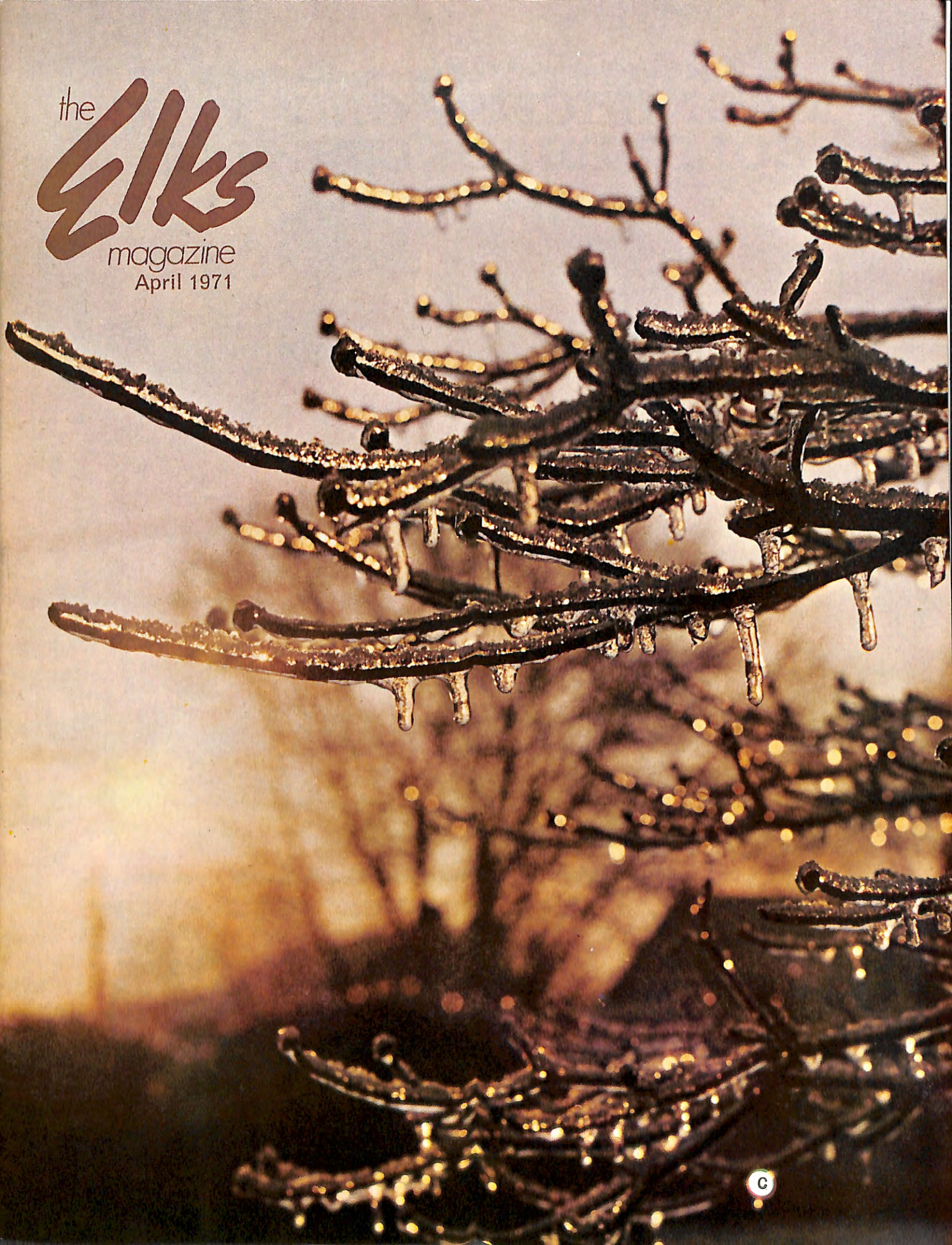


the  
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April 1971



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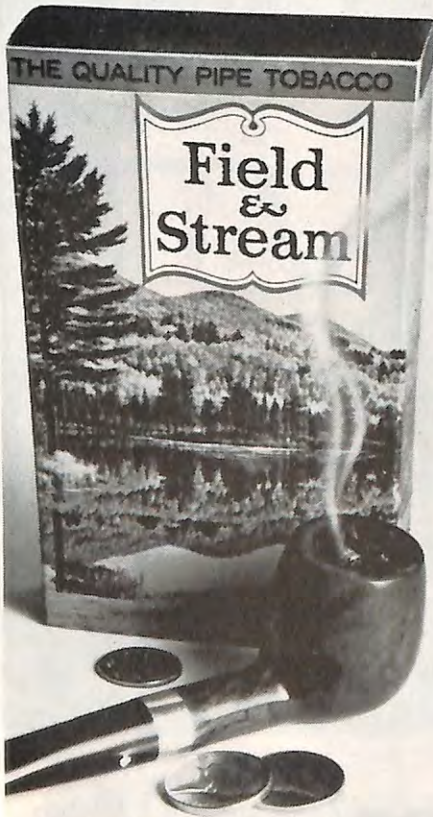
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# THE ELKS MAGAZINE

VOL. 49, NO. 11

APRIL 1971

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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A Message from the Grand Exalted Ruler

## Elks National Foundation

MY BROTHERS:

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THE ELKS NATIONAL FOUNDATION is a force which unites all Elks in their common endeavors to help others less fortunate.

AS WE BEGIN a new lodge year, you will want to resolve to support the Great Heart of Elkdom—the Elks National Foundation.

AS YOU DO SO, the words “Benevolent and Protective” will take on a new special significance for you as

ELKS SERVE AMERICA.

Sincerely and fraternally,

*Glenn L. Miller*

Glenn L. Miller  
Grand Exalted Ruler

**ELKS NATIONAL FOUNDATION**  
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*"The Joy of Giving"*



The members of North Tonawanda, N. Y., Lodge on hand for check-signing ceremonies, turning over \$500 to the Elks National Foundation, are PDD Joseph L. Lawler, Brother Joseph Gorman, Bingo Committee Chairman, Treas. George Siegfried, and ER Stanley L. Beers. The money, raised by North Tonawanda's Bingo Committee, will be used to help sponsor scholarships and youth activities.

Enfield, Conn., Lodge was honored recently when Grand Treas. Edwin J. Maley (right) presented a paid-up certificate to Brother Frank Newport for his support of the Elks National Foundation's activities.



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# New Life for an Ancient People

by Joanne Rife

---

YOU TURN RIGHT off the Reservation road at a sprawling California oak and drive down a dusty lane to get to Joe Miranda's new house. If you do not know Joe there is no particular reason to go there. The house is small and unassuming and the one feature that marks it, other than the fact it is new, is that it has running water.

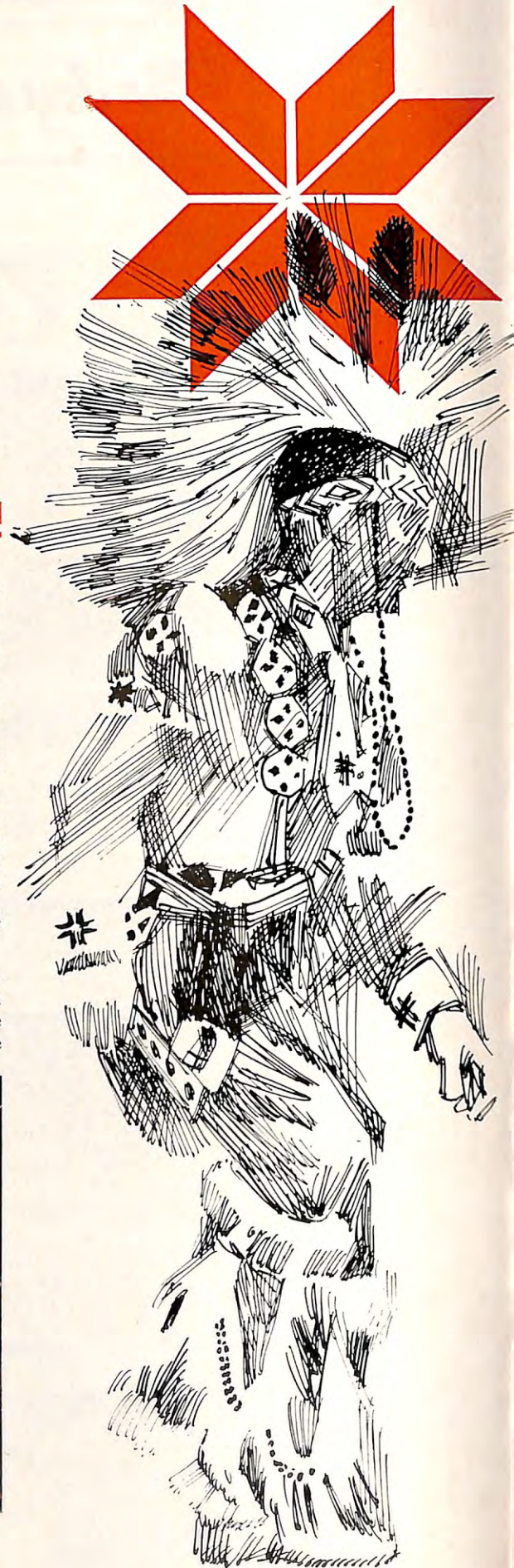
Joe Miranda is fifty-seven years old. Twelve months ago, he lived in the shanty he was born in, a one room house with a kitchen. There was no water, no plumbing. He had raised seven children in that shanty. He and his family had bathed in the creek to keep clean and used an open toilet for sanitation. For fifty-seven years. And before that, for how long he does not remember, his parents had done the same.

Now, suddenly, Joe Miranda and his neighbors on the tiny Santa Ynez Indian Reservation have fresh, clean water that splashes into sinks and flushes in white enamel toilets. There are three new homes, replacing three of the worse shacks. And more than that has blossomed in the gentle arroyo that is home to these people who are the last few remnants of the once great Chumash Indian Nation. There is pride now—pride in being an Indian, pride in being Chumash. There is dignity and the feeling of a job well started. There are plans for the future, for better housing, better education, for development of the Reservation.

The initiative for all these things, tangible and intangible, came not from any official source nor from any private citizen or foundation. The initiative



*Joe Miranda's home for 57 years, one room with a kitchen added in the rear, stands deserted under an old oak on the Santa Ynez Indian Reservation.*





came from a group of dirt-poor Indians who decided if no one was going to help them they would simply have to do it themselves. They would have to raise enough money, somehow, to tap into a pipeline that brought water to nearby communities from the dammed Santa Ynez River—a pipeline that, ironically, crossed Reservation property—install waterlines to the fourteen homes on the Reservation, and then put in plumbing and septic tanks.

They neither knew where to start nor how to proceed, and they could not have foreseen what would happen when they began.

Chumash is not an Indian name as familiar to us as Cheyenne, Shoshone, Arapahoe. The Chumash Nation had virtually ceased to exist during the time of Spanish domination. By the time the Yankees came to California in any great numbers they had disappeared as a people and a force in history.

The Chumash had lived in that pleasant country along the coast of California near Santa Barbara where the rolling hills come up from the Pacific and the coastal mountains stand against a blue sky. They were a skillful, artistic people. In the mountains today are caves with richly colored paintings of strange whirling figures and intricate, delightful designs. They date back a thousand years. The coiled baskets of the Chumash and their stone and bone and shell carvings were made with superior craftsmanship. Their stable occupation of permanent villages in the area stretched for probably two millennia.

In 1770 the population of the Chumash was estimated at 10,000 by the Spaniards. In 60 years, the space of one lifetime, a great Indian culture passed from the face of the earth.

Used to living in villages, they came willingly to live at the missions; but they died of alcoholism, they died because of the poor diet. And they did not replace themselves. The birth rate dropped. The death rate stood between thirty and forty percent a year among those living in the mission compounds. By 1830 the Chumash culture had ceased to exist.

Four years later the missions were taken over and secularized by the Mexican Government. Then it was too late. Their culture shattered, they wandered away to become a poor and abused segment of early California history.

When the Yankees took over in 1848, there were an estimated 1,100 Chumash left. A mere tenth of the number the Spanish had found.

A few remaining Chumash from the Santa Ines Mission lived on Church-owned Zania de Cota Ranch. In 1906 the United States Government took



*The Chumash tribe has come a long way—from carting water in giant milk cans from town each day (left) to running water right on the reservation (right). Father Camilius MacRory, OFM, blessed the water as it poured forth for the very first time.*

over the deed of the ranch to establish the ninety-nine acre Santa Inez Indian Reservation.

The gesture was too late. The culture—the myths, the legends, the dances, the costumes, the old craftsmanship—was lost. The last full-blooded Chumash died in Santa Barbara in 1952. The Hokan language was disappearing.

“If only we knew the language,” Edward Olivas, the band’s present chairman, said, sitting in the sun-dappled shade of the Reservation’s new remada with the sound of Sanja Cota Creek in the background. He knotted his hands together. “All we have is about twenty words and the Lord’s Prayer.” He sighs, “My mother knew some words, but she is gone.”

Edward Olivas is a dreamer. And a doer. He has had a great deal to do with bringing water and housing and hope to his people.

Born on the Reservation, he and his family moved away early in his life, seeking greater economic opportunity in an urban area. Those who stayed on the Reservation were employed for the most part as ranch hands and farm laborers. Those who moved away, including the Olivas family, fared little better. Young Edward grew up in an atmosphere of poverty, frustration, drinking, and, finally, a broken home. He never bothered with high school.

The conditions on the Reservation did not improve. Years of restrictive laws and lack of money had taken their

toll of initiative. Then, during the war years, in 1943, the Bureau of Indian Affairs installed an irrigation system. Sanja Cota Creek, running the length of the Reservation and the only source of domestic water, was dammed and a pipeline installed. Joe Miranda remembers the work he and his brother did on the ditching and the struggle to keep the line open the length of the Reservation without funds for repairs as the years passed.

Further development of the Reservation was caught in a morass of federal restrictions and tribal rules. Those living on the Reservation, as they did not own the land themselves, wanted everyone in the band to assist with the financial outlay necessary to keep the irrigation system in good repair. Those living off the Reservation could see little profit in putting money into an irrigation system that did nothing to benefit them. The dammed creek that had been a source of clean water, even if it meant dipping for it, ran slower and slower through years of semi-drought. The irrigation system itself became the sole source of water.

In the big city, Los Angeles, Edward Olivas faced a hard, depressing life. But not until he stopped to help others did he at last learn his own worth. A few years later funds came from Washington, D. C. to set up the War on Poverty program. Edward Olivas’ work with alcoholics put him in a position to be offered a job with the Office of Economic Opportunity. He found out how to open Establishment doors, how to get things done.

“Anger is a great motivator. It makes fighters out of people,” he said and his black eyes snapped. “I could see that

## New Life for an Ancient People

not only people in Los Angeles but my people on the Reservation should not be living the way they were living." He became active in the bands' politics. In 1966 he was elected chairman, the

first off-Reservation Chumash to be chairman.

In the summer of 1967, the Santa Barbara County Health Department notified the Indians on the Reservation

that the water they were drinking and cooking with was contaminated—not fit for human consumption. Sixteen of the Reservation Indians held a meeting with their chairman. It was decided there was only one thing left to do. It was solely up to them. They would have to do the job themselves.

The Santa Ynez Indians were about to come of age.

They collected \$28 that night among themselves and decided to use the funds to stage a family barbecue to raise more money. Edward Olivas said that evening, "Before this is over, we'll have several thousand dollars in our custody." They laughed, sitting in an old adobe house. None of them could imagine that in a year and a half the water fund would hit \$20,000.

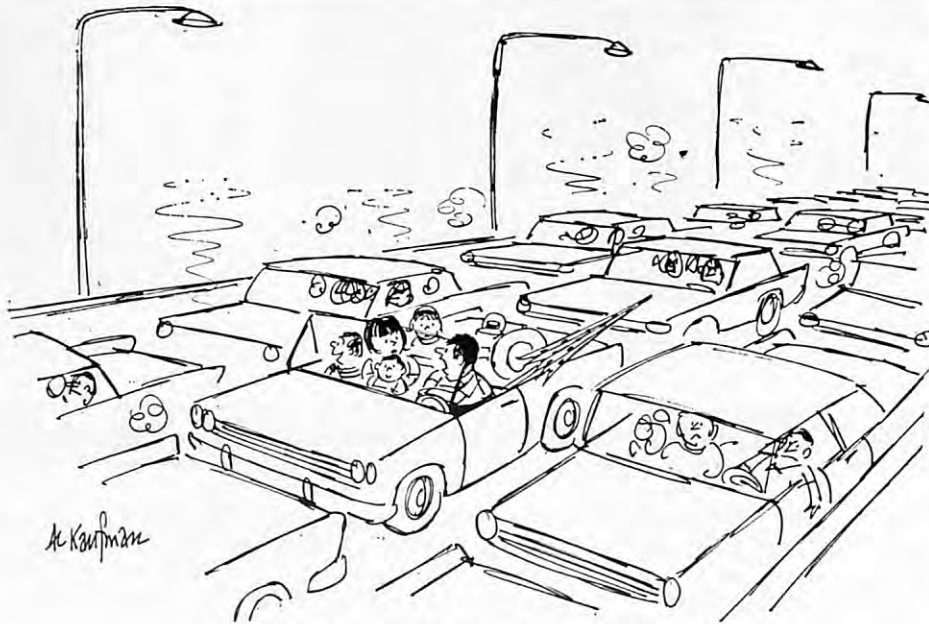
Edward Olivas thought the key was publicity. And he was right.

The people of the Santa Ynez Valley knew next to nothing about the Reservation. Many did not know there was a tiny reservation in the Valley. Others were not certain of its location. Only a handful knew of the conditions there, and those few did nothing. They reasoned that if the Indians did not like it, they would have done something about it before this time. Without considering the background of years of second rate citizenship and the difficulty of doing your own thing when the government makes all your rules and regulations, it is a hard line to reason against.

But suddenly, the Indians were doing something about it. The news broke in the Santa Ynez Valley, south in Santa Barbara, and north in Santa Maria. It was picked up by a Los Angeles television station. Health was the key. Olivas said over and over in interviews, "We want the Reservation to be an asset to the community. We don't want to be known as the people whose kids give other people's kids colds."

An odd thing began to happen then. "Concerned Citizens" groups were formed. From a community that had hardly known there was an Indian Reservation in its midst came help with staging a fashion show with all Indian models; organization for a toy sale; anonymously, a \$500 donation; assistance with holding an enchilada dinner. The eighth graders at a nearby school came up with \$28 collected instead of exchanging Christmas presents, the Brownies in Santa Maria collected money, experts from Santa Maria and Santa Barbara donated their time and professional skills to planning a water system. Members of the community wrote letters, made phone calls, took trips to points of power. Pressure was

(Continued on page 10)



"What do you mean, turn around and go home?"

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## New Life for an Ancient People

(Continued from page 8)

applied where it counted by who counted.

Conchita Perez, chairman of the water committee, a woman of vast dignity and great size, said, "We began to shake the Bureau up. We heard that a phone call came from Washington, D. C. to the Bureau office in California and they said, 'What the hell are those Santa Ynez Indian's up to?'"

In the meantime the Indians staged an Indian jazz dance, and in the spring, a gigantic barbecue, the first annual Chumash Tribal Barbecue. Incredibly, a crowd of 5,000 people came. They came from Los Angeles, one hundred and forty miles distant; they came from Santa Barbara to the south and Santa Maria and San Luis Obispo to the north. Two thousand five hundred people went through the barbecue lines before all food supplies failed. The tiny Reservation swarmed with people. Students from the University of California at Santa Barbara helped with parking cars, townspeople from nearby Santa Ynez and Solvang helped serve.

Then came another stroke of luck. A Santa Ynez Valley rancher's wife offered to match all funds the Indians raised during a three month period. The improvement fund, less than a year old, topped \$10,000.

Jimmie Pace, who with his wife, Rosa, and her sister and husband, have built the only new homes on the Reservation in many years, said, "I used to be, well, ashamed to be an Indian. But that's changed. I'm proud now. You know, it shows what happens when you help yourself. Others help with you."

They helped in strange, wonderful, American ways. A car wash, a bake sale, a fruit cake sale. Lending assistance were youth groups and women's clubs, service clubs and schools. And finally, the United States Government.

The Bureau funded \$34,000 for home improvements. With that amount and through donations from businesses in the construction trades, three new houses went up and plumbing was installed in all the others. The Public Health Department paid half the \$20,000 water project bill and installed water mains and lines and septic tanks.

There was a ceremony on the Reservation July 4, 1969—Independence Day—in connection with the second annual Chumash Tribal Barbecue. Edward Olivas turned a valve and water splashed out onto the dusty ground, symbolic of achievement. There was running water in every home.

The band looks to the future. With money in the bank and plans to raise more for continued improvement there is a feast of ideas. There are ideas for more new housing, for the completion of a permanent park near the highway with a community meeting hall, for the development of the Reservation as a source of income, perhaps as a camping area for close at hand tourist and recreational centers. They dream. Dreaming is something they had not done for over a hundred years.

And some few visionaries in the band see beyond water splashing into a sink, new homes, a community gathering hall. They look beyond and harken back to an ancient people who made

steatite bowls and intricate designs in basketry and painted strange whirling figures in caves. Friendly, dignified people who were too friendly, too civilized, and whose representatives on this earth are 171 Santa Ynez Indians.

What more apropos place for a depository of information and artifacts than there in that rolling land along Sanja Cota Creek? Perhaps those long forgotten arts can be revived and the myths and legends conjured up again from their secret places.

It is possible for the Chumash to live again. All it takes is work and luck and a dream. But after all, that is what makes water flow.

And they have done that. ■

### PUBLICITY CHAIRMEN

If you are in charge of sending news of your lodge to the ELKS MAGAZINE, be sure you have one of our information sheets with a list of material acceptable for publication. This list may be obtained by sending a self-addressed stamped envelope to:

Fraternal News Guide  
The Elks Magazine  
425 W. Diversey Pkwy.  
Chicago, Ill. 60614

We want to publish news from every lodge in the Order, and this guide will make it easy for you to share news of your lodge's activities with all of Elksdom.



In addition to the Memorial Sunday services conducted at the subordinate lodges throughout the Order, residents of the Elks National Home in Bedford, Va., also honored Elksdom's absent brothers with appropriate services. The members taking part in the ceremony and special guests included (from left) R. H. Smith; William T. Hill; James W. Austin; Martin Levy; Chester Walter; Doral E. Irvin, superintendent of the Home; PGER William J. Jernick; William A. Mix; PGER John L. Walker; Raymond T. Bell, Exalted Ruler of Lynchburg Lodge; Junius E. Miller; Wade M. Pennington; Sherwood E. Hobbie, and Ramon E. Ringo.

# NEWS

# OF THE

# LODGES

A PHOTO OF PRESIDENT NIXON was presented to Grand Rapids, Mich., ER William F. Mullen (left) and Brother Ray Stutter, lodge Americanism chairman, by Rep. Gerald R. Ford, House minority leader of the United States Congress and a member of Grand Rapids Lodge. The photo is to be displayed in the lodge's Heritage Corner.



**BOY SCOUTS** received a helping hand recently from Asbury Park, N. J., Lodge. In addition to sponsoring their own troop, the lodge members contributed \$500 to the Monmouth Council of Boy Scouts to aid scouting in their area. ER Donald V. Crosta (left) and Brother Patrick Barrett Jr. (right), youth activities chairman and scoutmaster, received a recognition award from Orland Johnson, chief executive scout officer.



**FOR OUTSTANDING SERVICE** to the cerebral palsy programs throughout the state of Pennsylvania, Dr. James T. Croley (left) received the Grand Exalted Ruler's Special Citation certificate, presented by Past Grand Est. Lect. Kt. James P. Ebersberger of Latrobe, state major project administrator. Dr. Croley is chief of staff and pediatrics at Pottsville Hospital and chairman of the Elks-UCP coordinating committee. He has provided excellent medical direction for the state Elks' CP home service program.



**WYOMING ELKS** greeted GER Glenn L. Miller with his very own Western-style hat during his stop at Sheridan Lodge. SP Richard Bertagnolli (left), Rock Springs, and ER C. Scott Redington were on hand during the visit to welcome Brother Miller.



◀ **GRAND EXALTED RULER** Glenn L. Miller received a lovely gift from Danville, Pa., Elks during his latest visit to the lodge. **PER** Terence P. Lyden made the presentation on behalf of the members.

**AN ESSAY CONTEST** on various patriotic subjects was sponsored recently by Ogden, Utah, Lodge. The winners and their parents were invited to a special banquet at the lodge to receive their awards. **ER** Ralph Bogar (center) congratulated the first-place winners, (from left) David Johnson, Frank Archuleta, Steven Mitton, Tammy Burton, Jill Hansen, and Terri Butterfield.



**ILION, New York**, Brother Charles "Boots" Day (center) was honored recently by the lodge members for his completion of five years in major league baseball. On hand to present him with an inscribed shotgun were (from left) Brother Robert Alexander, Est. Lead. Kt. Hayden Williams, Mrs. Day, his mother, and Brother Dale Johnson, professional baseball scout. Brother Day also received a certificate from Ilion Mayor Bernard Murray.



**PGER Robert G. Pruitt** presented a 50-year pin to Buckhead (Atlanta), Ga., Brother Charles A. Moran (center) during a special ceremony at the lodge home. Adding his congratulations to Brother Moran was **ER** John C. Worthington (left).



**MIDDLESBORO, Kentucky**, Lodge No. 2453, one of the latest additions to the Order, held its institution ceremonies recently. One hundred thirty-four new members were initiated with the new officers, including (seated, from left) Tiler Bill Carter; Est. Lect. Kt. Garry Scott; Est. Lead. Kt. James Adams; **ER** John O'Boyle; Est. Loyal Kt. James Shumate; Secy. Paul McBee; Treas. Roy Stapleton, and (back row) In. Gd. Morris Yeary; Esq. Dewey Morgan; Trustees Fred Foster, R. D. Crockett, Kirby Smith Jr., and Gene Dillman, and Chap. Art Smith.

Although Middlesboro is a new lodge, there is already a three-generation family among its members. They are (from left) Jack L. Foster, and Trustee Fred B. Foster and Fred L. Foster, both transfers from Richmond Lodge.



Salem, Ore., Lodge's clothing center consists of two rooms in the lodge home, one for repairing clothes and one for storing the finished items.



USED CLOTHING for needy families is supplied by Salem, Ore., Lodge's Clothing Center. The center began as part of the Christmas charity program at the lodge, but, under the direction of ER Ernest Zielinski, Brother Lindsay L. High, and Est. Lead. Kt. Max Doan, it grew to a year-round project.

Two rooms in the lodge quarters house the center. One contains sorting tables, ironing facilities and a sewing machine. Volunteers meet three afternoons a week to repair donated clothing and sew new articles. Four local dry-cleaning establishments and laundries donate their services for the

cleaning of soiled garments. The finished clothing, ready to be given away, is stored in the second room.

Among the 3,000 persons that received clothing from the center last year, 21 families whose homes were destroyed by fire were aided. Some of the items have also been donated to the Salvation Army, Goodwill Industries, and other local charitable organizations.

The combined efforts of all the members and many of their wives have made the success of this project possible. Salem Lodge is an example of how Elks are serving America.

## LODGE NOTES

**NORWALK, Calif.** Mayor Robert E. White declared Jan. 21 to be Norwalk Elks Cerebral Palsy Day. A therapy unit, attended by therapist Richard Bass, was on display at a local shopping center to acquaint the citizens of the community with the efforts of the Elks' state major project. An open meeting at the lodge that evening featured State Piggy-Bank Chairman Bob McLain.

**SAVANNAH, Ga.** Members of the Georgia State Elks Association gathered at Savannah Lodge for their annual winter meeting. At that time approximately \$30,000 was turned over to the Aidmore Crippled Children's Hospital, the state major project.

**PARK RIDGE, N. J.** Paul P. Sivo, lodge blood bank chairman, was first in line to donate blood to the Bergen County Blood Bank Bloodmobile. About 50 pints of blood were contributed by Elks and their families.

**ALEXANDRIA, Minn.** Members of the lodge celebrated their 25th anniversary in Elkdom with a program including tributes to their charter members. Elk dignitaries participating in the program included SP Dr. Verdie M. Gysland, Hopkins; PGER Raymond C. Dobson; DDGER James J. Leigh, St. Cloud; Norman Hansen, past Grand Lodge committeeman, and ER Gene Bentz.

**TERRE HAUTE, Ind.** Lodge members mourn the recent death of Mrs. Irene Shideler, wife of GL Lodge Activities Committeeman C. L. Shideler. She was active in supporting many of the Elks' programs.

**ETNA, Pa.** Youth Leadership contest winners for 1970-71 were presented savings bonds by George Rogina, youth activities committee chairman, and ER Charles F. Cook Jr. at Etna, Pa., Lodge. The first-place winners were Steven W. Johnson and Barbara Ann Gorski.

**FRESNO, Calif.** The Fresno Elks Haywire Band, directed by PER Durward M. Linder, is making an album with Capitol Recording Co., Hollywood. The band was created in 1936 by Brother Sam Naman, now 79-years-old. The band includes 50 members.

**MINOT, N. D.** An elaborately furnished room in the lodge home has been dedicated in honor of PGER Raymond C. Dobson. A trophy case in the room contains many mementos given to Brother Dobson when he was Grand Exalted Ruler in 1966-67.

**HILLSIDE, N. J.** Susan Adamo, winner of the lodge Youth Leadership award, received a savings bond from ER Joseph H. Sales and PER Bart Haltingse, youth leadership chairman.

**SUNBURY, Pa.** Savings bonds were presented to Katherine Mary Hoydt and David Robert Apfelbaum, winners of the lodge's Youth Leadership contest, by ER Nelson L. Lockuff and Esq. Robert E. Swank, youth activities committee chairman.

**DICKINSON, N. D.** Elks Camp Grassick, owned and operated by the North Dakota State Elks Association, and used for camping and the rehabilitation of handicapped children, is to be listed on state highway maps beginning in 1972.

**VALDOSTA, Ga.** Emerson L. Bell Jr., a 1966 GL Youth Activities award winner, recently won a graduate fellowship. He plans to continue his studies in the field of psychology at the University of Bordeaux, France.

**ALBANY, Ga.** Congressman Dawson Mathis, a member of Albany Lodge, is one of the youngest congressmen in Washington, D. C. He was born Feb. 30, 1940 and was elected when he was 29-years-old.

**ROCKVILLE, Md.** The lodge has moved to new quarters and is enjoying twice as much space as in the old location. A recent dance at the new lodge home accommodated one of the largest attendances of Elks ever.



**PENNSYLVANIA NATIONAL GUARDSMEN** recently presented four drawings depicting our military forces to Carlisle, Pa., Lodge. The prints, which are to be hung in the lodge's American Heritage corner, were presented by (from left) CW3 Mario Novi and Capt. Clarence Bricker, both members of Carlisle Lodge, to Brother Alexander Contract.



**THE NEW HOME** for Poughkeepsie, N. Y., Elks was dedicated recently during a three-day celebration. Officers and past officers from the lodge and the state attended the opening of the new \$400,000 lodge quarters. Cutting the ribbon during the ceremonies were (from left) ER James Palumbo, Supervisor Edward Schueler, and Acting Mayor Edward Ose.



**VISITING HUNTINGTON PARK, Calif., Lodge,** SP Ernest Olivieri (center), Sonora, was introduced to the cerebral palsy child being cared for by the lodge members. Joining in welcoming him to the lodge were (from left) Mayor Russell Schooling, DDGER E. C. Hathaway, PER Jack Parks, and ER Clyde W. Cobb.



**NEW HAMPSHIRE STATE ELKS** recently donated an amplifier system to the Portsmouth Naval Hospital. The system will be used during various special functions and award ceremonies at the hospital. Those present for the donation included (from left) State Trustee Theodore Hattin, Derry-Salem; PDD Ralph R. Rosa, Portsmouth; VP Harry Mullen, Derry-Salem; Lt. Col. Henderson, hospital administrator, and VP William F. Pforte, Dover.



**WISCONSIN STATE PRESIDENT** John McDonald (center), Chippewa Falls, was a recent guest of Marinette, Wis., Lodge. Among the 100 persons present to welcome him were (from left) State Trustee Daniel Stangel, Two Rivers; VP Victor Thedick; PSP Paul Fischel, Manitowoc; PDD Leo Schmalz, Kaukauna; PSP John Criske, Green Bay; ER Spencer Marcely; PDD Jim Boex, Green Bay, and Secy. W. W. Hubbell.





**NEWARK, New Jersey**, Brother George Knott Jr. (right), youth activities chairman, was joined by State Sen. Michael Guiliano in presenting a savings bond to Miss Casarda Spiro. Miss Spiro won the \$25 bond through one of the lodge's recent youth programs.



**SHOULDER PATCHES** for the entire area police force and fire department were presented recently by Barr, Vt., Lodge. Police Chief Floyd Chandler (left) and Fire Chief Albert Galfetti (center) accepted the flag patches from Est. Lead. Kt. Ray Jacobs. The supply was available to every regular and reserve officer of the two forces.



**DURING A VISIT** to Great Neck, N. Y., Lodge, DDGER Robert F. Thoma (left), Lynbrook, and VP Vincent J. Giganti (right), Brooklyn, met a number of fellow Elks with many years of fraternal service. These members included (from left) PDD Louis C. Weniger and Brother Glenen King Vars, both 50-year members; ER Timothy Foley; PVP Franklin G. Edwards, and Brother John M. Doyle, a 35-year member.



◀ **THE VIETNAM FUND** of El Dorado County, Calif., received a donation of \$100 from Placerville, Calif., Lodge. ER Joseph Vierra and Veterans Committee Chairman Dave Edwards presented the check to Mr. Carl Borelli (center), chairman of the fund. Various projects financed by this fund include Christmas trees to all El Dorado County servicemen in Vietnam, cheer packages, and Mother's Day telephone calls.

**DEDICATION CEREMONIES** for the new St. Augustine, Fla., Lodge home were attended by SP Robert B. Cameron (second from left), Holiday Isles. Welcoming him to the lodge were (from left) PDD Cecil H. Zinkan, ER R. E. McQuaig, PDD William J. McGrath Jr., and PDD William G. Dailey.



**OUR ABSENT BROTHERS**



**RITUALISTIC WINNERS** of New York's South Central District contest are from Watkins Glen Lodge. All the lodges in the district sent teams to the competition at Binghamton. Four members of the Watkins Glen team also received the top scores for their individual offices.

**NILES, Michigan,** Lodge now has a three-generation family among its members. Leland L. Hamilton III was initiated by his father, PER Leland L. Hamilton Jr. (right), who was assisted by PSP and Past State Secy. Leland L. Hamilton Sr.



**PASCACK VALLEY** Mental Health Center recently received a check for \$500 from Park Ridge, N. J., Lodge. The check will help the center to get established and eventually serve four communities in northern New Jersey. Health Center President David W. Foley (second from right) accepted the check from (from left) Brother Thomas Dunn, ER John R. Nordham, and PER Gerard L. Babcock.



**A CHARITY AUCTION** held at Beaverton, Ore., Lodge recently raised more than \$6,400. All the merchandise was donated by members and local businesses. The funds raised by the auction will go to the state major project, and the Tualatin Valley Workshop, a training center for handicapped persons, as well as to other charitable activities. (From left) Mrs. June Stevenson, PER Jack Stevenson, and Est. Lead. Kt. Bob Kreutzer helped out during the sale.



**THE HOMECOMING VISIT** of DDGER Frank P. Burgess Sr. (right) to New London, Conn., Lodge was a festive occasion. He was welcomed by (from left) PSP Francis G. Adams, Grand Treas. Edwin J. Maley, and ER George J. Pettinari.



## Thinking of Starting a Small Business?

by B. H. Robinson

VERY MUCH LIKE staging a show, starting a new business requires months of planning and hard work prior to "opening night". Since both are risky endeavors, even diligent preparation cannot assure success—but it helps immeasurably.

When a small specialty shop closed after only a few months in operation the disillusioned owner-manager said, "I was so enthusiastic and sure of my line. I just don't know why it didn't take. I could have sworn that the public was ready for it."

What this man didn't realize was that he was not ready for the public. Only a little more preparation, "rehearsals," and professionalism might have saved him.

There are probably over five million businesses in America today. About 95% of these are "small." There will be many "boom" or "bust" ventures in the future, with obsolescence of products the cause of many failures. The flourishing operations will be those with

something special that the competition doesn't offer.

Socio-economic trends indicate that there will be a rise in the number of small businesses within the next decade. Greater exposure to education and new ideas has created new inventions, techniques, needs—and larger paychecks. More people live in cities, hence a demand for more sophisticated products and cultural services. Small businesses are particularly well suited to supplying these demands. The past few years has shown a noticeable swing toward specialties such as card, gift and hobby shops, recreational equipment dealerships, and musical instrument stores.

Assuming that you have found a product or service that you, your wife, and even your mother-in-law feel must be a winner, what comes next?

Look at yourself and your potential coldly, not emotionally. Enthusiasm is necessary, but it can't carry the ball alone. Approximately 90% of past business failures has been due to inexperience and poor management. Now is the time to be practical and sure of your

footing. Determine if the type of business you are considering is suited to your skills, experience, interests, temperament and capital.

Get the "feel" or potential of your idea by checking background data with trade associations, suppliers, banks, and the federal government's Small Business Administration. Study the competition. Learn everything possible about the product or service.

Starting capital is a big consideration. It should be enough to cover living and business expenses for three months to a year, depending upon the type of business. Determine what prices will have to be charged to obtain a profit. The following should be taken in account:

Rent and deposit; Starting inventory; Salaries; Equipment, redecorating, repairs; Insurance premiums; Taxes and licenses; Attorney's and accountant's fees; Utilities; Advertising.

Establish your credit by contacting a reputable credit reporting agency. It will require a financial statement and

*(Continued on page 18)*

## Starting A Small Business

(Continued from preceding page)

references. The report will be available to suppliers and lenders, at no cost to you.

Most new businesses require financing, but many fledgling businessmen fail to prepare for a loan application. It is important to have all required information in your hand when you go to meet your lender. Competition starts even at this stage and the man who is prepared stands the best chance of getting the money he needs.

Lenders and investors realize that good management is the key to business success and that a firm's profits are directly related to its management ability. Therefore, they will want to know:

*The businessman's character* (Is he a responsible community member? Does he have a reputation for honesty?)

*The competence of the man* (Does he have sufficient background and experience for this venture? Does he display enough initiative?)

*The type of business* (Is it a steady, growing industry? Is it a 'fad' business? What is the competition? Who are the major suppliers and customers? Where will the business be located? What is

the legal form—sole proprietorship, partnership or corporation?)

*The plan of operation* (Does he have a definite plan? What are his objectives? What short and long-term money will be required?)

If your request for a loan receives a "No" reply, don't be discouraged. Many get this answer, but find out why you were turned down and do something about it.

A "Yes, if..." response means that you have a good chance of getting the money, but you will have to come up with more information perhaps, or meet certain standards.

If you receive an unqualified "Yes," you are very lucky.

Most small businesses begin as sole proprietorships, because they are the easiest to start. They require no formal documents and are relatively free from government regulations. For income-tax purposes the owner's business and personal assets are one. But, tax laws are extremely complex and the services of a competent accountant are almost a necessity. Even the smallest enterprises must consider the multitude of federal,

state, county and city taxes and regulations.

If you contemplate a partnership, careful thought must go into the selection of a partner. Be sure that characters, personalities and goals are compatible, and that he is able to contribute financial or technical assistance. It is important to consult an attorney who can steer you toward the most beneficial partnership arrangement.

If you wish to purchase a business, real-estate brokers who specialize in business opportunities can often provide leads. Newspaper ads and trade publications also have sources. Once you've found a likely business, carefully evaluate it. Find out the *real* reason the business is for sale, learn its assets and liabilities, the pedestrian-traffic potential, the history of the location and the business. Know if an agreement would include fixtures, stock-in-trade, "good-will," and the right to use a business's name. Do not sign a sales agreement without your attorney's advice.

A real-estate man who specializes in business space will be useful if you need a location. Most new businesses plan to lease. You and your lawyer should read the lease agreement carefully, more to determine what it does *not* say than what it does. For instance:

Who owns improvements that you might make?

In case of fire or condemnation, will you be reimbursed?

What kind and how much insurance does the landlord carry?

What are the lease renewal provisions?

Can you sublet, if you wish?

Are there options for expansion?

How is rent determined? Is it proportionate for the facilities?

Before beginning any operation, be sure to check with your insurance broker. Most insurance rates are competitive and shopping may be a good idea. However, it is to your definite advantage to place all of your coverage through one broker and one insurance company, if possible. The most modern approach is the "package" policy, which includes both property and liability protection. It normally offers a discount. The type of business and its location greatly affect rating factors and final premiums. Allow sufficient time for policies to be written, since you should be covered the moment you open your doors—and frequently sooner. If you will be hiring others, don't fail to check your state's workmen's compensation insurance requirements.

(Continued on page 21)

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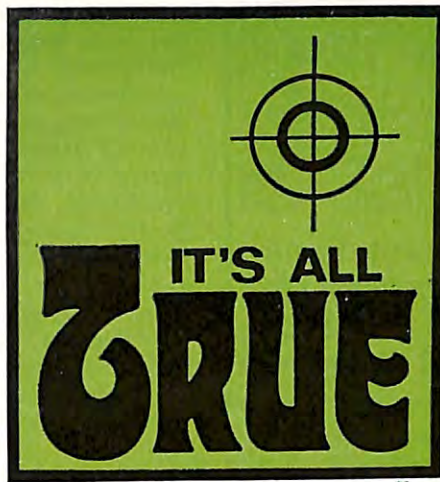
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Fully "lit up," the fish arched from the water once, twice, three times and I knew I was onto a record fish—a record for the test line I was using. My little spinning reel was loaded with two-pound test monofilament. (As a matter of fact, the actual breaking strength of the line was precisely 1.8 pounds.)

Now the all-tackle world record barracuda weighed over 100 pounds. But there's an organization that makes every fishing trip a potential world record producer. It's the International Spin Fishing Association which keeps spinning records for line tests of 2, 4, 6, 8, 10 and 12 pounds, for both fresh and salt water fish.

Founded in 1959, the organization keeps track of all world spinning records in the line classes listed. It also works on a world-wide basis to promote fishing conservation. In each case, the pound test of the line used for a record catch cannot exceed the class weight. For example, to qualify as a four-pound ISFA record the line test must run between 2.001 and 4.00 pounds, and so forth.

And a word of advice for record seekers: most line manufacturers make their lines stronger than the weight listed on the label. So if you're after a 12-pound record, for example, I'd suggest using line labelled 10-pound.

Pitting your fishing skill against any gamefish on light line adds a great deal of challenge and expectation to the sport. Take the Bahamas barracuda I'm talking about.

Fishing out of Deep Water Cay Club, I was really trying to land a nice bonefish on the two-pound mono. But when the 'cuda hit I knew two things: first that he was in the 20-pound class, and second that I had a heck of a fight on my hands. I was sure he would be an ISFA record. The fish weighed more than 10 times the breaking strength of my line!

The drag on my spin reel was a good one and I put all the pressure on the fish that was possible. After about half an hour I had him close to the boat, but in a deep water channel between mangrove keys. There was simply no way to lift him higher in the 12 feet of water where he sulked.

So there I stood with the rod bowed and the reel's drag clicking just under the breaking point of the line. And there the barracuda sat, jerking his head from side to side.

It was a stand-off.

Long-handled nets or gaffs are not part of the equipment on the bonefish skiff I was aboard so there was no way of getting down to the fish. Then the 'cuda began a steady surge toward the mangrove roots a short swim away. I gave him the rod butt and I simply had to tighten the drag. The line popped and it was all over, just 47 minutes after the strike.

Disappointed? Sure. But I had a big kick. And a world record that almost came true!



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## Mount Pleasant, Penn., Lodge Presents Homer Huhn, Jr., for Grand Secretary

At a regular meeting of Mount Pleasant, Pennsylvania Lodge No. 868 of the Benevolent and Protective Order of Elks, held on January 21, 1971 the following Resolution was adopted:

"WHEREAS, the Officers and Members of Mount Pleasant, Pa., Lodge No. 868, recognizing Brother Homer Huhn, Jr., as it's outstanding member and do recognize and appreciate the twenty-nine years of outstanding service he has given to Mount Pleasant Lodge, the Pennsylvania Elks State Association and the Grand Lodge of the Benevolent and Protective Order of Elks; and

"WHEREAS, Brother Huhn has unselfishly and untiringly served Mount Pleasant Lodge as Exalted Ruler and in many other capacities including eleven years as Secretary; and

"WHEREAS, Brother Huhn has rendered outstanding service to the Pennsylvania Elks State Association as an Officer, Committeeman and as its

President and served as Secretary of this great Association since 1965; and "WHEREAS, he has served the Pennsylvania South and Southwest District as District Deputy Grand Exalted Ruler and as Chairman of the Advisory Board; and

"WHEREAS, in addition to serving as District Deputy Grand Exalted Ruler, he has also served the Grand Lodge as a Member of the Credentials Committee, the Lodge Activities Committee, the Auditing and Accounting Committee and during the year 1970-1971 as Chairman of the Lodge Activities Committee; and

"WHEREAS, since January 15, 1971, Brother Huhn has been serving as Grand Secretary by appointment of Grand Exalted Ruler Miller, in recognition of the administrative ability, integrity, dependability, broad knowledge of the affairs of the Order and the strict adherence to its teachings exhibited by Brother Huhn during the years since he became a member of Mount Pleasant, Pa., Lodge No. 868 in 1941;

"NOW THEREFORE BE IT RESOLVED AND IT IS HEREBY RESOLVED: That Mount Pleasant Lodge is greatly honored and proud to present to the 1971 Grand Lodge Convention in New Orleans, Louisiana, the name of Brother Homer Huhn, Jr., for election to the Office of Grand Secretary of the Benevolent and Protective Order of Elks of the United States of America."

Peter J. Cavezza, *Exalted Ruler*  
Frank Kaczmark, *Secretary*



## Macomb, Illinois, Lodge Presents H. Foster Sears for Grand Treasurer

H. FOSTER SEARS, having served in all the chairs of Macomb Lodge No. 1009 of the Benevolent and Protective Order of Elks, and

WHEREAS: He has served with dignity as the District Deputy, Grand Exalted Ruler of the Illinois West Central District, and

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

WHEREAS: He did faithfully serve as a member and the treasurer of the

Crippled Childrens Commission, the major project of the State Association, and

WHEREAS: He has served the Grand Lodge as: Grand Esteemed Lecturing Knight; as a member of, and Chairman of, the Lodge Activities Committee; as a member of the State Association Committee, the New Lodge Committee, the Auditing and Accounting Committee, and therefore:

BE IT RESOLVED: that Macomb, Illinois Lodge No. 1009 of the Benevolent and Protective Order of Elks is proud to present to the National Convention of the Benevolent and Protective Order of Elks in New Orleans, Louisiana in July 1971, Brother H. Foster Sears for election to the Grand Treasurer of the Benevolent and Protective Order of Elks of the United States of America.

Unanimously adopted by  
Macomb, Illinois Lodge #1009  
on January 13, 1971  
Larry Gillenwater, *Exalted Ruler*  
Richard C. Nester, *Secretary*

## Starting A Small Business

(Continued from page 18)

Unless you have had previous experience, you will need an accountant's assistance to set up an easy-to-follow bookkeeping and records system. Also he can suggest simple office equipment and supplies.

Usually the independent businessman has only a modest amount of money to invest in advertising. When you're ready to open, contact your local newspaper. Often it will feature a new enterprise with pictures and a story, at no cost. You should take steps to secure your share of the market. Advertising is the best way. An effective advertising program generally involves several media, but one should dominate. Use the ones that seem to reach the potential market and fit your budget. Ask for detailed figures on costs and coverage. Find out what results each medium has given to other advertisers. Don't try to write your own ads. Seek professional counsel, as professionals make fewer mistakes.

Newspapers offer excellent market penetration and can be tailored to smaller budgets. Ads are flexible and may be changed or corrected easily.

Many people turn to the newspaper before shopping and are prompted into quick action.

For small operations, direct-mail advertising rates second to newspapers in dollar volume. One advantage is that prospects can be selected. Since this type of advertising floods mailboxes and is often tossed aside, mailers must be well designed. Printers and direct-mail specialists generally extend design and production services. Lists can be obtained from telephone books, magazine publishers, trade directories and some banks. Mailing houses and list brokers have catalogs for sale or rent.

Radio is growing in its importance to the small businessman, since it is now more locally oriented, rather than nationwide. Spot commercials work well, but they must make a strong impression or risk being lost among the listener's other activities. Rates are scaled to various prime-time periods. The program director of the station can offer valuable assistance.

Television offers an opportunity to advertise dramatically, however, it is expensive and local advertising must

have an exceptionally professional appearance if it is to meet with audience acceptance. UHF television has opened new paths for local advertising in some areas, since it caters to special audiences. Its potential is still developing.

There are other media such as the "yellow pages," magazines, trade publications, and outdoor advertising. Some suppliers will assist independently-owned businesses by offering cooperative advertising. Many provide aids such as mats and portfolios, layouts and copy suggestions, ideas for special promotions, and pictures. Some of this material is free.

The "image" that people have of your small retail or service firm is an important factor in its success. Customers usually judge prices from advertising, window and counter displays, decor, and the business location. Recently, a supermarket installed carpeting. The floor covering created a higher price image and customers stayed away, incorrectly thinking prices had gone up. Conversely, some customers feel that low quality goes with low prices, and they will not shop where they are promoted. Others like "bargain basements." Indirect lighting generally makes a customer think of high quality. Low ceilings convey a personal appearance. Some color schemes are more feminine, others more masculine.

Don't try to be all things to everyone. One of the competitive strengths of a small business is that it can be different.

Being in business for yourself should be tremendously rewarding and exciting—but it may be frustrating and financially disastrous.

Although advice and help are available, only you can decide if being your own boss is worth the gamble. ■



Doctor A. M. Kleinman, Hospital Director of the V.A. Hospital in Bronx, N. Y., presents a first-place prize of \$50.00 to patient William Goodman for his hand-crafted chessboard and chessmen set. Standing with Dr. Kleinman are Brother Lou Dunne (Bronx), Miss Barbara Colledge, O.T.R. (therapist), and Deputy Representative Leonard Levy, V.A. Voluntary Service Advisory Committee. Elks donated \$145 in prize money for the Arts and Crafts competition.

## OTHO DEVILBISS TO RETIRE SOON

Otho DeVilbiss, Director of Public Relations for the Order of Elks, will retire following the New Orleans Convention in July.

The National Memorial and Publication Commission responsible for the Order's Public Relations Program, is interviewing candidates for the post. Those interested and qualified should submit a resume and photo to Wade H. Kepner, Chairman of the Commission, 425 West Diversey Parkway, Chicago, Illinois 60614.

Brother DeVilbiss, a member of New York Lodge No. 1, was named Public Relations Director in July, 1948, when the Grand Lodge authorized the creation of the Order's first public relations department.

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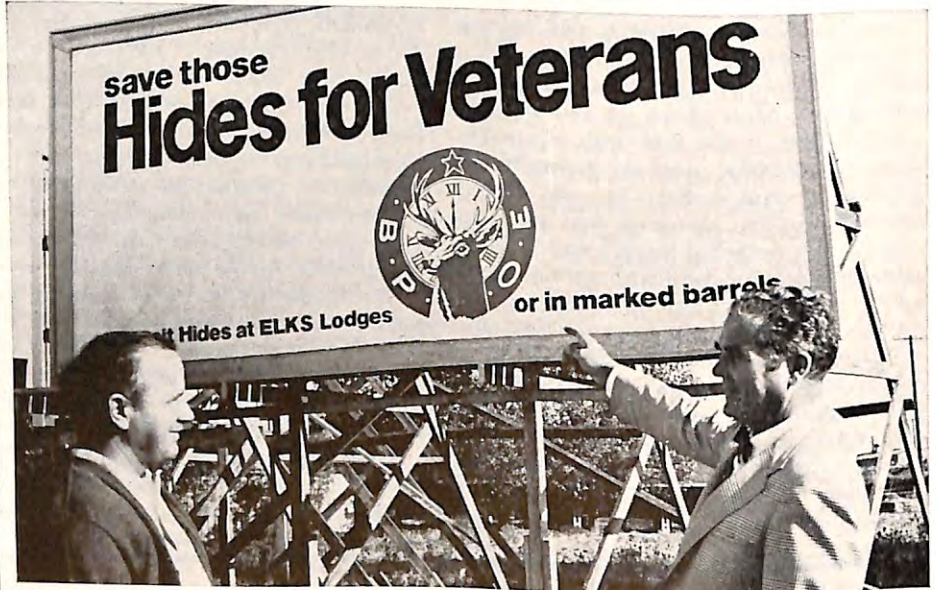
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ELKS NATIONAL SERVICE COMMISSION



Eugene, Ore., Lodge ER Cliff Codding points out one of two "Save Those Hides for Veterans" billboards, donated by Obie Outdoor Advertising, Inc., appealing to local Oregon hunters. He's telling Brother Jim Cassell, Chairman of the Hide Collection Committee, that several collection barrels were placed prominently in locations throughout Springfield, Oregon. In addition, Eugene radio stations KUGN and KATR donated time for spot announcements during the hide-collection promotion.

Presenting a 150-pound-plus package of leather goods to the Veterans Hospital in Dayton, Ohio, are members of the Ohio Elks Association. Shown shaking hands are Dayton PER Edwin M. Turner and Robert Tetterman, hospital official. Looking on are two Sidney-Ohio, brothers, George Wagner and PER Francis Glass, along with PDD Marc C. Humpert (Dayton), and Sidney ER Charles S. Hempleman.







## What Grand Lodge is Doing to Protect Elkdom's Rights

Many of our members, Subordinate Lodges and State Associations have wondered at the attacks that have been made on the Benevolent and Protective Order of Elks, other fraternal organizations and private clubs.

It should be pointed out that the ultimate goal of those who spearhead this concerted effort is to completely eliminate all private clubs or fraternal organizations that restrict their membership on the grounds of sex, religion, national origin or race. Therefore it should be emphasized that this issue is not simply one of color or race.

In December, 1970, at a special meeting of the Grand Lodge Advisory Committee, a Special Subcommittee, consisting of Grand Exalted Ruler Glenn L. Miller, Past Grand Exalted Ruler Robert G. Pruitt and Past Grand Exalted Ruler Edward W. McCabe, with Robert A. Yothers, member of the Grand Lodge Committee on Judiciary, acting as Special Counsel, was appointed and charged with the responsibility and authority to assist the Subordinate Lodges and State Associations in any case where they are subjected to attack.

In 1969, the Maine Legislature passed a statute which prohibited the issuance of any license to any organization which restricted its membership to any person on account of race, religion or national origin.

In the fall of 1970, B.P.O.E. Portland (Maine) Lodge No. 188 made application to the City Council of Portland for renewal of its liquor license, which was denied.

An appeal was made to the Maine State Liquor Commission. The Liquor

Commission denied the appeal of Portland Lodge No. 188, and also refused to renew the licenses of the other Elks Lodges in Maine.

Because this question vitally affected all Elks Lodges—not only those in the State of Maine—it was the decision of the Special Subcommittee to assist in these matters.

In the latter part of January, the Court, in the case of Brunswick Lodge No. 2043 and other Maine Elks Lodges against the members of the State Liquor Commission and the Attorney General, granted a permanent injunction against the Liquor Commission, its agents and employees, from refusing to renew the 1971 liquor licenses.

It is interesting to note that the Court, in its decision, had the following to say:

"It is the finding of this Court that the defendant (Liquor Commission) acted arbitrarily and without legal basis for its refusal to renew plaintiffs' licenses. If the Elks Clubs have had character because of the by-law contained in their national charter, then it necessarily follows that they have possessed this bad character ever since the adoption of the Declaration of Rights in the Maine Constitution and ever since the first Elks Club was chartered in Maine."

Early in February, the license for Portland Lodge No. 188 was renewed.

The matter of Irvis against the Liquor Control Board of the Commonwealth of Pennsylvania and Moose Lodge No. 107 (Harrisburg, Pennsylvania) was instituted by the plaintiff for the purpose of seeking to compel the Liquor Commission to cancel the license issued

to Moose Lodge No. 107.

This matter has been appealed to the Supreme Court of the United States, and if the Supreme Court decides to hear the appeal, it is planned that the Elks will request permission to file briefs in support of the Moose Lodge.

In New Hampshire, Attorney General Warren B. Rudman has advised the Governor of the State that, in his opinion, the New Hampshire State Liquor Commission does not have "authority to adopt a regulation that would deny liquor permits to private organizations with discriminatory clauses in their charters."

Attorney General Rudman has further said that legislation might be required to authorize the State Liquor Commission to revoke liquor licenses because of discriminatory clauses, but that he has "serious doubts" as to the constitutionality of such legislation.

The case of Gerber et al against the Washington State Liquor Commission et al was the forerunner of a series of attacks and is being used as a pattern for the lawsuits instituted in the various States.

In this matter, the Grand Lodge has intervened jointly with the Loyal Order of Moose and the Fraternal Order of Eagles.

Report will be made later relative to the cases now pending in New Jersey, Massachusetts and Oregon.

All members, Subordinate Lodges and State Associations are urged to keep the Committee advised of any litigation that is instituted or of any legislative enactments, and to reassure all concerned citizens that the Benevolent and Protective Order of Elks will preserve, protect and defend the Constitution of the United States of America.

Robert A. Yothers, Spec. Counsel,  
G.L. Subcommittee—B.P.O. Elks  
1715 Northwest Market Street  
Seattle, Wash. 98107

### Elks Youth Week

Grand Exalted Ruler Glenn L. Miller has declared that our youth is our nation's most valuable resource. This treasure, however, can become a burden if Elks, as parents, do not provide proper guidance for their children. The youth of today will be the leaders of tomorrow, if we prepare them. Accordingly, Brother Miller has requested 100 percent participation in Elks National Youth Week beginning May 1, 1971.

The GL Youth Activities Committee, under the leadership of Horace E. Miller Jr., is asking each state association to sponsor a statewide program for the lodges under its jurisdiction, a program in which each lodge within the state will have the

opportunity to participate. In addition to this, the committee is asking each subordinate lodge to conduct its own program during the first week in May to demonstrate the Elks' interest in our youth.

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

To enter the contest, simply prepare an accurate brochure on your activities. In your brochure, please submit a mem-

bership classification. To qualify, no brochure shall weigh more than 25 pounds; it shall not exceed 15 x 18 inches in overall size and 6 inches in thickness.

All brochures must be received not later than May 29, 1971 by

Committeeman Marvin R. Pike  
401 E. Carson Street  
Carson, California 90745

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

All state youth chairmen are requested to send immediately their reports on scouting directly to

Horace E. Miller Jr., Chairman  
1233 Parkwood Drive  
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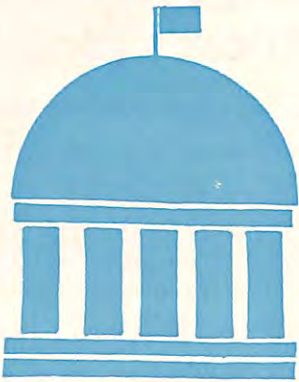
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# AROUND WASHINGTON



declined drastically since last August when the Executive Protective Service, an arm of the Secret Service, began patrolling the area. But there's still a long way to go. An FBI report shows that Washington was fifth in the number of robberies reported by major cities in 1970, behind New York, Chicago, Detroit and Los Angeles.

A LOT OF MISTAKES cropped up in federal income tax returns as they poured in to meet the April 15th deadline. Some taxpayers forgot to stick the new mailing label on Form 1040 containing their name, address and social security number. Others made errors in their arithmetic, in many cases in the government's favor. These are caught by computer and the taxpayer gets a check for the difference. The IRS says the pain of income tax time will be eased for millions since two out of every three returns, to judge from past experience, probably will have a refund coming.

NEW KENNEDY PORTRAITS now hanging in the White House are attracting the attention of visitors this spring. Painter Aaron Shikler says there is a reason for the way he did them. He tried to show the former First Lady as a woman of inner strength with a haunted look in her eyes. He portrayed JFK with a bowed head to depict him as a thinking President.

CRIME CUT. Washington is gradually getting to be a safer place to live. The total number of reported crimes in 1970 was 5.2 percent below that of 1969. This was the first time in 14 years that reported crimes dropped below the level of the previous year. Police Chief Jerry V. Wilson attributes the decrease to a larger police force, more street light, court reforms and an increased enrollment of heroin addicts in the narcotics treatment program. Crime reported on Embassy Row has

TAKE A CLOSE LOOK next time you're in Washington at the "Baptism of Pocahontas" hanging in the Rotunda of the Capitol. An Indian sitting on the floor in the right-hand corner of the painting has six toes. The mistake is a conversation piece among insiders who know about it but they have been unable to come up with an explanation for it.

WATER BEDS are being sold in some Washington stores. The manufacturers who have come up with the idea of filling mattresses with water claim they'll give you a more comfortable night's sleep. Wouldn't it be nice, now, if they could carry this a step further and install a button you could push to let you slip into your morning bath without ever getting out of bed?



PREGNANT BRIDE. There was something funny looking about the mannequin in the bridal gown on display in Garfinckel's window. Suddenly it came to UPI editor Lou Cassels who had stopped to gaze. "She looks about seven months pregnant," he said. The embarrassed store changed its window after the story complete with picture

appeared in all three Washington dailies. The "illusion" of a "bulging tummy" was produced, the store's display director said, when a window dresser tilted the mannequin's hip forward to emphasize the bridal gown's train.



**APRIL FOOL.** The latest gag being told on Capitol Hill concerns the appearance of a hippie on a television panel program in California. When he was asked what he thought of the Indianapolis 500, he answered, "I think they're innocent."

**LIP PRINTS** can be used for identification in criminal cases, according to a report of two Japanese doctors printed in Dental Abstracts, the American Dental Association magazine. They said that a study of several hundred persons showed that each had individual differences in the shape of lip wrinkles and grooves. Two suspects in a case involving an anarchist threat to blow up Tokyo police headquarters were released, they reported, when their lip prints did not match the prints lifted from an anonymous letter to the police.

**LABOR FRONT UNREST.** Business watchers here predict that industry will be hit by a wave of strikes this year. Hard collective bargaining is ahead as major contracts covering 4.8 million workers expire. Even though unemployment reached a 10-year peak of 5.4 million in January, rank and file union members are believed ready to stage walkouts in steel, copper, aerospace and other industries to push their demands for raises which will catch up with past inflation.

**MOON TRIPS** will be a thing of the past for U.S. astronauts after the completion of three more Apollo flights—one in July and two next year. After that, NASA will concentrate on Skylab, an experimental space station, scheduled to go into orbit around the earth in 1973 and, if Congress approves, on a space shuttle program. Despite the success of the Apollo 14 mission in February, Congress has no intention of stepping up spending for space exploration. It feels that the top priorities it must deal with now are problems here on earth.

## MOVING?

Before you move to a new address, do two things:

- Give your new address to your lodge Secretary so that he can change his records and forward your new address to the Magazine.
- Visit your post office to leave a forwarding address. Also, sign a form they will provide indicating that you will pay forwarding postage for magazines addressed to you.

With our huge circulation, it takes as long as a month for a change of address to be effected. If you announce a change of address early and guarantee forwarding postage, precious dollars will be saved that otherwise we must pay under present postal regulations. Your cooperation will benefit the entire Order.

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## For Elks Who Travel

by Jerry Hulse

PARDON ME, BOYS, has anyone seen the Chattanooga Choo Choo, or for that matter, any other choo-choo lately? The passenger train, that romantic iron horse which plowed its way across America helping to tame the West, lives on, but barely. They say it's highballing its way toward oblivion. Too many people up in the clouds, rushing God knows where in the jets. So the trains move across country half empty. Nostalgic reminders of another time, a time when the world seemed a happier place in which to live and everyone wasn't in such a hurry to get wherever it is he's going.

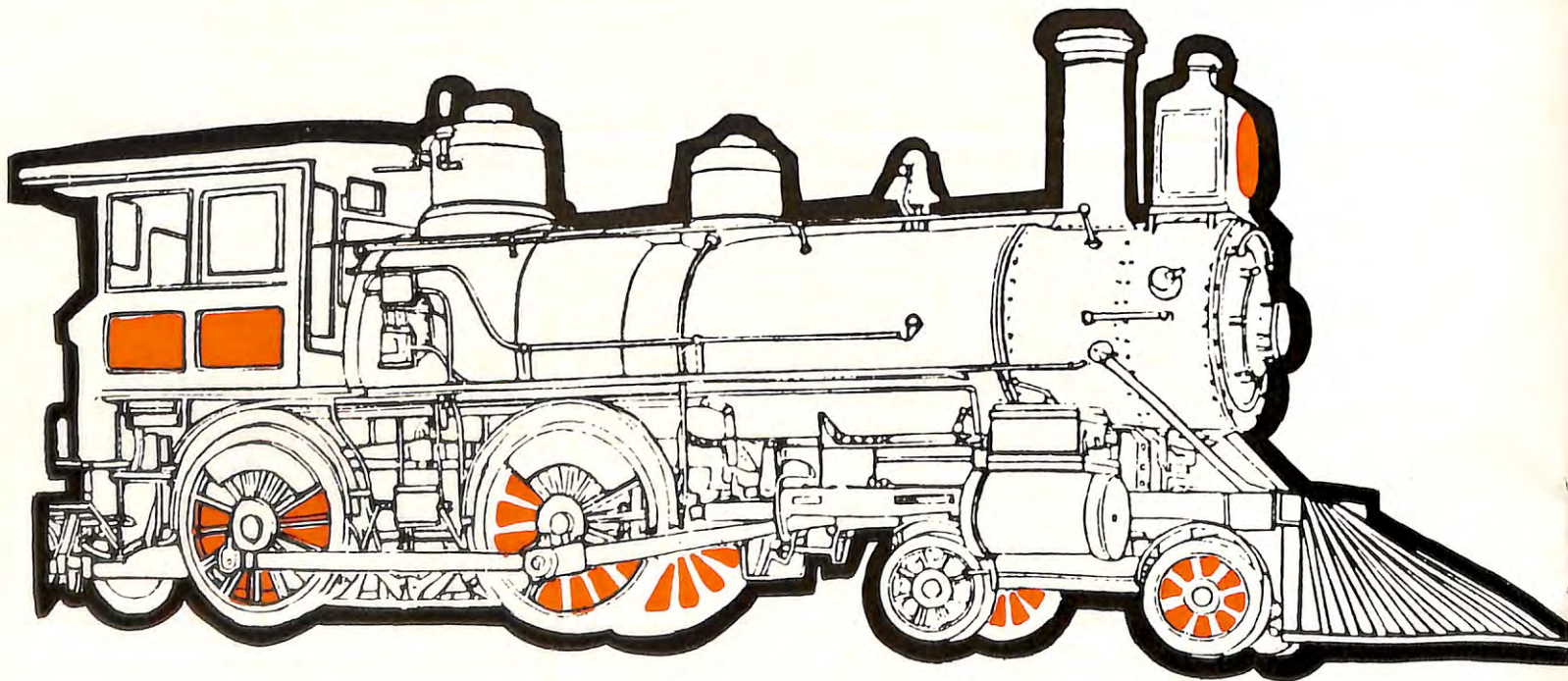
Like others grown tired of rushing, the other day I took a sentimental journey on Union Pacific's Domeliner City of Los Angeles from the City of Angels to Chicago. The trip took 48 hours, would you believe it? In that time I could have flown all the way around the world—at least once, maybe twice. Or clear to New York, round trip, nine or 10 times. But never mind because I learned something in those 48 hours. It was a simple lesson: I learned how peaceful life can be when you're not hurrying.

While waiting for my train I watched a boy in uniform, his arm around a girl. Union Station was nearly deserted but the scene recalled another time—it seems a world away—during those desperate days of World War II when this very same place was crowded, packed, with other boys in uniform. A soldier would kiss his sweetheart good-bye and his train would move away and she'd wave, and perhaps she'd never

see him again, ever. The dramas were terribly sentimental, but so terribly real, remember?

A voice echoed through Union Station, releasing me from my reverie. They were calling my train. I was afraid maybe I'd be disappointed. I'd heard how the trains were dirty and the service was poor and how the railroads had replaced the diners with automats. Plug in a quarter and out pops a sandwich. Plug in a dime and out pours coffee. That's what someone'd said, but he was wrong; it wasn't true, not on this train, anyway. It was spotless, the mahogany freshly polished till you could see your reflection. The diner was just as I'd remembered the diners on trains years ago: crisp linen, silver, china. Leaving Union Station I ordered lunch and by the time dessert

# TRAINS



**It's a leisurely trip, not for the easily bored, scaling mountains or burrowing right through them, rolling, rolling, always rolling.**

arrived I was watching vineyards and pastureland and cattle grazing.

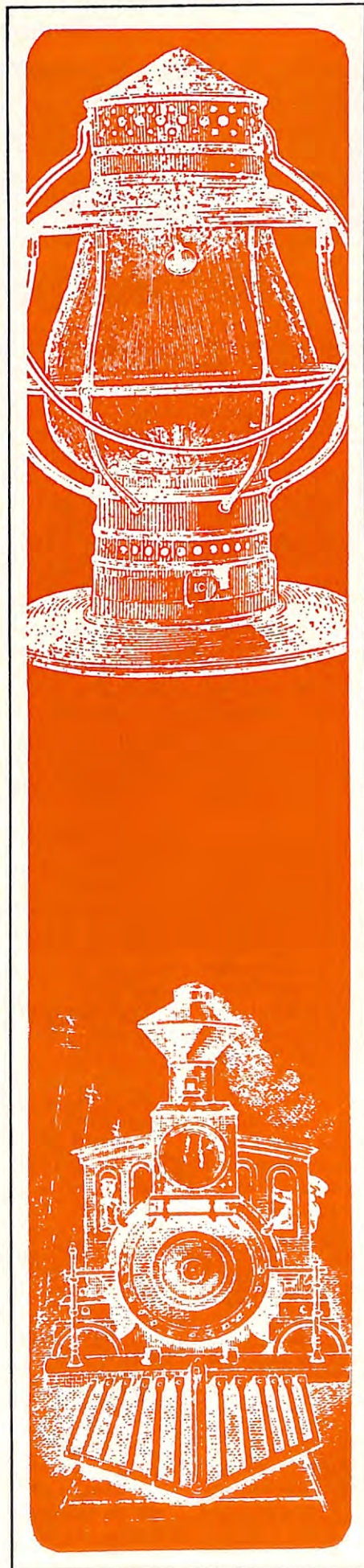
A black man brought the meal and another black man poured drinks in the bar car, and I swear they were the very same kindly black men I'd remembered as a child. Today the world is mixed up, of course, and other black men are demanding what's rightfully theirs, but this was a sentimental journey recalling another time, a long ago time. The bartender, Mr. Lamb, began railroading 40 years ago with the Chicago-Milwaukee-St. Paul & Pacific Railroad. This was about the time I came West as a child. I was three years old, but I can still remember the haunting, mournful cry of the steam whistle late at night. That old whistle is a part of Americana that's gone forever, I suppose. When you heard it, going to sleep, you got a terrible yearning, wherever you were, to leap out of bed and run catch a train. Any train. It didn't matter where it was going. Oh, yes, the train—it was a marvelous romantic machine.

Lamb poured another Scotch. "I've served lots of folks," he said, "lots of famous folks." He recited a list of famous politicians, corporation presidents, movie stars. "There was a band leader, a famous band leader, who always ordered martinis." He shook his head and chuckled. "Wh-oo-eee, how that man could drink."

This was an era when businessmen traveled by train and they'd crowd together in the bar car and the conversation was noisy and exciting. "The atmosphere was wonderful," the old black man said. Only three customers sat in the lounge. "You don't see it any more. No, sir, you don't see it any more." Today the people who ride trains are mostly old or else afraid to fly. "In the summertime it gets busier," Lamb said, polishing a glass. "That's when families travel together. Parents bring their children so's they'll have the experience before it all ends."

Before it all ends . . .

A railroad president told a gathering recently, "Through all the pleasant haze of nostalgia and romance of train travel, the cold fact remains that the long distance passenger train is dead." Another railroad executive concurred. "I can only urge the railroads," he said, "to be intellectually honest about the situation, to portray it as it is, to face the hopelessness of the passenger train forthrightly." The streamliners are vanishing, famous names like the 20th Century Limited, the Golden State, the Lark.



"No one can expect the railroads to invest billions of dollars on a losing proposition," another railroad spokesman said. The jet and the automobile are the major competitors, although the demise is being hurried along by the loss of mail revenue on most passenger trains. The only real hope appears to be the prospect of a government subsidy. In the East one railroad is seeking resuscitation with fashion shows, hair styling and wine tasting parties. Another has installed telephones and mini-skirted hostesses. Now they're talking about a train that will race across the desert between Los Angeles and Las Vegas at 300 m.p.h.

I thought of all this, this recent night as the City of Los Angeles moved toward Las Vegas. Who'd want to go 300 m.p.h., I wondered, except maybe in an airplane? I took a seat upstairs in the Domeliner. It was dark and I watched the moon and the stars outside. A coyote stood on a hill and howled at the train, and there was the soothing sound of wheels on tracks and a little boy waved from a house, a small face in the dark. An old melody played through the train, a recorded tune that took me back to another time, a time of war, a time when America was still proud and united and determined to win her war, which she did. The song reminded me, too, of the days before the war when everyone hurried less and valued the preciousness of simpler things.

While these thoughts moved through my mind lights suddenly flashed out of the darkness. "Las Vegas!" called the conductor. "Las Vegas!" It was the first big stop on a sentimental journey. I looked down Fremont St. and reminded myself to put a few dimes in the slot machines . . .

Later Las Vegas faded into the deep, mysterious blackness from which it had appeared and I fell asleep, listening to the soothing music of wheels against tracks. When I awoke we were in Ogden, Utah. Earlier, in Los Angeles, we were three trains hooked together as one: the City of Los Angeles, the Challenger and the City of Kansas City. At Ogden we picked up another, the City of San Francisco; it had arrived ahead of us just before dawn. Later, at Cheyenne, we cut loose the City of Kansas City so it could hurry on south while we continued east.

Back in Ogden I had breakfast on the diner and, like the song says, nothing could be finer. Not so much the food but the view: the Wasatch Moun-

*(Continued on page 28)*

(Continued from preceding page)

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tains reached up into the hazy, cold sky and there were marshes and a peaceful pond with ducks swimming among the reeds. I thought of the late Lucius Beebe and how much he'd loved trains. Once when I was preparing a special section on jet travel for the *Los Angeles Times* I called on Beebe to contribute an article, forgetting how he loathed airplanes. "My good man," he said politely but firmly, "I despise flying. Now, if you'd care for something on the joys and comfort of train travel I'd be happy to oblige you. But airplanes, please—you must be kidding!"

In the observation car before going to bed I spoke with a young couple traveling with an infant. Why had they taken the train, I asked? "Simple," said the boy, "it's cheaper. We've got more time than money." In the bar car there was a Nebraska boy who'd gone to Hollywood to make good for himself in the movies and failed and now he was going home to drive a truck. The more affluent passengers took to their pullmans while the chair cars were filled with economy riders. It was a flashback to another era: they sat with baskets filled with fried chicken and ham sandwiches and they drank from thermoses of coffee.

At the little town of Evanston I switched on my transistor and learned how far the troubles of the world were from the scene. The newscaster's major stories told about a two car crash (no injuries) and a farmer who was fined

for killing a couple of antelope. The judge was unsympathetic when the farmer said he'd caught the antelope grazing in his cornfield. Antelope, good heavens—I'm from the city. Here I thought all this time they were mostly extinct. The radio played "Ragtime Cowboy Joe" and other country music. I looked out the train window as Evanston passed—a town a couple of blocks long with no smog, no traffic problems. I doubt that Evanston's residents complain much about high blood pressure. Well, that farmer who got fined for shooting the antelope, maybe, but that's about all.

The train passed on through Green River, Wyo. (Pop. 4000) and climbed high into the Rockies, so high nothing much grows and you can see forever and it's pure and peaceful, up there on top of the world. The sunset was one of those that lingers, the sky streaked with flaming clouds that die slowly, disappearing, finally, into the melancholy twilight hour. The conductor walked through the train with his lantern, just as I remembered the scene from boyhood. Occasionally I'd catch the names on the rail cars sitting on the siding: Illinois Central, Southern Pacific, Union Pacific, Milwaukee-Burlington, Pennsylvania Erie Lackawana, Northern Pacific, Penn Central, Chesapeake & Ohio, Delaware & Hudson, Great Northern.

Finally it was morning and we were  
(Continued on page 45)

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# It's Your Business!

## COST-CONTROL FOR SMALL-BUSINESS SURVIVAL

On September 24, 1969, President Nixon appointed a Task Force on Improving the Prospects of Small Business. He asked the group to submit its report on December 1 of that year.

The Task Force's report was published in March 1970 (and is available for 25 cents from the Superintendent of Documents, U.S. Government Printing Office). Its 30 pages are packed with valuable information, but we were particularly struck by the following statement about small-business failures in the year 1968:

"The number of casualties stemming from sales anemia last year stood at an all-time low. On the other hand, the percentage of concerns overwhelmed by heavy operating expenses reached a new high. Bankruptcies triggered by soaring costs were double those of 10 years ago.

"We ourselves have seen a number of small firms which did fairly well in developing sales income but either failed or kept teetering on the brink because of their costs and expenses.

"Of the small businesses that failed in 1968, 54% had been in operation not longer than five years. This meant that they had been established in an era that was heavily characterized by excessive confidence in the idea of 'a recession-proof, ever-expanding economy.' The spirit of the Affluent 60s was not conducive to the development of *cost-control discipline* in either small business or big business. In two industries in particular—the stock brokerage and the franchising industries—many companies conducted their financial affairs as if they'd never even heard the phrase 'cost accounting'."

At the time this article was being prepared (early in February), the financial world was trying to absorb the shock of the news that the great old British automotive firm Rolls-Royce Ltd. had been put into receivership, because of tremendous losses connected with their contract for the production of engines for Lockheed. But it is sobering to hear that Britain's Minister of Aviation Supply, Frederick Corfiend, said about Rolls-Royce that "the financial control exercised by this company had been of a very mediocre order for a long time." The same verdict could be made about many an American company that has suffered financial failure in the last couple of years.

What are the costs-and-expenses prospects for business generally in the immediate future? And what can you do to protect your own business from becoming a "cost-and-expenses casualty?"

### Some Important Trends

In his economic report to Congress last February, President Nixon said that business "cannot expect to pass all cost increases along in higher prices." Nonetheless, as of last February there was no real indication that the principal cost-increasing factors—wages and salaries and employee

benefits—would be stabilized in the foreseeable future. *U.S. News & World Report* estimated last January that "\$1 out of every \$5 of employers' costs" goes into employee benefits—the range of which continues to expand.

Two very important trends of our time—the *consumerism* movement and the *anti-pollution* movement—are likely to be regarded by most economists as belonging to "sociology" rather than to "economics." But it has already become quite clear that the economic effects of both of those movements is going to be very substantial indeed. A few months ago, F. Ritter Shumway, president of the U.S. Chamber of Commerce, warned that the businessman who fails to take the consumerism movement seriously "does so at peril to his very economic survival." Such a warning from such a source had better be pondered very thoughtfully indeed by small-businessmen as well as by larger companies. And it should be quite clear that anti-pollution legislation and regulation is likely in some instances to be more economically hazardous to *small* companies than to large ones.

Another very important recent trend is the substantial increase in *local-government taxation*. This is a particularly troublesome problem for companies which do business in a number of states and may have to cope with the incredibly diverse—and often quite amateurishly conceived—taxation methods of several thousand cities, towns, villages, school-districts, and so on. It's quite possible for a company's *paperwork expense* involved in dealing with such a taxation mess to amount to *more than the total taxes themselves!*

For many companies, the big *postal change*—the replacement of the U.S. Post Office Department by the new "Postal Service"—will mean *substantial increase of postal costs along with a reduction in postal services*. A warning to this effect has been given by Postmaster General Winton M. Blount (who will head up the new "Postal Service" corporation). The changeover is scheduled for completion by July 1 of next year and will call for quite a few changes in the present mail-handling practices of many companies. So you'd better lose no time getting your own firm's mail-handling methods in shape for the new—and more expensive—postal system.

By no means are the cost-increasing factors we've cited here the only ones that will be affecting business generally. But now let's consider some of the strategies and tactics you can use to help hold down costs and expenses in your firm. *Beware of "Recovery Optimism"*

The mere fact that your company has a good first quarter or even a good first half is no reason for feeling that "now we can relax our cost-and-expenses control program." Remember that whatever economic "recovery" occurs this year is quite likely to be largely a *reflection of inflationary trends* (just as so much of the "economic growth" of the 1960s was). You have no assurance that you won't be confronted with another downturn in the near future.

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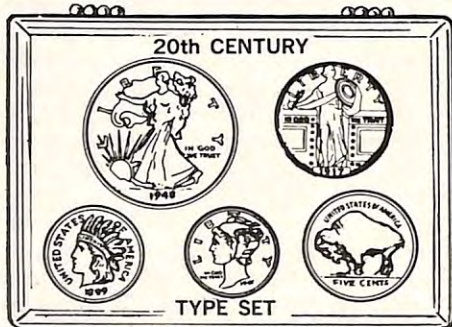
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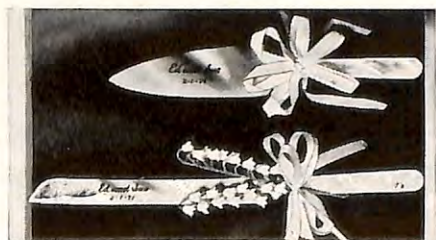
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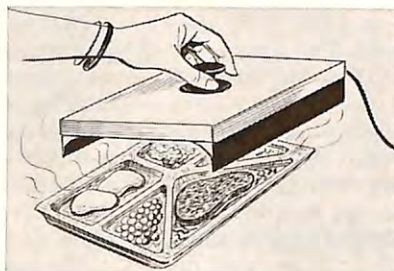
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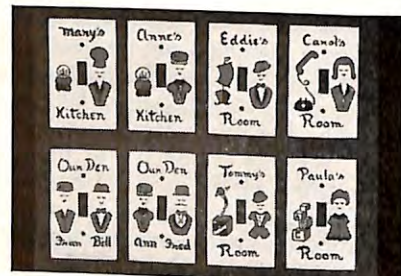


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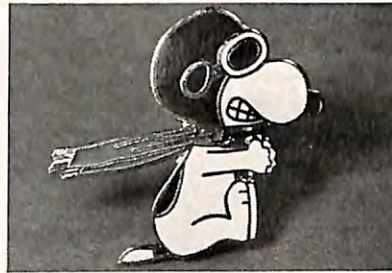
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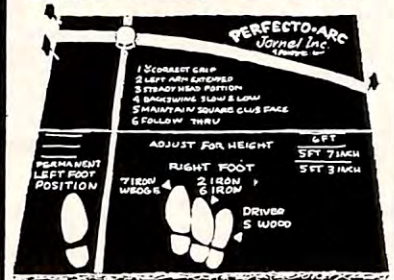
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### Symbolic Eagle Of Apollo May Appear On New Piece

Nobody in Washington was sure on Monday, October 20, whether the Eisenhower dollar would or would not contain 40 per cent silver. The Eisenhower dollar — a new thing itself — remained in limbo as to content, as Congress went to press. There was a new development. The House voted for the symbolic eagle of Apollo to appear on the reverse of the Eisenhower dollar — came in for a close vote. The eagle-eyed legislative proposal (S) to light on the day of greatest history.

### Lawmakers Eye Eagle For Ike Coin Reverse

The symbolic eagle of Apollo landing on the moon — proposed by the House to appear on the reverse of the Eisenhower dollar — came in for a close vote. The eagle-eyed legislative proposal (S) to light on the day of greatest history.

### Coin's Metal Composition Undecided

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

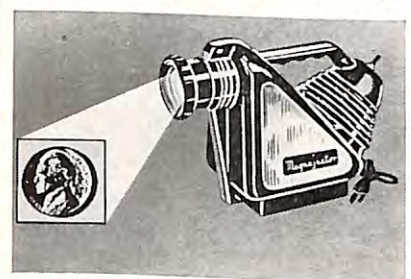
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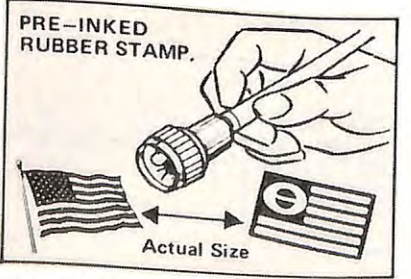
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New Aquacide pellets destroy unwanted underwater weeds. Easy to use. Lasts for months. Spread like grass seed, and special 2-4D concentrate kills weeds at any depth. Used and tested by many state conservation departments. Proven safe for swimmers and fish.

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# Lady Plugs In Zoysia Grass Saves Time Work and Money

## EARLY BIRD SPECIAL! ORDER NOW AND GET UP TO 200 PLUGS FREE!



By Mike Senkiw  
Agronomist

Every year I watch people pour time and money into lawns that fail them just when they want their lawns the most.

I see them reseed, feed, water, weed and mow, mow, mow! When it turns to hay in midsummer, I feel like calling out, "For Heaven's sake, when are you going to stop throwing money away and switch to Zoysia Grass."

In comparison, I'm always happy to get letters from people who have plugged in my Zoysia Grass, because they write to tell me how beautiful their lawns are even in mid-summer heat and drought.

### "MOWED IT 2 TIMES," WRITES WOMAN

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

Wonderful? Yes, Zoysia Grass IS wonderful! Plant it now and like Mrs. Mitter you'll out mowing by 2/3 ... never have another weed problem all summer long the rest of your life!

And from Iowa came word that the Men's Garden Club of Des Moines picked a Zoysia lawn as the "top lawn—nearly perfect" in the area. Yet this lawn had been watered only once all summer up to August!

These represent but 2 of thousands of happy Zoysia owners. Their experiences show that you, too, can have a lawn that stays green and beautiful thru blistering heat, water bans—even drought!

### CUTS YOUR WORK, SAVES YOU MONEY

Your deep-rooted, established Amazoy lawn saves you time and money in many ways. It never needs replacement ... ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower in the blistering sun by 2/3.

### WEAR RESISTANT

When America's largest University tested 13 leading grasses for wear resistance, such as foot scuffing, the Zoysia (matrella and japonica Meyer Z-52) led all others.

Your Amazoy lawn takes such wear as cookouts, lawn parties, lawn furniture, etc. Grows so thick you could play football on it and not get your feet muddy. Even if children play on it, they won't hurt it—or themselves.

### CHOKES OUT CRABGRASS

Thick, rich, luxurious Amazoy grows into a carpet of grass that chokes out crabgrass and weeds all summer long! It will NOT winter kill. Goes off its green color after killing frost, regains fresh new beauty every Spring—a true perennial!

### NO NEED TO RIP OUT PRESENT GRASS

Now's the time to order your Zoysia plugs—to get started on a lawn that will choke out crabgrass and weeds all summer long and year after year.

Plug it into an entire lawn or limited "problem areas". Plug it into poor soil, "builder's soil", clay or sandy soils—even salty, beach areas, and I guarantee it to grow!

### PERFECT FOR SLOPES

If slopes are a problem, plug in Amazoy and let it stop erosion. Or plug it into hard-to-cover spots, play-worn areas, etc.

### PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

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

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

### Your Own Supply of Plug Transplants

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

### NO SOD, NO SEED

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

### Every Plug

### Guaranteed to Grow

### In Your Area • In Your Soil

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

Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product. Consider the time and money you invest in your lawn and it doesn't pay to struggle with grass that burns out just when you want it most. Order Amazoy now and let it spread into thrillingly beautiful turf!

<b>FREE</b>	<b>UP TO</b>	<b>200 PLUGS</b>	For Ordering Early!		
			100 Plugs plus bonus of 10 FREE PLUGS	TOTAL 695	
<b>Order Now For Earliest Planting In Your Area</b>	100 plugs and plugger plus bonus of 20 FREE PLUGS	200 plugs and plugger plus bonus of 25 FREE PLUGS	300 plugs and plugger plus bonus of 50 FREE PLUGS	1100 plugs and plugger plus bonus of 200 FREE PLUGS	TOTAL 1300 PLUGS
	TOTAL 120 PLUGS 995	TOTAL 225 PLUGS 1375	TOTAL 350 PLUGS 1775	TOTAL 1300 PLUGS 3995	

### Work Less • Worry Less • Spend Less

- Easy To plant, Easy To Care For
- Perfect For Problem Areas
- Chokes Out Crabgrass
- Reduces Mowing 2/3
- Stays Green Through Droughts
- Resists Blight, Diseases and Most Insects
- Won't Winter Kill
- Laughs At Water Bans

### No Need To Rip Out Your Present Grass Plug In Amazoy

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A growth-producing 2-way plugger that saves bending, time, work. Cuts away competing growth at same time it digs holes for plugs. Invaluable for transplanting. Rugged yet so light a woman can use it.

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

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To: Mr. Mike Senkiw, Zoysia Farm Nurseries, Dept. 459  
6414 Reisterstown Rd., Baltimore, Maryland 21215  
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<input type="checkbox"/> 100 Plugs plus bonus of 10, TOTAL 110 PLUGS..... \$695	<input type="checkbox"/> 100 Plugs & Plugger plus bonus of 20 FREE TOTAL OF 120 PLUGS..... \$995	<input type="checkbox"/> 200 Plugs plus bonus of 20 FREE. TOTAL OF 220 PLUGS..... \$1120
<input type="checkbox"/> 200 Plugs & Plugger plus bonus of 25 FREE. TOTAL 225 PLUGS..... \$1375	<input type="checkbox"/> 300 Plugs & Plugger plus bonus of 50 FREE. TOTAL 350 PLUGS..... \$1775	<input type="checkbox"/> 1100 Plugs & Plugger plus bonus of 200 plugs. TOTAL 1300 PLUGS..... \$3995

I Enclose \$ ..... Check ..... M.O. ....

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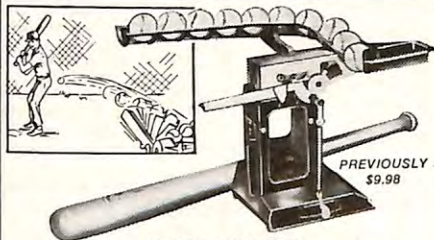
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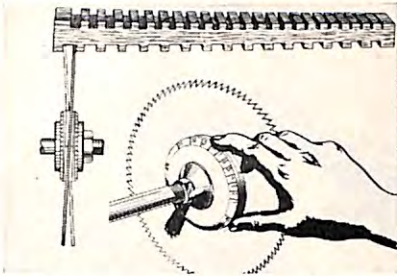


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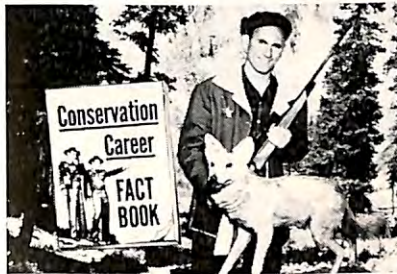
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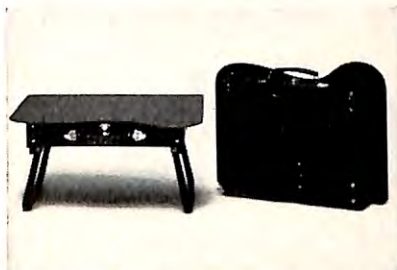
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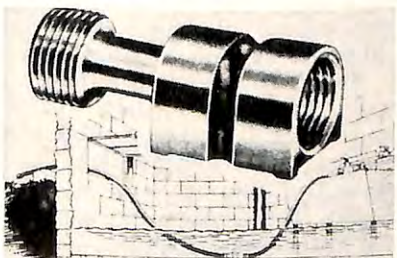
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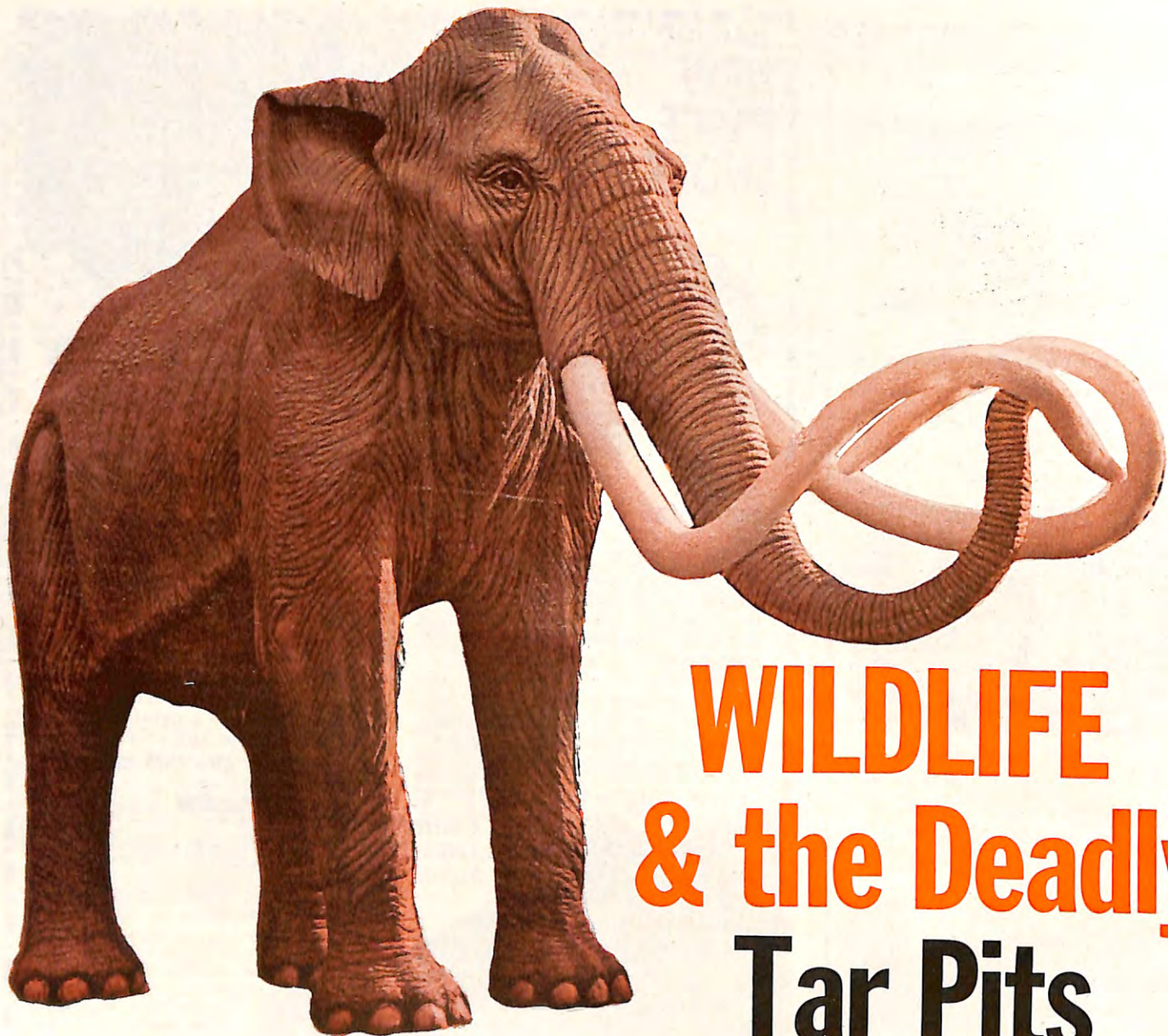
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# WILDLIFE & the Deadly Tar Pits

by Duane Valentry

LARGER THAN ANYTHING that walked the lush green trails, the Imperial Mammoth moved through the countryside. No creature disturbed his feeding—the smaller animals scattered before the rumble of his tread. His mighty curving tusks gleaming in the morning sun—even the sabre-tooth tiger would think twice before inviting battle with this king of the meadow.

Yet as he roamed huge and fearless, the mammoth all unsuspecting drew near an enemy. An enemy he could not fight, one that would drag him down.

It happened there, where the grass stopped growing and gave way to soft asphalt. As the tread of the mammoth crashed to earth suddenly the soft goeey surface failed beneath him, as his roar shook the trees causing everything in the wild to pause to listen and

tremble—even the animals hidden in the brush watching, some crouched to spring.

Slowly, inexorably, the huge six-ton beast went down. Struggle only sank him deeper, until the sun no longer struck the white of his curving tusks, until the great head was gone beneath the awful mire.

The time was 20,000 years ago—the place, the Los Angeles Basin La Brea Tar Pits. Here roamed many animals now long extinct, the largest being the Imperial Mammoth (*Mammuthus imperator*), and here they remain, for this is a history book of the ages without parallel.

If scientists themselves could have arranged for future study, an exhibit of wild life to last through the ages, they could not have done a better job than this ancient stacking of once living creatures unexpectedly caught by death.

County owned, the Hancock Park

fossil pits are now visited by thousands of visitors, and are known as a Registered Natural History Landmark of the National Park Service. The 23.6-acre park on busy Wilshire Boulevard in the heart of Los Angeles is under the jurisdiction of the Los Angeles County Museum.

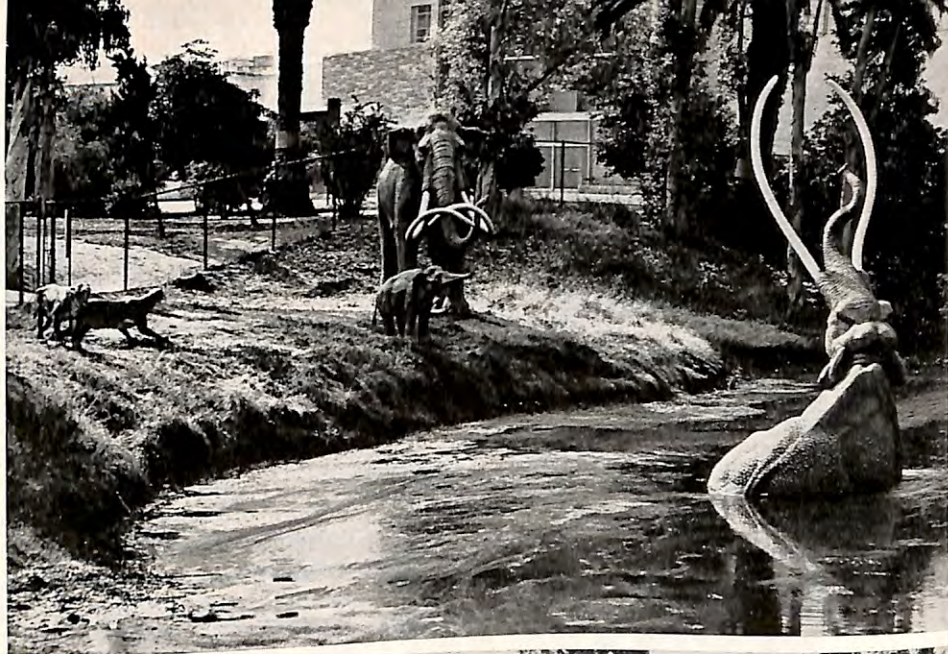
Stand today and stare, letting your imagination see just how it was. Here the Museum has transformed the lake and the "Pleistocene Meadow" at Hancock Park into a large habitat group populated by life-size fibre glass restorations of mammals and birds based on their remains found in the asphalt pits. The meadow has been preserved but fenced to protect the life-like figures from vandalism; however, the view is not impaired as conducted tours take the visitors on one of the strangest of all trips back through Time.

This was once a farm called Rancho Le Brea, "brea" being Spanish for





Those inviting-looking lakes (right) are really deceptive killer pools—the infamous Los Angeles Basin La Brea Tar Pits—hopelessly trapping such prehistoric beasts as the Giant Ground Sloth (above).



Photographs Courtesy of Los Angeles County Museum

“tar.” Over the ground the gummy pitch oozed out, covering an area a quarter of a mile to a mile across. As it made its way above ground through small holes, the sticky tar spread into pools, some immense. Sand and dust mixed with the tar, hardening it into asphalt. Shining in the light, this “water hole” was highly deceptive to animals that came near, its edges hard until they took a step or two and were trapped.

In the 1870s Major Hancock, who owned the farm, decided to sell the tar for pavement-making, at twenty dollars a ton. But the laborers he hired could hardly extract the tar for the quantity of strange bones mixed in it. One tooth, nine and a half inches long, was curved like a sabre. Curious, the major took it to a naturalist to identify.

“Good heavens,” he exclaimed. “This is the canine tooth of *Machairodus*, the saber-toothed cat of the Ice Age!”

Although this has since proved to be

a veritable treasure house, and one of the most important scientific discoveries of all time, no further investigation was made until 1905 when a Los Angeles geologist came to have a look at the pits.

A “Death trap of the ages,” he called it, sending some of the bones to expert John Merriam of the University of California. Excited in his turn, Merriam rushed to the pools to begin investigating.

“The fossil remains in all the world’s museums at the time seemed as nothing compared with the rich deposit to be found here,” he said. “The asphalt of Rancho La Brea is the storehouse of a gigantic prehistoric menagerie.”

It almost defies description. For here not a few, but *hundreds* of sabre-toothed tigers were imprisoned, unmistakable with their great teeth and tremendous claws. With them were great wolves, mastodons, the mammoths, vultures, and ground sloths as

big as oxen. Here too was the giant bison of ages past, dwarfing the living buffalo; pre-historic horses and strange camels, dire wolves, short-faced bears, antelopes and peccaries. A striking feature is the preponderant number of *predatory* animals, indicating that the death trap was indeed a lure that beckoned flesh-eating animals to prey on victims, unable then to escape themselves.

The lake scene is dominated by two Imperial Mammoths. One is partially sunk into the asphalt and the other stands trumpeting on the shore. Two Sabre-tooth Cats lurk on the shore and four Teratorni (extinct condor-like vultures) are perched on the bank awaiting the death of the entrapped mammoth.

How often, how constantly this scene must have been repeated! What a virtual hell-hole of destruction this glittering “water hole” proved to be  
(Continued on page 40)

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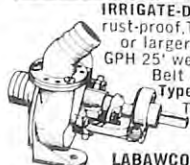
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## Deadly Tarpits

(Continued from preceding page)

for the luckless thousands who came to it. There, for instance, is the giant sloth, its hip bones clearly visible and above it the skull of a wolf that probably leaped upon it in its death throes, only to perish too. A few inches away is a mastodon skull and a mass of bird and small mammal bones, all typical of the way nature and time have worked together to jam in a relatively small area such a vast assortment of fossil treasure.

"In a mass comprising less than four cubic yards," says Merriam, "a careful count indicated the presence of more than 50 heads of dire wolf, at least 30 skulls of the sabre-tooth cat, and numerous remains of bison, horse, sloth,

coyote, birds, and other forms. Reptiles and amphibians are only sparsely represented. Insect remains are found in some deposits."

Skulls, teeth, and skeletal elements found here have come down through time practically unchanged from their original state. Oil or tar in remote sinuses of skulls or in the narrow cavities of the long bones; asphalt in brain and

(Continued on page 45)

### SOLD OUT!

Due to the concern and overwhelming response of Elks across the nation, copies of the free WBBM-TV pamphlet, *Action Guide on Air Pollution*, as mentioned in the February, 1971, article, "Ten Things To Tell Your Wife About Pollution," are no longer available.

## Obituaries



### PAST GRAND TILER

John Perry Martin Jr., a longtime member of San Pedro, Calif., Lodge, died February 5, 1971, at the age of 75.

In addition to serving as Exalted

Ruler of San Pedro Lodge, Brother Martin was appointed District Deputy Grand Exalted Ruler of his state's South Central District in 1948-1949.

Brother Martin served as Grand Tiler in 1956-1957.

**PAST DISTRICT DEPUTY** Arthur E. Maupin, a life member of Muskogee, Okla., Lodge, died March 12, 1970 at the age of 61.

In addition to serving two terms as Exalted Ruler of Muskogee Lodge, he was appointed District Deputy Grand Exalted Ruler of his state's Northeast District for 1955-1956.

**PAST DISTRICT DEPUTY** Levi Thomas Eddy died January 16, 1971 at the age of 94. He was a member of Fairmont, W. Va., Lodge.

After serving a term as Exalted Ruler of Fairmont Lodge, Brother Eddy was appointed District Deputy Grand Exalted Ruler of his state's North District for 1942-1943. He was also a Past State President of West Virginia Elks.

### PAST GRAND ESTEEMED LOYAL KNIGHT

Fred R. Dickson, an honorary life member of Kearney, Neb., Lodge, died February 6, 1971.

Brother Dickson served as Exalted Ruler of Kearney Lodge and was appointed District Deputy Grand Exalted Ruler of his state's West District for 1936-1937.

In addition to serving as a member of the GL State Associations Committee, he was State President of the Nebraska State Elks Association for 1940-1941.

Brother Dickson served as Grand Esteemed Loyal Knight for 1942-1943.

**PAST DISTRICT DEPUTY** Donald L. Brown, a charter member of Durant, Okla., Lodge, died January 4, 1971 at the age of 42.

Brother Brown served three terms as Exalted Ruler of Durant Lodge, from 1963-1966, and he was appointed District Deputy Grand Exalted Ruler of his state's Southeast District for 1969-1970.

**PAST DISTRICT DEPUTY** William J. Kuhn, a charter member of Mamaroneck, N. Y., Lodge, died recently.

He served as Exalted Ruler of Mamaroneck Lodge in 1926, and was appointed District Deputy Grand Exalted Ruler of the East District of New York for 1938-1939.

**PAST DISTRICT DEPUTY** Orville H. Jochens died November 26, 1970 at the age of 70. He was a member of Clayton, Mo., Lodge.

Brother Jochens served as Exalted Ruler, Trustee, and Scholarship Chairman of Clayton Lodge. He was appointed District Deputy Grand Exalted Ruler of his state's Northeast District in 1968-1969.

**PAST DISTRICT DEPUTY** Elmer E. Harris, a longtime member of Bremerton, Wash., Lodge, died August 19, 1970.

In addition to serving as Exalted Ruler of Bremerton Lodge, Brother Harris was appointed District Deputy Grand Exalted Ruler of his state's West Central District for 1968-1969.

# "To Our Absent Brothers"

THOSE WHO NO LONGER ANSWER when their names are called were honored with remembrance by lodges throughout the Order last December 6—Elks Memorial Sunday—in Elksdom's annual tribute to the memory of its "Absent Brothers."

Bert Harkness, Plattsburgh, N. Y., the GL Lodge Activities committeeman in charge of the memorial services competition, received reports from 592 lodges. Approximately 50,000 persons attended the memorial services throughout the nation.

The four judges, all from Plattsburgh, N. Y., assigned to appraise the submitted brochures were PDD Judge Robert J. Feinberg; PER Raymond T. English, certified ritualistic judge; PER and North District PVP Lawrence V. Laravie, and ER elect Irvin C. Reid.

Three winners were selected in each of the five membership categories. Awards will be presented at the Grand Lodge convention July 18-22 in New Orleans.

Other outstanding entries received honorable mention certificates. Photographs from the first-place brochures are shown here.



The magic hour of eleven—Elksdom's hour of recollection—finds widows Wilma Clark and Cleada Hanlin reminiscing at the memorial tablet of Elwood, Ind., Lodge.



"The Golden Hour of Recollection" was the theme of the 1970 memorial service at Corvallis, Ore., Lodge. The lights dimmed, highlighting the stage setting as the officers entered the center isle escorting Past Grand Exalted Ruler Frank Hise and SP Worth K. Blacker, featured speaker of the service.

The 1970 award winning lodges are:  
**Lodges with fewer than 300 members—**  
 First place: Dunkirk, Ind.; second place: Coventry, R. I.; third place: Hollywood, Calif.; honorable mention: Camden, Tenn., and Buena Park, Calif.

**301 to 600 members—**First place: Paris, Tenn.; second place: Statesville, N. C.; third place: Fulton, N. Y.; honorable mention: Bellows Falls, Vt.; Clifton Forge, Va., and Middlesex, N. J.

**601 to 1,000 members—**First place: Elwood, Ind.; second place: Oswego, N. Y.; third place: Fond Du Lac, Wis.; honorable mention: Hudson, N. Y., and Bisbee, Ariz.

**1,001 to 3,000 members—**First place: Corvallis, Ore.; second place: San Pedro, Calif.; third place: Elkhart, Ind.; honorable mention: Las Vegas, Nev.; Plymouth, Mich.; State College, Pa.; Augusta, Ga., and Kearney, Neb.

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

Never-forgotten Elks of Fargo, N. D., Lodge are immortalized in The Book of Necrology. As each departed Brother's name was called by Secy. Frank Archibald a page with the name beautifully inscribed by a master penman was turned.



Est. Lead. Kt. George Baker placed a spray of forget-me-nots on the altar during the memorial service at Dunkirk, Ind., Lodge.

Rev. James Bailiff offered the invocation at the Paris, Tenn., Lodge memorial service. He reminded the Elks that memory enables us to recapture moments with those people we have known and loved.





**TWO SONS** of Florissant, Mo., Secy. George Boone (left) were initiated with a special class in honor of their father. Henry and George Boone Jr. were installed by ER James J. Bloomfield.



**WILLISTON, North Dakota, Lodge** has purchased 1,000 booklets entitled 'Our America' for distribution among local fifth-grade students. (From left) Leon Olson, superintendent of schools, ER Arthur Garaas, and Arlo Beggs, lodge Americanism chairman, are in charge of circulating the booklets.



**WINNERS** of the All-City Junior Golf Tournament co-sponsored by Kalamazoo, Mich., Lodge and Kalamazoo Jaycees were presented trophies by Troy Campbell (left), Jaycees chairman, and ER Robert Freemire (right).



**A CEREBRAL PALSY PATIENT** received a wheelchair from ER Roy F. Leffew (left) and Donald L. Schabel, chairman of the social and community welfare committee of Saginaw, Mich., Lodge. Funds were raised through various charity projects.



**A SAFETY AND COURTESY AWARD** was presented to Timothy Smedley, 11, by Chap. Kenneth Miller of Marquette, Mich., Lodge. Tpr. John Rohwetter (right) recommended the boy for the award because of his alert action on discovering a fire at his home.



**TWO GRANDSONS** of Brother Ab Duncan (third from left), a 38-year member, were initiated into Du Quoin, Ill., Lodge. ER John Lyoch (fourth from left), congratulated the new Elks and Brother Duncan's other family lodge members. They are (from left) Larry Britton, grandson; Warren Britton, son-in-law; William G. Theobald, son-in-law, and William F. Theobald, grandson.



**GATHERED** around the coffee and doughnuts table at Howell, Mich., Lodge—which donates its proceeds to the Michigan Elks' major project fund—are (seated, from left) Est. Loyal Kt. Walt Hinkle; Chap. Charles Potts; Est. Lead. Kt. Lee Gordon; Est. Lect. Kt. Fred Rae, and (standing, from left) Esq. Charles Tyler; ER William R. Hilton Jr.; Brother Bob Matthews, and In. Gd. Dick Davis.



**RETIRING SECRETARY** Peter J. DeLain (seated, left) of Appleton, Wis., Lodge, was honored with the initiation of a class in his name. He is retiring at the end of the 1970-1971 lodge year after serving as secretary for 23 years. ER Francis Zimmer (seated, center) and DDGER Lawrence Adams (seated, right), Neenah-Menasha, conducted the ceremony.



**THE GUEST OF HONOR** at Mattoon, Ill., Lodge's recent initiation ceremony was DDGER Claude M. Harrell (seated, fifth from left), Urbana. He joined the Mattoon Lodge officers, including ER James W. Stewart (fourth from left).



**HOPKINS, Minnesota,** Lodge has donated funds to St. Michael's Day Activity Center for Retarded Children to purchase identification bracelets for the children. ER Willard T. Zenk (left) presented a check to Mrs. Harriet Walsh, supervisor, and Mr. John Miller, president of the Parents' Association of the center.

**PAST DISTRICT DEPUTY** Thomas J. Price of Zanesville, Ohio, Lodge, chairman of the Ohio State Elks Association's Cerebral Palsy Treatment Center Board, was honored recently by the United Cerebral Palsy Association of Ohio at its annual meeting in Columbus. Recognized for his outstanding services, Brother Price received the J. Edward Wasserman Humanitarian Service award. Lou Oswald (right), public relations chairman of the CP Association, made the presentation.



**ST. MATTHEWS, Kentucky,** Lodge donated \$800 to Children's Hospital, Louisville. George Hancock (seated, left), vice-president of the hospital, accepted the check from ER Charles R. Boyer. The donation included funds raised by a recent circus sponsored by the lodge.





**FINDLAY, Ohio**, Lodge hosted more than 100 members who turned out to greet DDGER Richard J. Baker (right) when he inspected his home lodge. Among those present were (from left) GL Americanism Committeeman Walter J. Beer, Lima; ER G. Ray Peterman; State Trustee Sam Fitzsimmons, Van Wert, and PDD Kenneth A. Kidd, Bowling Green.



**A PORTABLE OXYGEN UNIT** was donated to the Catlettsburg, Ky., Police Department by Catlettsburg Lodge. Brother Thomas Arthur (right), a police sergeant, demonstrated the unit for Secy. Adrian B. Conn.



**THE SON** of North Platte, Neb., Lodge Secy. Roy M. Christner has recently become an Elk. Sgt. Michael Christner was initiated while he was home on furlough.



**CONSTRUCTION** of the new Paris, Tex., Lodge home began with officers, the building committee, trustees and other members participating in a groundbreaking ceremony. The cost of the new structure will be \$100,000.



**FORT DODGE, Iowa**, Lodge honored SP Gene C. Gutknecht by initiating a class of 51 candidates in his name. Brother Gutknecht is a member of Fort Dodge Lodge.

**EXALTED RULER** Alfred H. Becker presented the first Citizen of the Year award given by Valley City, N. D., Lodge to Rick Diemert, 12, for his actions in saving the life of his four year old cousin. Brother Steve Hoss, chairman of the recognition program, assisted in the presentation.

## Trains

(Continued from page 28)

down in the flatlands, our windows framing cornfields and windmills, oaks and elms, haystacks and silos, red barns, white farmhouses and open fields stretching to the very horizon itself. Chicago wasn't far off now. It had taken two nights and days to pass

through eight states: California, Nevada, Utah, Wyoming, Colorado, Nebraska, Iowa and Illinois. I had to smile, though, at the conductor as we were coming into Chicago. He was apologizing to the passengers, all because we're going to be five minutes late. I looked up at an airliner circling overhead and my thoughts turned again to Lucius Beebe. How late would the plane be, I wondered? ■

## Deadly Tarpits

(Continued from page 40)

nasal cavities of skulls have preserved and frequently carried into these chambers osseous remains of small mammals and birds. Large as well as some of the smallest bones are held intact in the soft substance.

"Seldom, indeed, are conditions found so favorable for the reconstruction of a life record of the past," says a scientist. "To be sure, the softer animal tissues have disappeared, and we are therefore dependent upon the structure of the harder parts—skulls, teeth, bones, for identification of the various forms. It is interesting that from some mammalian skulls have been recovered the tiny bones of the inner ear. Teeth are generally well preserved and often retain the evidences of wear to which they were subjected in life. Limb elements exhibit not only the form and manner of articulation with adjacent bones but also many surface markings showing the courses of nerves and bloodvessels and the place of attachment of important tendons and ligaments."

Found, too, are injured and diseased bones; fractured bones that healed in life; bone lesions other than those arising from fractures. Although a few hairs and possibly feathers have been recovered, "no preservation has been noted of the strong, horny nails or claws in mammals, or of the horny beaks and talons in birds, though parts of the chitinous bodies of insects are present in the asphalt."

It will take a long time before science has all the answers here. Still to be established is the exact chronological position of this flora and fauna in the Pleistocene or other eras, and much is being read from recovered plant life as to climatic conditions that will help solve the exact age problem. Since the tar is still seeping, many recent imbeddings of various animals including rodents, rabbits and shrews add to the giant jigsaw puzzle.

Adding further to the difficulties is the mess made by careless diggings of scientists and even high school students half a century ago.

"Some of the fossil plant material from the La Brea tar pits was lost," according to a museum curator. "We know from the notes of the diggers that the fossil remains of plants were so abundant they were considered a nuisance. Because of this attitude the plant material was scattered, thrown back into the pits, and lost. All that was saved was saved accidentally."

Fortunately, bones of animals found in the pits were handled with great care and meticulous notes kept of the depths at which they were found. These were set aside for assembling into exhibits and luckily many seeds and other parts of plants were saved in the tar and earth with them.

Today no mammoth would know his old stamping grounds. Hundreds of millions of dollars worth of oil have been recovered and made many men rich. Where the trees and shrubs he knew once flourished are now such buildings as May Company, Ohrbach's, Prudential, Pan-Pacific Auditorium and countless others.

Only one place is the same, and that is where he died, and many a predator with him, and where his great bones and mighty tusks still remain, just where he took that last fatal step on a morning so long ago even Time has forgotten. But the tar pits have not, and the quiet and deadly ooze of the oil goes on as it always has, and perhaps always will. ■

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STATE	PLACE	DATE
Louisiana	Shreveport	April 16-17-18
Oklahoma	Tulsa	April 16-17-18
New Mexico	Tucumcari	April 22-23-24
Kansas	Wichita	April 29-30, May 1-2
Ohio	Cincinnati	April 29-30, May 1-2
Iowa	Davenport	April 30, May 1-2
Missouri	St. Joseph	April 30, May 1-2
Arizona	Tucson	May 5-6-7-8
Wyoming	Rock Springs	May 7-8-9
Oregon	Seaside	May 13-14-15
Nebraska	North Platte	May 14-15-16
Michigan	Bay City	May 14-15-16
Mississippi	Gulfport	May 14-15-16
Arkansas	Jonesboro	May 15-16
California-	Honolulu	May 19-20-21-22
Hawaii		
Kentucky	Paducah	May 20-21-22
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# Lodge Visits of Glenn L. Miller



The youngest lodge in Connecticut's history—that's how Hamden Lodge described itself to Brother Miller on his recent visit. From left are SP Henry E. Kuryla, SDGER Arthur J. Roy, Brother Miller, Grand Treas. Edwin J. Maley, and ER William J. Maloney.

Getting ready for the opening kickoff, GER Glenn L. Miller is presented with two footballs, autographed respectively by Ohio State and Stanford players, on his visit to Pasadena, Cal., Lodge and the Rose Bowl Game. Included at the presentation are PER Robt. J. McLain, PER and PSP (California-Hawaii) Paul E. Haines, SP (California-Hawaii) Ernest Olivieri, PER Eugene P. Weigland, and ER William E. Velasco.

**WELCOME  
GLENN L. MILLER  
ELKS GRAND  
EXALTED RUL**

Later, Brother Miller paused for some stepladder "high-jinx" on his official visit to California South Coast District and Oceanside Lodge. Helping to steady the ladder are PCGER Horace R. Wisely, ER Melvin J. Smith, Brother Chuck Goodwin, PCGER R. Leonard Bush, and, peeking over Brother Goodwin's head, DDGER Harold J. Thomas.

At a reception held in their honor last September, Brother and Mrs. Miller posed for a photograph at Syracuse, N. Y., Lodge. Standing are ER Dominick Berry (Greenwood Lake), PER William E. Winkler, Sr. (Greenwood Lake), PER Howard L. Laib, District Chairman of the Elks National Foundation (Red Hook-Rhinebeck), Est. Lead. Kt. Fred Devine (Greenwood Lake), PER Stephen J. Neason, State Trustee of Red Hook-Rhinebeck, and Grand Lodge Chaplain Rev. Francis A. White (Plattsburgh). Seated with the Millers are Mrs. Laib and Mrs. Neason.







## LODGE VISITS

Here's how GER Glenn L. Miller and his delegation of goodwill ambassadors looked to a local photographer on Brother Miller's official trip to Panama Canal Zone Lodge recently (top photo). Posing are PGER William A. Wall, DDGER William A. Aiello,

Mrs. Aiello, ER George A. Folger, Mrs. Barbara Ramey, PDD and Secy. Larry D. Chance, Brother Miller, ER Harold Young (Cristobal), Mrs. Miller, and Mrs. Wall. Later that day (below), GER Miller had the honor of meeting with the distinguished President of the Provisional Government of the Republic of Panama, His Excellency Demetrio B. Lakas.



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## IN PRAISE OF LODGE SECRETARIES

When our lodges install their officers this month, the spotlight will be on the new Exalted Ruler. This is as it should be, but not to be overlooked will be those Brothers who will compose his corps of officers, his team with whose help the Exalted Ruler hopes to lead his lodge in a year of achievement surpassing all others. In a key position on that team will be the man who takes the oath as Secretary.

A few of the "new" Secretaries will indeed be new to their office, but the great majority will be experienced in the post, many of them veterans of 10 or more years of service. And of these veterans, a large number have themselves gone through the chairs and bear the proud title of Past Exalted Ruler.

It is difficult to overstate the importance of the Secretary to the success of a lodge, or to exaggerate the contribution that lies in the power of the Secretary to make to its progress. This is true in greatest measure of the Secretary who is experienced in the responsi-

bilities of the office and the demands made upon it, and through that experience has acquired the ready know-how, skill and tact that enable him to do the needful at the right time to keep things moving efficiently and smoothly.

An occasional lapse by a Secretary should not be allowed to obscure or minimize the truly splendid performance that our lodge Secretaries turn in day after day, but should be written on the sand. When such a lapse does occur, it is usually the result of a Secretary's dedication to his duties and his devotion to the welfare of the lodge and the interests of its members.

We salute our Elks lodge Secretaries for their patient, concerned, knowledgeable service which has been the central factor in the progress achieved by so many lodges. Let's not forget them when we are handing out accolades. To the contrary, let us remember and honor them, and especially important, let us thank them.

## MANNERS, MODES AND MORALS

We often hear it asserted that change is vital to progress, a proposition that only the unwary will accept at face value, yet one that nevertheless has gained widespread acceptance in recent years. Change must not be accepted uncritically, no matter who advocates it, but should be supported only if it appears reasonably likely to be for the better.

The radical changes that have occurred in contemporary life and that are continuing to occur are nowhere more evident than in our manners, our fashions and in our morals. The question is whether these changes have produced an improvement in the human condition.

It's a long way from the few-seconds time limit on kisses imposed by the Hays office on movie producers to the sex, nudity and perversion paraded across the silver screen in today's skin flicks. Change? What else, but is it good? Young and old are deluged with sex from newspapers, magazines, radio, television, movies, stage and books of the grossest vulgarity and "utterly without redeeming social value," to quote one of the three criteria cited by the U. S. Supreme Court in its decision that opened the floodgates to the current orgy.

There are those who promise that the pornography bath will cleanse our minds and souls of those horrid old Puritan inhibitions that have

tormented us so long, and then we will live happily ever after. Perhaps, but meanwhile, what are we going to do about the staggering increase in venereal disease and the other manifestations that either the cure isn't working out as intended or that it is going to take a lot longer than expected.

Change is all too visible in the decline of manners, in the ordinary courtesy which, because it is based on consideration for others, benefits everyone. As Emerson wrote, manners make for happiness. It's just possible that Saint Paul had the right slant when he advised the Corinthians that "evil communications corrupt good manners."

Rampant extremism is not confined to the ideological arena. It has also overwhelmed the world of fashion along with the arts and for that matter most areas of human activity. There was once a time when extreme styles were taken up by a mere handful of devotees of the outre. Today these are approaching if indeed they do not already constitute a majority, and that includes a lot of people over 30. Individualism is a wonderful thing, and we are all for it. So, too, is a little regard for the fitness of things.

It strikes us that the time is now for a change — a change to good manners, good taste and good morals.

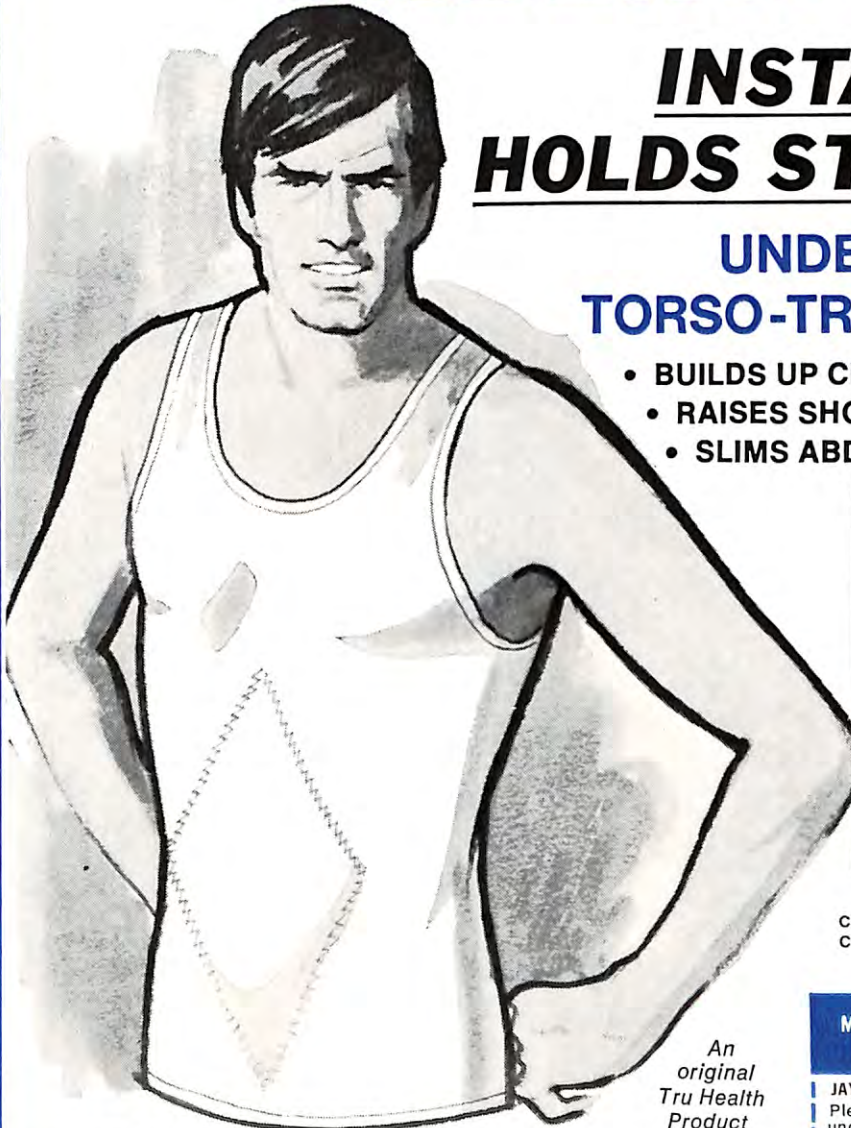
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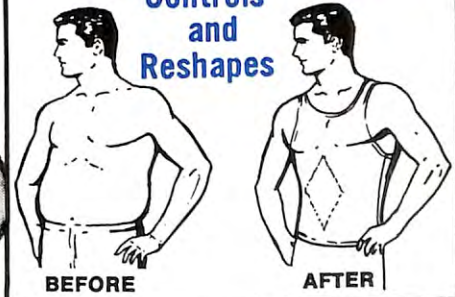
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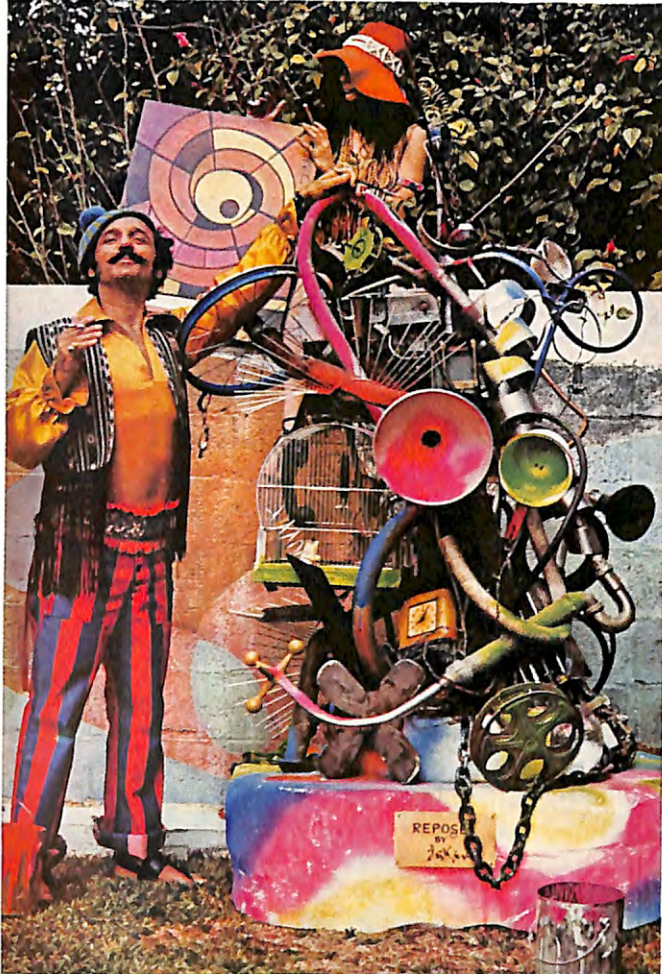
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