarded to players. This group, surrounding Brother Walter Paradzinski, is only a portion of the record number of players who registered. Brother Paradzinski, the lodge's tennis coach and commissioner, has directed the program since 1954.



LITTLE LEAGUERS, sponsored by Massillon, Ohio, Lodge, this year won the Massillon Little League championship. The team scored their honor with a record of 21 wins and only one loss.



THE ARLINGTON, TEXAS PER'S Outstanding Student Award was presented to Fireman Wayne Sibling (center) by PER R. D. Surratt and ER Paul Taylor. Fireman Sibling volunteered to be a member of an Underwater Search and Rescue Team—the fire department's first scuba squad. He is one of 30 firemen who volunteered for this rigorous and hazardous training.



MINNESOTA VIKINGS' coach Bud Grant visited the crippled children's school in Jamestown, N. D., along with Jamestown Elks. Later in the evening he was a guest speaker at the lodge's annual Father-Son banquet.



ACTION took form when Ontario, Calif., Lodge donated a piano and hauled it 45 miles to the home of a handicapped youth who needed it for therapy. Ready for its delivery are (from left) Brother Ray Rucker, the state's Southeast District Piggy Bank chairman; PDD and Secy. Les Whealey; 7-year-old Bryan; ER Raymond Burt, and Bryan's mother.

Las Vegas (Continued from page 63)

modest home in Paradise Valley, the wife of the Sahara's swimming pool manager. In her spare time she raises Shetland ponies. Damon Runyon would flip.

The whole town's a burlesque. Every casino displays a sprinkling of spinning wheels—spinning dreams of that long, long gone dough. It's really a homey setting. Grandma's there, cranking the old spinning wheel with nickels from her Social Security. I smiled at one little old lady. "Winning, dear?" She looked up at me with a grandmotherly smile. "The damn thing won't pay off!" she snapped.

I left Grandma to her spinning wheel and wandered around the casino. Bumping into one another were the same familiar, weary faces. The gamblers. They're there at night when you go to bed and they're there the next morning. The same red-eyed faces. No sleep, too many cigarettes and all that free liquor. They've special names for the gambling crowd. Take the Mona Lisa: He's a card player who wears a continuous, contented smile. Why? I can't guess. A stick man's the chap who retrieves the dice. A grinder's a small spender, and a mortgage man is the chap who comes calling on customers who hang paper—that is, bad checks.

Vegas once upon a time was a hitching post for Mormons blazing a trail between Utah and California. Later came the railroad and the town became a whistle stop. Finally, some dandy shuffled into focus with a pair of dice and things began to spin—like a roulette wheel. They've been spinning ever since. Now the strip glitters with high rise hotels and towering neon signs. The gaudiest boulevard in the world. Two miles of flashing neon packed alongside wall-to-wall motels and casino hotels, a spot-lighted oasis green with money, not trees and deep grass. Marquee blaze the names of famous performers: Robert Goulet, Ella Fitzgerald, Dean Martin, Harry James. It's called the Entertainment Capital of the World—and it is. On any given day you'll find more stars in Las Vegas than any place else on earth. They get paid more money than anywhere else, too. Barbra Streisand sang for something in excess of \$100,000 a week at the opening of the International, which contains the world's biggest gambling casino as well as the world's biggest swimming pool.

Signs in the two-block spread called Casino Center eat up \$75,000 worth of electricity a month. By comparison New York's Great White Way looks

like a World War II blackout. Out front of Howard Hughes' luxurious Frontier Hotel is planted the tallest free-standing sign in the entire world. Twenty stories high, it cost \$1 million, slurps up \$300 worth of juice a night and can be seen by jets 100 miles away. Rooms in the big hotels are best described as Early American Rich. They come with ankle-deep carpets and beds big enough for a road race. They start at around \$18 double and climb as high as \$100 or more for a suite big enough to hold a convention.

Every time it appears the town has reached a saturation point, up goes another high rise. The newest are Howard Hughes' lofty Landmark and Kirk Kerkorian's monstrous, 1,500-room International, which is like the Pentagon with carpeting, slot machines and room service. Now Kerkorian is talking about a brand new twin International containing another 1,500 rooms. Del Webb is talking about a high rise at the Thunderbird, expansion is underway at the Flamingo and Caesar's, and other new hotels in the planning include the Holiday Inn, Golden Nugget and River Queen. Only the lush Tropicana elects to remain low rise.

A kookie town? The Dunes sent clear to England for space scientists to design the moving stage for its French revue. (The press agent claims it even contains parts from the junked Skybolt missile.) When Las Vegas tosses a party the atmosphere is reminiscent of Hollywood in its heyday. There was the time ex-Las Vegas publicist Wayne Redd decided to roll up the carpet at the Riviera for a little shindig honoring one of the world's aging playboys. The result: in rolled a cement truck gurgling with martinis. Everyone turned out, from tourists to chorines to bellboys and maids. After a while the truck rolled away empty and the guests staggered off to bed.

When atomic bombs were still exploding regularly down the road at Jackass Flats the roulettes never missed a beat. Skies would brighten momentarily, gamblers would shrug, then turn back to the dice again. Las Vegas is the place where you bid a careless farewell to reality. The casinos make life simple. In one a ticker tape runs out a stock machine so the fat cats at the gaming tables can keep tabs on the market back home. "The American people love to gamble," the late Benny Goffstein once told me. "You can't stop 'em. But for the non-gambler, well that's sumthin' else again. Where else can you get luxury rooms and see flashy floor shows for next to nothing?" And next to nothing it was in Benny's time.

The times he spoke of were the old
(Continued on next page)

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Las Vegas
 (Continued from page 67)

times, though. High rollers paid the freight for nongamblers. Rooms were cheap and shows were inexpensive. But all that's changed. Inflation has hit Las Vegas, just as it has the resort industry in Miami and Waikiki and everywhere else. It's not so cheap any more, but dollar for dollar you probably still get more for your money than most places give.

Las Vegas keeps right on trying to sell itself as a family town, though, when all the while gambling grows bigger. A lot bigger than recreation. The fact is, high rollers outnumber the high divers.

Still Las Vegas in recent years has launched a campaign aimed at families as well as the gamblers and conven-

tioners. They spend their vacation days swimming and fishing in Lake Mead, sightseeing in the Valley of Fire and Boulder Dam, golfing at nearly a dozen 18-hole championship courses in the city itself, playing tennis and exploring nearby ghost towns. They go off to Grand Canyon, Zion National Park, Bryce Canyon and Death Valley. Death Valley can be done in a day, including the visit to Scotty's famous Castle. In its appeal to families Las Vegas has come up with the 49-cent breakfast and the 98-cent lunch as well as steak dinners for as little as \$1.19. At the other extreme the Bacchanal Room at Caesar's posts one price: \$14.50 per customer which includes seven courses, aperitifs, desserts and cheeses to brighten "your Roman night in the manner of gladiators."

On and on it goes, this town of Las Vegas, and where it'll all stop—no one really knows.

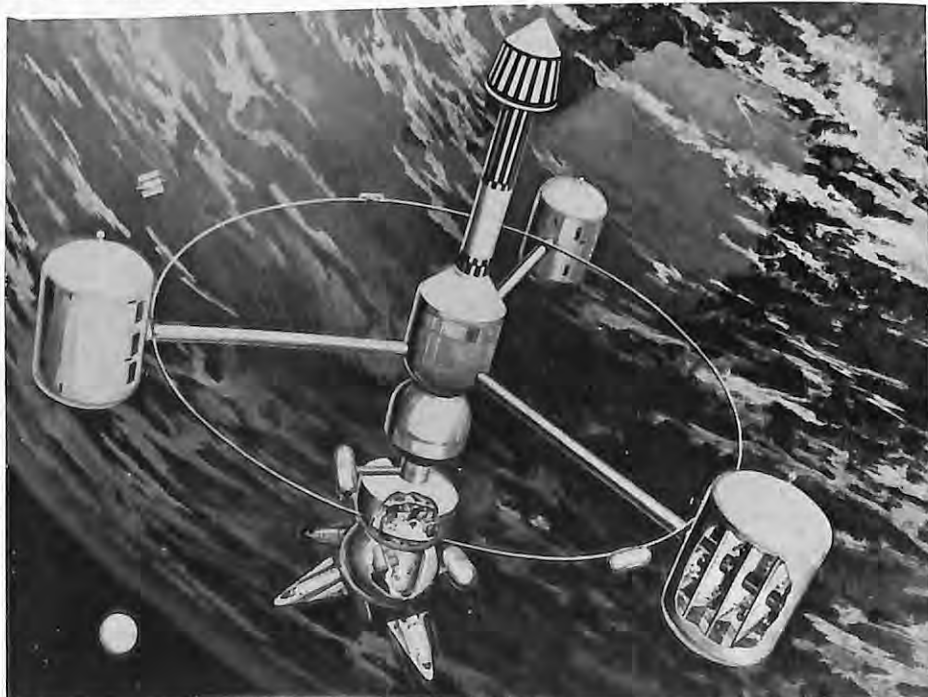
Space Station

(Continued from page 12)

Once the initial space station has been established and proven feasible, others, with different assignments and flight patterns, may join it. NASA officials foresee a number of promising options, including a sister station in lunar orbit from which six explorers at a time could commute to the moon for stays of several weeks. All such stations—in earth and lunar orbits—would be serviced by reliable, low cost shuttle systems.

By 1980, the original station will grow, as assemblies of cylindrical modules are added, to the full-scale, perma-

nent space base. Its various elements will be launched separately and put together in orbit. But the base will be much more than just a cluster of stations. It will be the hub from which many of the nation's most exciting, most challenging space programs of the rest of this century will revolve. It will be the docking point for fleets of shuttle craft, from earth, from other stations in other orbits, and from the moon. It will be a beacon, a way station for planetary travelers. And it will be a wholesome American resource from which will emerge "giant leaps" for mankind's next generation. Transcending national boundaries, the base, through international cooperation, could result in a reduction of world tensions.



Recession/Depression (Continued from page 60)

can see to put it to work without danger or without tying it up for long periods."

He was shown the 6 percent-plus returns available from Treasury Bills, and the high yield on 30 to 180-day paper of such semi-governmental borrowers as the Federal National Mortgage Association. At 6 to 7 percent, such short-term uses for surplus capital of \$30,000 brought \$1800 to \$2100 per year—a tidy addition to income partially squeezed by the effect of recession.

5. Get out of debt now.

A whole generation has learned that the game of income-building was won by audacity, not caution. During a boom, such tactics paid off. It is doubtful whether they will pay off should recession become depression. The winning tactic may become caution.

6. Let your defensive team play.

In football, no one expects tactics useful on offense to be equally useful on defense. During recessions and depressions, you are on the defense. Play accordingly—not to win, but rather to avoid losing.

Happily, every depression, even the giant one of the Thirties, eventually ends. At such a time, capital conserved and income built during dog days should be turned from survival to revival. You will know when a turn is coming by observation of the leading indicators discussed earlier. You will be surer of the validity of the leading indicators' message when the coincident data series also turn up. At such a moment, tactics like these will pay off:

1. Invest heavily.

Man and firms that went into the Thirties merely well-off and came out wealthy were those who seized the turn of the tide to invest capital they had conserved during dark months of gloom. Capital retained between 1929 and 1932, reinvested at the '32 turn, became full-fledged fortunes by 1940.

2. Maintain tight cost controls.

The night does not turn into midday. Rather, the dark slowly becomes lighter, dawn comes, and the sun takes its time to reach a zenith. It will not pay to suddenly abandon tight controls.

3. Expand if appropriate.

A time of upward turn—not necessarily now—will be the moment for opening that second location or moving to a location with greater prestige. ■

Fire Damages Elks Home

A 30-minute fire triggered by the explosion of a deep fryer in the kitchen area of the Elks National Home in Bedford, Va., Sunday morning, Sept. 27, left one man critically burned and caused about \$50,000 damage.

John Reed, 64, a resident of the home, originally from Clearwater, Fla., received burns over 25 per cent of his body and was taken to the Medical College of Virginia Hospital, Richmond, where he was listed in critical condition late Sunday.

Doral E. Irvin, administrator for the home, said the explosion occurred at approximately 7:20 a.m. Sunday. Irvin called the \$50,000 damage estimate "conservative."

The fire damaged the industrial-type kitchen, a small dining area in back of the kitchen and a diet room adjoining the dining area. Reed was in the dining room at the time he was injured.

The home's main dining area received only smoke damage.

J. H. Howard, chief of the Bedford Fire Department, said his department answered the call around 7:35 a.m. and had the fire extinguished within 15 minutes. Howard and another fireman carried Reed out of the burning building.

Irvin said the home's chef was preparing breakfast when he noticed the fryer was not functioning properly and had gone to the basement to turn off the kitchen's electrical supply.

The explosion occurred before the chef returned. Two cooks in the kitchen at the time of the explosion escaped uninjured.

The home houses 265 members of the Benevolent and Protective Order of Elks who are retired. A hospital in the same building with the home was not damaged.

Irvin said most of the damage was done in a 10-minute holocaust which melted metal ventilators over the stoves, blew out windows, sent yellow smoke billowing 40 feet into the air and melted window frames in the area.

Temporary kitchen facilities are now being used and Irvin said food service would not be discontinued. He hopes to have the kitchen back in service in approximately two weeks.

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FOLDING TABLES

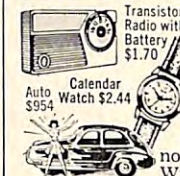


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When he was elected Grand Secretary in 1962 he brought a broad experience in business and an extremely knowledgeable association with Elkdom that combined to insure the efficient and capable administration of the affairs of that office.

In the eight years since then, the duties of the Grand Secretary's office and the demands made upon it have grown tremendously as was to be expected during a period when the Order was expanding in number of lodges and in membership to more than a million and a half, and at the same time increasing greatly the number and scope of its benevolent and patriotic programs.

Brother Fitzpatrick took all of this in stride. Under his leadership new methods and procedures were introduced, modern equipment was added to promote efficiency and keep costs to a minimum. This was accomplished with but slight increase in staff. Without question, his capacity for thinking ahead, for anticipating needs and events and planning steps to meet them was a major reason why his office was able to function so smoothly and apparently so effortlessly despite the constantly growing work load.

A large part of that extra dimension that marked Frank Fitzpatrick was his talent for diplomacy, his capacity for tact in any relationship. His thoughtfulness of others, his good humor and his enjoyment of good fellowship made him welcome wherever he went and enriched the lives of all who knew him.

Generous with his gifts, he left a legacy larger than he received.

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The office of Grand Secretary is too important to leave unoccupied for any length of time. Consequently, Grand Exalted Ruler Glenn L. Miller appointed Frank A. Vossel as Grand Secretary to succeed Franklin J. Fitzpatrick immediately following the Elk Memorial Service for him in the National Memorial Building in Chicago.

Grand Secretary Vossel is a Past Exalted Ruler of Evanston, Illinois, Lodge No. 1316. He had served as Grand Lodge Comptroller since 1941. These 29 years of close association with Grand Secretary J. Edgar Masters,

Lee A. Donaldson, and his immediate predecessor equip Brother Vossel with a broad and intimate knowledge and familiarity with the operations of his office.

To this can be added a keen business sense, a deep interest in Elkdom, the highest standards of integrity and loyalty and a quiet assurance that mark his personable character.

The Order was fortunate to have at hand a man so well equipped to carry on in a post so demanding. His choice as Elkdom's fourteenth Grand Secretary was a sound one.

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