

the  
**ELKS**  
magazine  
May 1971





# Choose it because it works like a truck, rides like a car

...or for many other good reasons.

Ford's Twin-I-Beam suspension is one reason. But there are many more. We call them better ideas. For instance:

**Biggest cab of any pickup.**

Combined headroom, legroom, shoulder room and seat height dimensions exceed those of any other pickup cab.

**Only Ford has Twin-I-Beam independent front suspension.**

Wheels step over bumps independently to smooth the ride.



**Levellest, quietest ride of them all.**

Virtually no nosedive on braking, less side-sway on curves. Independent tests proved Ford is quieter than all other leading pickup makes.

**Most luxurious.**

Choose from four levels of luxury . . . all the way up to the unique Ford Ranger XLT, most luxurious pickup ever built. Distinctive good taste marks the XLT: wood-tone accents, thick-pile carpeting, deep-cushioned seats upholstered in pleated cloth and vinyl, plus luxury options like AM/FM stereo and air conditioning.



**I-beam front axles.**

A Ford exclusive. Both axles are drop-forged I-beam design. Everybody's *big* trucks use I-beam front axle design for greater strength.

**Radius rods help hold alignment**

better than any other front suspension system. Only Ford pickups offer radius rods.



**Self-energizing brakes** stop quickly, smoothly, with little pedal pressure. Self adjusting for lower service costs.

**Welded, instead of bolted, pickup box**

stays strong, resists working loose, means greater quietness, less chance of rust.

**Leaf-type rear springs**, like all big trucks use, for better stability. Exclusive Flex-O-Matic rear suspension, standard on F-250 and with heavy-duty springs on F-100, keeps the ride smooth, with or without a load.



Make sure your next pickup includes the better ideas you get only from Ford. See your Ford Dealer for the pickup that works like a truck, rides like a car.



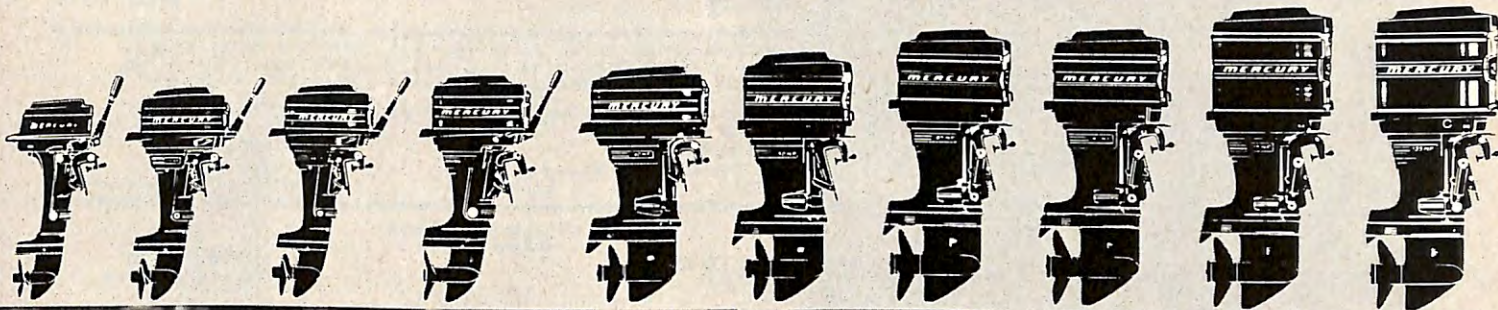
FORD  
PICKUPS



A better idea for safety: Buckle up.



# 4, 7½, 9.8, 20, 40, 50, 65, 80, 115, 135 hp.



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And we make it easy for you to decide which Merc.

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All have Perma-Gap spark plugs (Merc pioneered Tungsten Center

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# THE ELKS MAGAZINE

VOL. 49, NO. 12

MAY 1971

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THE WINDSOR GUARDSMAN

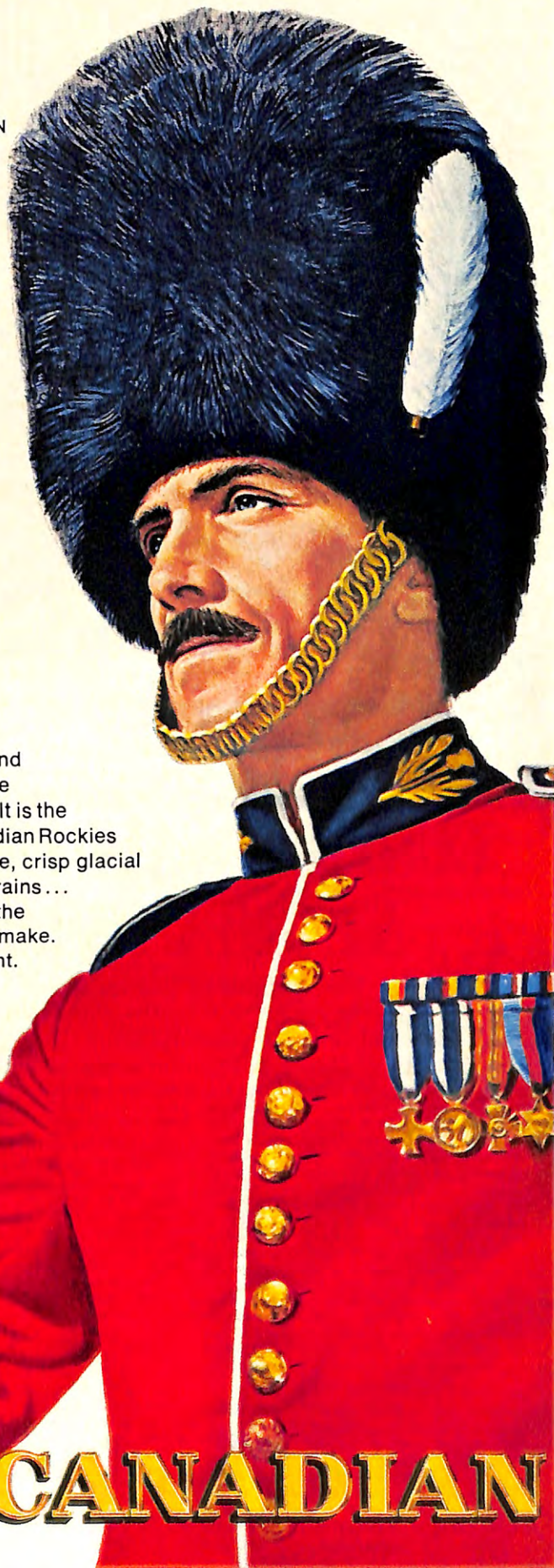


# From the Canadian Rockies

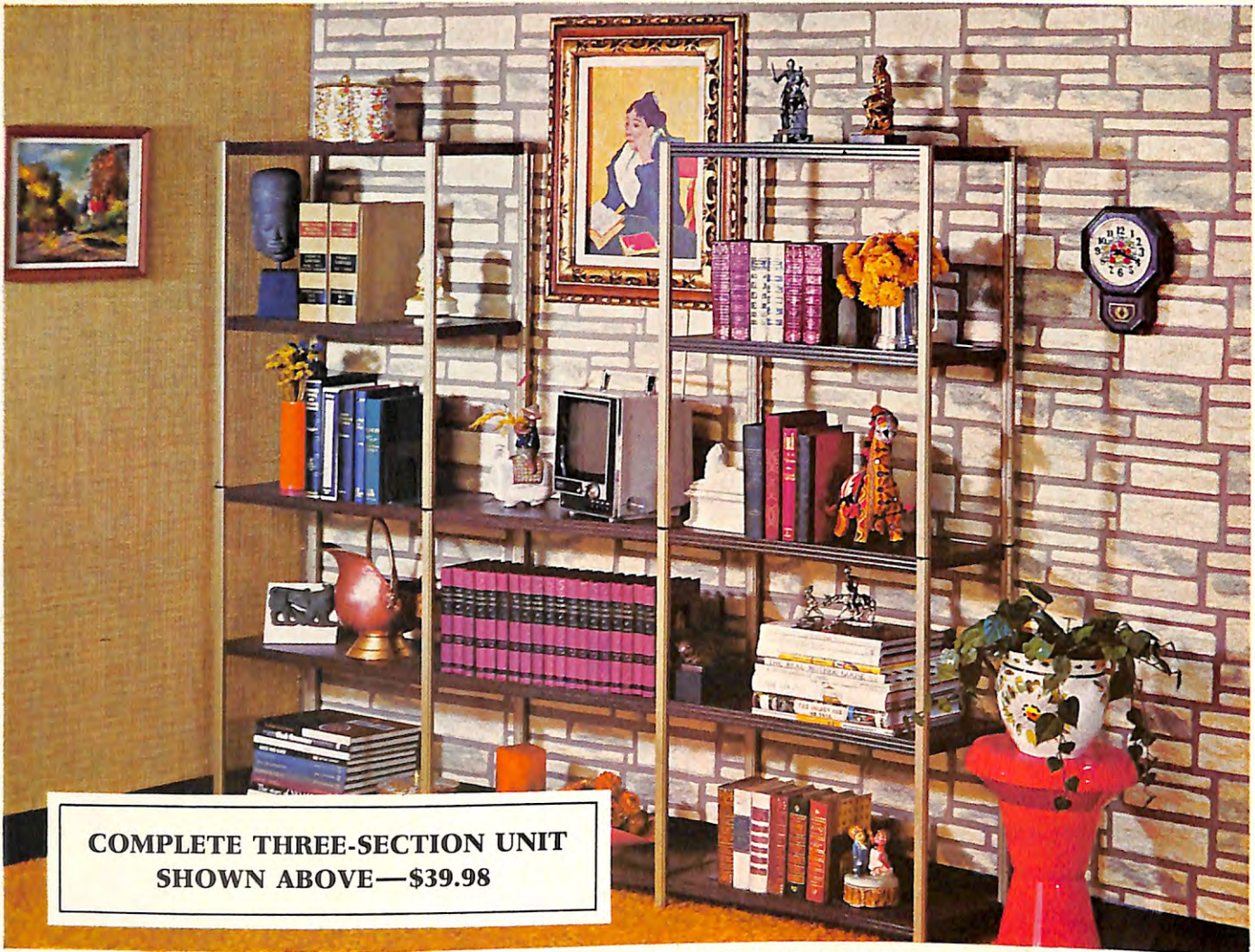
... comes a whisky with a lightness and smoothness you have never before experienced: Windsor Canadian. It is the *only* whisky born high in the Canadian Rockies where nature brings together pure, crisp glacial water... rich, robust Canadian grains... invigorating mountain air. Taste the difference the Canadian Rockies make. Taste Windsor Canadian... tonight.



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### QUICK AND EASY TO ASSEMBLE

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### YOU DESIGN YOUR OWN ARRANGEMENT TO FIT YOUR WALL . . . YOUR NEEDS

We assembled the unit in this picture so that it is 72" wide and 60" high at the highest point. Each shelf is a full 12" deep. But don't think this is the only way you can assemble the shelves . . . the combinations are limited only by your imagination. You can raise and lower each individual shelf . . . combine heights and widths.

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## A Message from the Grand Exalted Ruler



### "In Flanders Fields"

"To you from failing hands  
"We throw the torch  
"Be it yours to hold on high."

So wrote John McCrae during World War I as he penned the poem, "In Flanders Fields."

Most of the young soldiers who lost their lives in the Great War and succeeding conflicts had no opportunity for a college education.

Instead they fought and died so that others would have the chance to take their place; to be able to learn; to use that knowledge to make our great nation even greater.

"If ye break faith with us who die,  
"We shall not sleep, though poppies grow  
in Flanders Fields." McCrae concluded.

This month, as we observe Memorial Day, let us as Elks vow that the torch of Freedom and Liberty will continue to be held on high.

Let us reaffirm that we have not broken faith with those who have made it possible for us to enjoy our citizenship in this great nation.

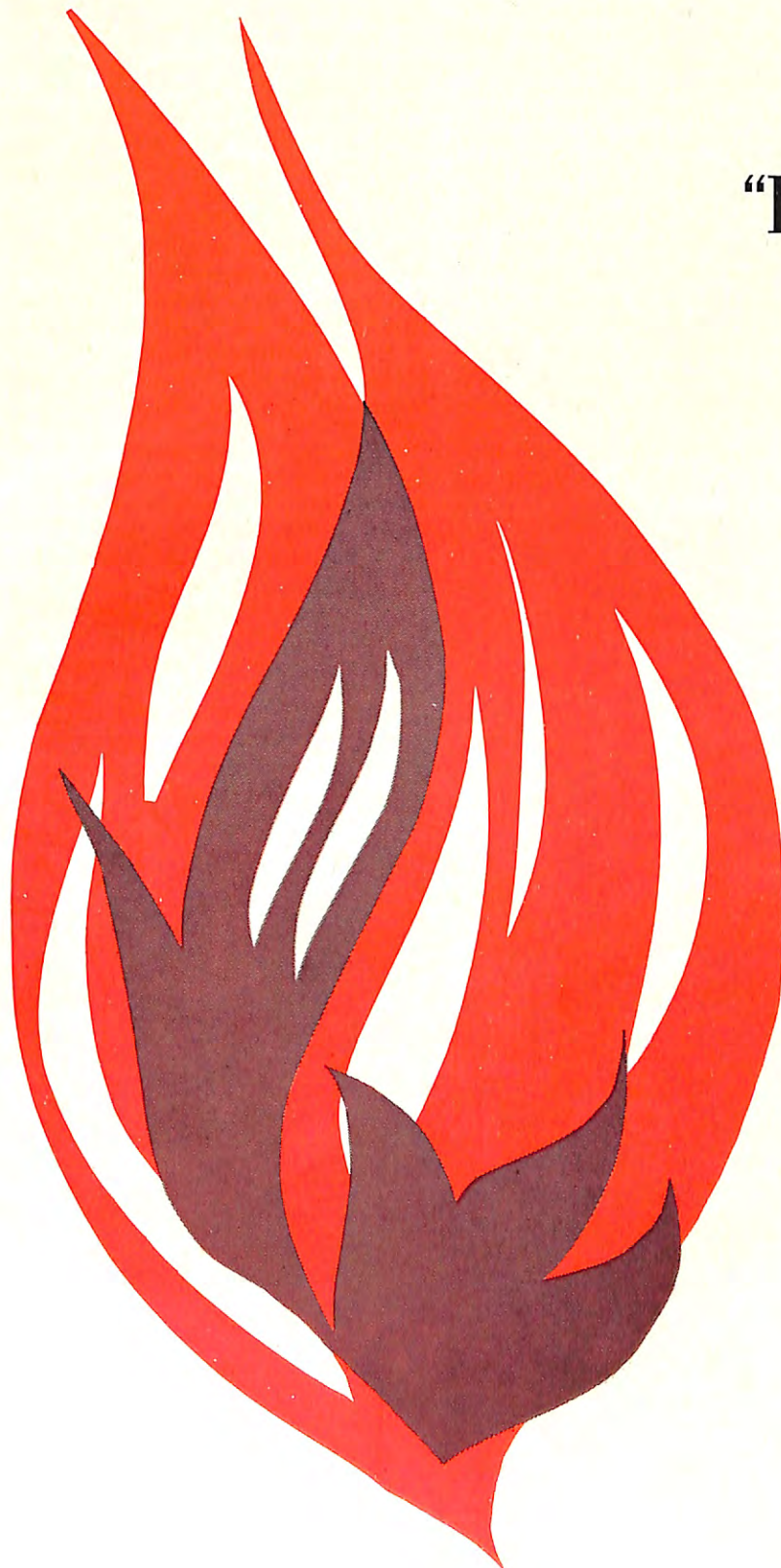
Remember, "ELKS SERVE AMERICA."

Sincerely and fraternally,

A handwritten signature in cursive script that reads "Glenn L. Miller".

Glenn L. Miller  
Grand Exalted Ruler

## Elks Serve America





YOU DON'T have to read the morning paper to know. Every time you buy a new coat or a carton of eggs or a pair of snow tires for the family car, you hear that old, familiar tune—*Inflation Strikes Again!*

Nor do you have to meet with your banker or read boring, drawn-out financial accounts to understand how inflation works. Every time a wage increase larger than a corresponding increase in production occurs, we have inflation.

On an average, production increases about three percent a year. If some corporation okays, say, a seven percent wage increase, that means the money added to the economy tops the production increase by four percent. The result is too much purchasing power, or inflation.

Inflation, in turn, *weakens* the strength of your dollar, causing manufacturers to *raise* the prices of their products; and you, the consumer, come out with the short end.

The interest rate on loaned money is

a rather reflective measurement of inflation, too. When inflation strikes, interest rates jump. When inflation is greatest, interest rates are highest. And recently, rates were at their highest levels in over a hundred years. In fact, some interest rates were as high as they were in post-American Revolution days during the 1790's.

But *you* can do more than just sit around and weep at the daily rise of the consumer-price index. In fact, there are many ways in which you can help the nation rally against the high cost of living—and help yourself to a substantial savings while you're at it. With just a little extra effort, and little more talent for scouting-out bargains than you've had for the past 20 years, you can help trim inflation down to size . . . by following a few simple tips on saving in four major areas—food, appliances, services, and clothes.

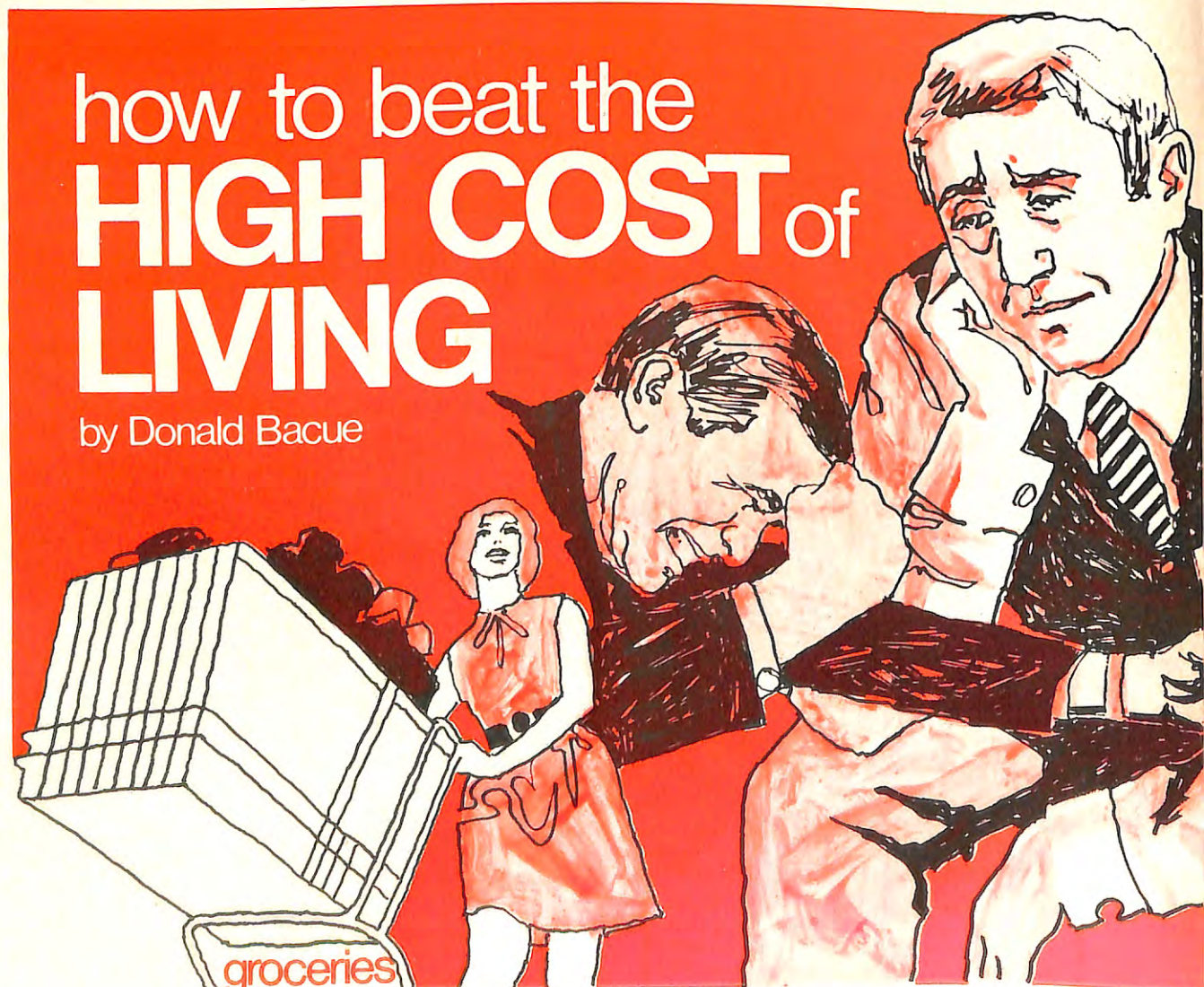
#### FOOD

Outside of rent, the largest single portion of your weekly paycheck goes for food. And 25 to 30 percent of your

*food* dollar goes toward the main portion of your meal—meat, fish, or fowl. So, if you're going to cut your food bill, it makes sense to watch the newspapers for advertised food specials. Try your supermarkets' own brands; they're usually lower priced than name-brand products. Then plan your meals for the week around foods on special, but don't lock-out unadvertised sale foods from your menu. For instance, if you go to the store to buy rice and find pasta on sale, buy the pasta. You can always go back for rice when the price is right sometime in the future.

Keep your eye on those "less popular" types of meat, too. Very often when everybody's scurrying for T-bone, the supermarket will run a sale on leg of lamb or veal. Fixed properly, such meats can be just as satisfying as steak—and much less expensive.

Also, shop three or four stores regularly, not just one. Compare the price of fryers, center-cut pork chops, and blade-cut pot roast. These, along with bacon and eggs, are actually selling at



# how to beat the HIGH COST of LIVING

by Donald Bacue



a lower price this year than last. And orange juice is at a three-year low! So stock up whenever you get the chance.

Another important way to save on food is by adjusting your mental attitude from "cost per pound" to "cost per serving." When you consider bones, fat, and other waste, cost per pound can be pretty misleading... and *very* expensive. Jane Armstrong, Director of Home Economics for Jewel Food Stores, explains:

"With sirloin steak, you get maybe two servings per pound, where sirloin tip roast may be about the same price but gives you *four* servings per pound. It all depends on what the current prices are; and consumers can learn how many servings they get from chicken, hamburger, round bone pot roast, or sirloin steak."

But remember, cost per serving can be high, too, when you buy ready-made products such as meatloaf. A standard brand, ready-made meatloaf costs about 60 cents per serving, for example, whereas a meatloaf you prepare yourself costs about 29 cents per serving. Ready-made waffles work out to around 11 cents. While those you whip-up yourself will *save* you nearly 9 cents per serving.

It's also a good idea to learn the value of substituting. When you're buying vegetables for a salad, for instance, check everything available to you. There are about a dozen different types of lettuce and several different strains of tomatoes. Also, radishes, cucumbers, carrots, and celery are good, crisp

salad bolsterers—when they're inexpensive enough. So find out which are the best buys for you and *your* family and shop for them.

Also, learn what and when to cook and bake with other than fresh milk. Use buttermilk, for example, when it's on sale; and experiment with various brands of powdered and canned milk. Not all taste the same. If you don't like the taste of one, try another... and another. Chances are you'll find a brand that suits you eventually.

Another trend in shopping is to buy and prepare perishables early in the week and canned and frozen foods toward the end of the week. This is especially valuable to working women who can't afford the time to go shopping more than once every seven days. By preparing perishables early in the week, you can eliminate the spoilage and waste that come with leftovers sitting in your refrigerator for days on end.

And remember: Never accept less than you pay for. Return produce if sold to you spoiled or if your meat is too fatty.

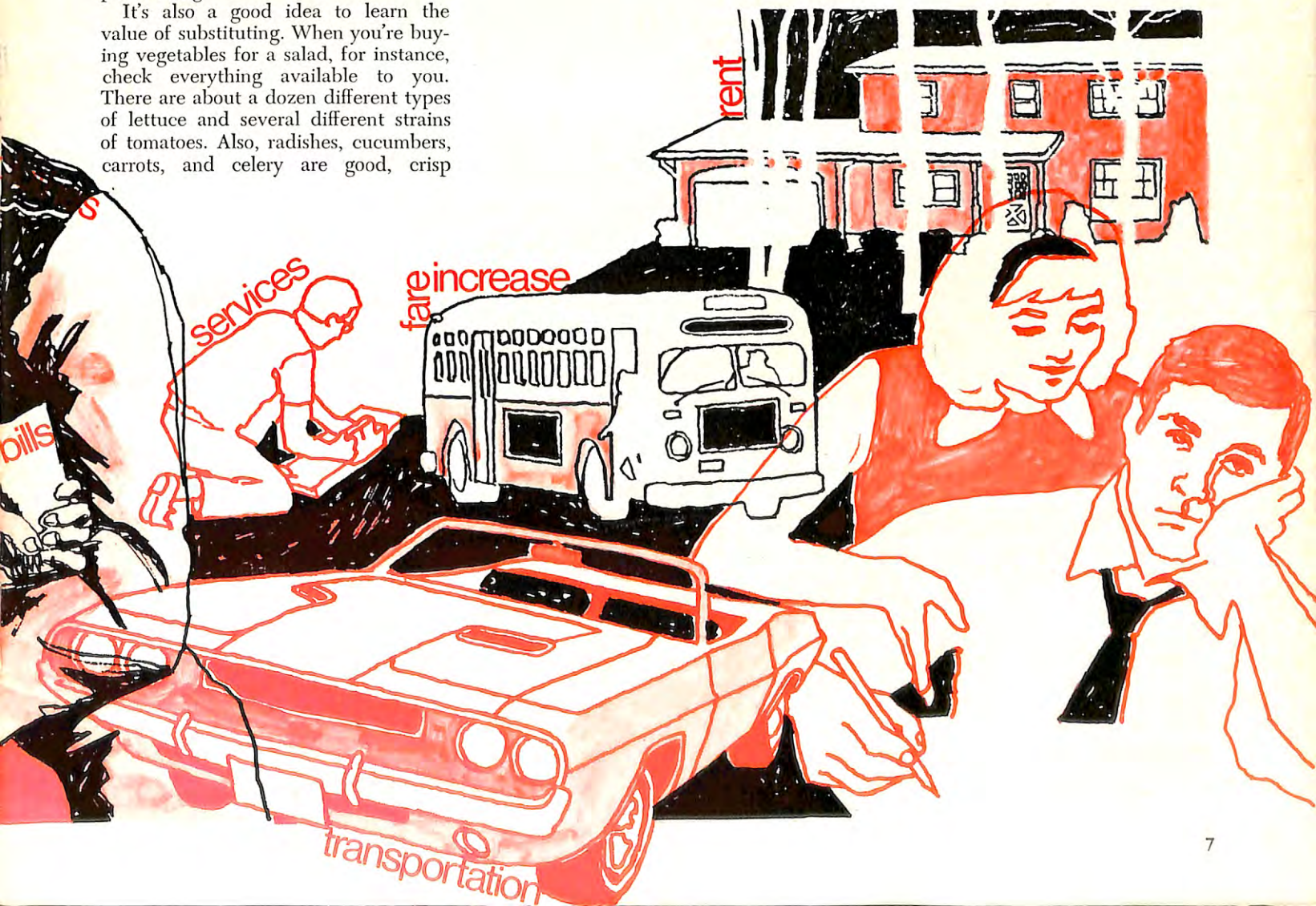
If you own a freezer, visit your local wholesale bakery outlets and stock up at discount prices. But don't ever go shopping when you're hungry. Statistics prove people are more prone to spend money unnecessarily when they're hungry than when they're not.

So the *means* to cut down food costs are available to you. How *much* you actually trim from your budget depends on how carefully you plan ahead. And *that* is the *real* key to cutting your costs.

### APPLIANCES

Radios, can-openers, television sets, refrigerators—we *all* have to buy appliances at some time in our lives. Yet, did you realize that prices on identical appliances can vary as much as 60 percent from store to store? Obviously, then, it makes sense to shop around. But, where appliances are concerned, "shopping around" should be a very, special experience.

If you're going to spend upwards of \$100 on some household item, you have a right to buy it at the proper price. If you want to buy a color television  
(Continued on page 8)





# How To Beat the High Cost of Living

(Continued from preceding page)

set, for example, price it first at a local department store. Then go to a mass merchandiser or discount house or someplace else that has a reputation for selling a large quantity of items. Such houses make greater total profits from selling more appliances at lower prices than vice versa; so you can usually get a better deal from them. Other stores sell on a percentage basis, keeping prices up.

And don't be afraid to bicker! Many salesmen allow themselves as much as 10 percent for "padding" on some items. Don't be afraid to dig until you come up with the *real* rock-bottom price.

And remember: Good budgeting says to buy the item you want wherever you can get it at the lowest possible price. So, when you find it, go ahead and buy it without worrying too much about service. Most appliances have good warranties or guarantees covering them, anyway. And if your appliance *does* need service, well, let's just see what that means to the money-wise shopper.

## SERVICES

Everyone has suffered at the hands of an unscrupulous or unknowledgeable mechanic. I've paid as much as \$500 to correct a problem in my car that was eventually fixed by installing a \$12 fuel pump. And that's by no means the record. But the point is this: before securing *anyone's* service, either know personally the serviceman or be acquainted with his company's reputation.

Get to know the mechanic at a nearby service station, for instance. If he's a good one, he can service your car for less money than the manufacturer's service center or some other large garage.

Or if you're a homeowner and getting tired of paying \$25 to \$50 a call every time you need a plumber or electrician, invest a few dollars in a reliable homeowner's do-it-yourself guide. By learning to do your own painting, landscaping, and so on, you can help stifle inflation while you save!

Also, if you're in the market for a car and plan to pay cash or arrange your own financing, don't tell the salesman until the deal is complete. It may be more to your advantage if he expects to get a kickback from *his* financing source.

And when you *do* have to finance, remember that your own bank or credit union is the least expensive source available to you. Banks are especially eager to make loans... in order to

lure people into opening savings accounts or joint passbook clubs. That's how banks grow. That's how they make their money.

Services can take many forms. From the mechanic to the bank vice-president. But just make sure that, in a time when inflation is forcing the cost of services up, *you* shop around.

## CLOTHES

Alright, you have a closet full of dingey, white shirts or blouses—yellow at the cuffs and sleeves—but not quite



Fresh fruit is fine for vitamins and minerals... in season. When fresh fruit's not available, though, try frozen orange juice. It's selling today at a three-year low.



worn through or frayed. So what do you do? Throw them out? Never!

If you're fashion-conscious, dollar-wise, or just plain smart, today's faded white shirts will become tomorrow's kelly green, ruby red, and baby blue ones... with just a 20-cent packet of dye.

Dye them yourself. It's simple, safe, and effective. And colored shirts for daytime wear are *very* fashionable.

Then, to complement *any* man's wardrobe, a thoughtful wife can make some colorful, stylish ties. Thin ones, if you like, or just as wide as you wish. In any shade or style. Patterns are available in most fabric shops.

And sewing women's clothes can be

a tremendous savings, too. With the proper pattern and enough time to complete the outfit, a woman today can make the equivalent of a \$160 suit for about \$40. Savings like *that* look stylish in *anybody's* books.

But sewing isn't the only way to save on clothes. Bargain hunting can pay off nicely, too, according to Mrs. Rosalind Barbrow, prominent fashion consultant and lecturer:

"It's better for a woman to shop the sales for all her underthings and night clothes because she doesn't need the latest fashions there. But for outer clothing, she shouldn't shop the sales unless she's really good on fashions, because then she's buying what the store is trying to get rid of. She's better off buying what's coming into style. That way, she'll have it for three or four years to come."

So, if it's true that "clothes make the man" (or woman!), you can be right in style fashion-wise *and* savings-wise by shopping around for bargain clothes and attractive material.

Here are some other points to follow in reducing the financial load on your family:

- Combine sugar, cocoa, and powdered milk with water to make an inexpensive chocolate treat the kiddies will love. Store it in the refrigerator for as long as you like without worrying about spoilage.

- Buy fresh produce—strawberries, watermelon, etc.—in season and everything else—bathing suits, winter boots, and so on—*out* of season.

- Periodically check with your post office and police station for sales on stolen or unreturnable goods. You'll find some great bargains! Also, watch your favorite stores for post-Easter, Christmas, and New Year's Day sales. Many discount from 50 to 75 percent in an effort to clear seasonal merchandise from their shelves.

- Request the return of that money the telephone company has been holding as a deposit for the past 23 years. You're entitled to it after a fixed number of months; and you can use the interest collected on it more than they can.

- Get in the habit of buying drug-store items at the drug store, not the supermarket. You'll save more than you'd ever thought possible.

- Don't be a "brand snob." Try out some of those products you've strayed away from simply because you've never seen them advertised on TV. Often,

(Continued on page 31)





## NEWS

## OF THE

## LODGES



**THE NUMBER ONE ELK** in the state of Virginia is PGER John L. Walker. He received a Virginia-shaped plaque proclaiming this title and listing all the offices he has held on the local, state, and Grand Lodge levels. ER Lester S. Blaylock of Arlington-Fairfax Lodge made the presentation.

**HONORARY LIFE MEMBERSHIP** in North Palm Beach, Fla., Lodge was presented to DDGER Carl J. Hartman (fourth from left) at a recent testimonial dinner at the lodge home. Elk dignitaries present to congratulate him included (from left) GL Judiciary Committeeman Robert Grafton; PDD George McConnell, Lake Worth; PGER William A. Wall; PDD James P. Murphy, Delray Beach; ER Edward G. O'Connor; VP William S. Plumer, Pahokee, and PDD W. E. Poland, West Palm Beach.



**MORTGAGE BURNING CEREMONIES** at Elwood, Ind., Lodge were attended by more than 300 persons, including the Grand Exalted Ruler. GER Miller holds the burning document while (from left) ER Harvey Weatherford, Past Grand Est. Lead. Kt. Robert DeHority, and Trustees Chairman Edward Ault watch it go up in flames.



**AN ESSAY CONTEST** sponsored by Beaverton, Ore., Lodge offered a \$50 savings bond as first prize. Miss Joerae Smith of Beaverton High School received her award from PGER Frank Hise and Brother Estel Love. All students who participated received a certificate of appreciation from the lodge.







**PANAMA CANAL ZONE** Governor W. P. Leber (seated, right) welcomed a contingent of Elk dignitaries to his office recently. The guests included (from left) PGERs Edward W. McCabe and William A. Wall; GER Glenn L. Miller; PDD Larry D. Chance and DDGER William A. Aiello, both members of Panama Canal Zone (Balboa) Lodge, and Cristobal Lodge ER Harold Young.



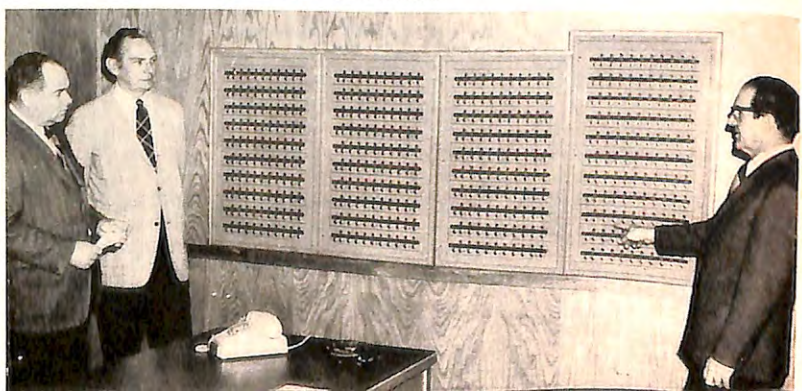
**BARABOO, Wisconsin,** Lodge recently combined Oldtimers' and PERs' Night with a salute to the State President. Some of the guests for the evening included (from left) DDGER Charles Gurtler, Wisconsin Rapids; PDD Cecil C. Rittenhouse; ER Harold Wickus Jr.; SP John McDonald, Chippewa Falls, and PDD Warren Foster.

**THE CEREBRAL PALSY POSTER GIRL** for Lock Haven, Pa., Lodge is 7-year-old Peggy Mesmer. The lodge members worked diligently to raise funds to purchase a special wheel chair for Peggy, and SP Robert McCormick (left), State College, had the honor of presenting the chair and a corsage to her. Assisting in the ceremony were (from left) District VP Vince Fudrow, ER Robert Fuge, DDGER Harold Sweeny, and Brother Lloyd McKeague, lodge cerebral palsy chairman.



**THE FOOTBALL TEAM** of Ocean Township High School—winner of the Shore Conference championship—was presented with a plaque by Asbury Park, N. J., Lodge at a banquet held at the lodge home. Among those attending were (from left) ER Donald V. Crosta; Jim Garret, special team coach for the New York Giants; Jack Tighe, head coach; Bill Fink, team co-captain; Bud Fink, Booster Club president, and Scott Moore, team captain.

**COMMUNICATION** with each room, reception office and the hospital at the Elks National Home in Bedford, Va., was made easy with the installation of a new signal system. Admiring the new \$20,000 unit are (from left) Walter D. Carwile, assistant superintendent of the Home; Doral E. Irvin, superintendent, and Brother Thomas C. Cox, a member of Roanoke, Va., Lodge, who was instrumental in the installation.







**50-YEAR PINS** were recently awarded to two members of Alva, Okla., Lodge. ER Sam Stokes (left) presented the pins to Brothers Homer Jones and Warren Brown (right) at a special meeting at the lodge.



**CALIFORNIA DISTRICT DEPUTIES** greeted GER Glenn L. Miller during his recent stop at Pasadena, Calif., Lodge. Among those welcoming Brother Miller were (from left) DDGERS H. Karl Kafer, Ridgecrest; Charles D. Moore, San Fernando; E. C. Hathaway, Huntington Park, and Joseph E. Yates, Torrance.

## LODGE NOTES

**CAMBRIDGE, Mass.** Each member of the lodge has received a letter with complete instructions for sending letters to Vietnam requesting names of American prisoners of war. Brother John Crapo, lodge Americanism chairman, was in charge of the project. All lodges are urged by the Grand Lodge Americanism Committee to organize similar campaigns.

**NEWARK, N. J.** Mayor Kenneth Gibson attended the little league award dinner held at the lodge recently. He assisted Brothers George Knott Jr. and Thomas Casbomi in presenting the awards.

**SPARTA, N. J.** A donation from the lodge's scholarship committee was used as the first prize in the Sussex County Music Foundation annual competition. Richard A. Martin, foundation chairman, accepted the donation from ER Richard V. Laddey.

**FORT PIERCE, Fla.** ER George B. Walters and Secy. Thomas E. Elmore presented \$50 savings bonds to Susanne Rice, Charles Shapiro, and Rudolph Hehn, winners of the Youth Leadership contest.

**ROGERS-BENTONVILLE, Ark.** Local winners of the annual Youth Leadership contest are Richard J. Stocker and Myra Bell. ER William D. Miears and Bud Sappington, youth activities committee chairman, awarded each winner a U.S. Savings Bond.

**DICKINSON, N. D.** ER Harry L. Malloy has announced that the winners of the lodge's Youth Leadership contest are James Reichert and Barbara Larsen. They each received \$75 savings bonds.

**PAINESVILLE, Ohio.** ER Everett Ledford and Vernon Brewer, youth leadership committee chairman, presented savings bonds to Loyal Tillotson and Barbara Brechmacher, winners of Painesville Lodge Youth Leadership contest.

**FALMOUTH, Mass.** Winners of the lodge's Youth Leadership awards are Karen Palmer and William Gadsby. DDGER Tobias M. Furtado and ER Thomas L. Norton presented each winner a \$100 savings bond.

**DANVILLE, Va.** ER Davis L. Brooks and PER Henry I. Slayton Jr., scholarship committee chairman, have announced the lodge winners of the Youth Leadership contest. The first-place winner is Terry Joy Talbott. The second-place prize went to Kenneth Edward Powell.

**PEARL RIVER, N. Y.** Cub Scout Pack No. 333 dined and was entertained at their annual Blue and Gold dinner hosted by the lodge. The presentation of awards and merit badges highlighted the evening.

**ROME, N. Y.** A class of candidates recently initiated into the Order was named for the National Foundation. The ritual was performed by the Past Exalted Rulers of the lodge.

**PHIL-MONT, Pa.** In the past year the lodge has donated more than 26,000 current magazines to hospitals in the area.

**EVERETT, Mass.** The lodge was host to the second annual dinner dance of the Massachusetts East District for the benefit of the Elks National Foundation. On the honored guest list were VP Donald A. Podgurski, Norwood; PDD Henry T. Flaherty, GL Ritualistic committeeman, Clinton; PDD William M. Flynn, Beverly; ER Harry Sarfaty, Boston, and Grand Trustee W. Edward Wilson, Newton.

**CARTHAGE, N. Y.** Tiler James F. Newman and three of his sons—Gary L. Newman, Randy D. Newman, and Rocky B. Newman—and ER Wallace A. Gebo recently initiated a fourth son—Gerald J. Newman.

**COMPTON, Calif.** The lodge has presented a play entitled "A Cold Night on Sunset Boulevard." The proceeds were contributed to the Cerebral Palsy fund.

**BAY CITY, Mich.** A recent class of initiates have all joined the Elks National Foundation. Including the 14 new members, a total of 191 lodge members have joined the Foundation this year.

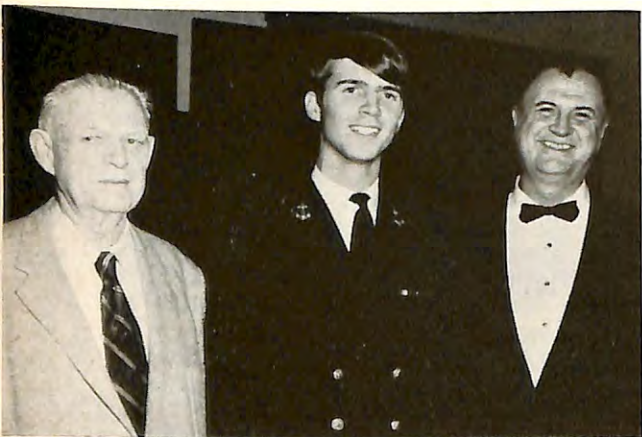
**YANKTON, S. D.** Atty. Gen. Gordon Mydland, a special guest at the lodge's Law Enforcement Night, presented a plaque to retired Sheriff Joseph Maruska.





**"GOD BLESS AMERICA"** was the theme of this float entered by Parsons, Kan., Lodge in a recent local parade. The float carried a band, which provided music during the festivities.

**AN 80-DAY BICYCLE TRIP** was planned by Judson Hindes (center) on behalf of the American Cancer Society. Weymouth, Mass., Lodge, as well as other area lodges and local residents, supported Hindes' efforts with pledges of various amounts which were expected to total \$32,000. Brother Thomas Coyne (left) and ER Paul McIver wished him luck before he began the trip.



**MIDSHIPMAN** Daniel Brown (center) was recently initiated into Ithaca, N. Y., Lodge to complete the first three-generation family among the lodge's members. The other two members of the trio are Brother Earl Brown Sr., (left) and Est. Loyal Kt. Earl Brown Jr.



**A POSTER CONTEST** based on the New Jersey Elks Crippled Children's program was held by Camden, N. J., Lodge's crippled children's committee. Seven prizes totaling \$50 were presented to the winners by (standing, from left) PER George I. Shaw, PSP Edward J. Griffith, and Sister Paulette of Camden Catholic High School.



**PENNSYLVANIA ELKS'** 9th Invitational Bowling Tournament was won by the team from Bellefonte Lodge. In addition to the first-place trophy, the team received a check for \$220. Team captain Joseph De Hass (right) presented the check to ER William A. Confer (left) and Est. Loyal Kt. William Vare for use in the lodge's cerebral palsy fund.





**A BARBECUE LUNCHEON** served during the recent Florida State Elks' mid-year convention at Cocoa Beach Lodge found PGER William A. Wall at the head of the line. He is joined by ER and Mrs. Ken Knorp, while PER Jack Kirkman and two of the Elks' ladies supervise the serving.

**THIS PATRIOTIC POSTER**, prepared by Quincy, Mass., Brother Joseph Flanagan (left), was recently displayed in the center of Quincy Square for three weeks. It was then presented to Brother Edward Brennan (right), lodge Americanism chairman, and now adorns the foyer of the lodge home.



**GRAND TRUSTEE** E. Gene Fournace (second from left), Newark, was the main speaker at the dedication of the new Wilmington, Ohio, Lodge home. Other distinguished guests at the ceremony included (from left) SDGER John D. Quinn, Sidney; Past Grand Chap. Rev. Richard J. Connelly, Lancaster; DDGER Robert Holman, Washington Court House; ER Robert Lumpkin; PSP Walter G. Springmyer, Cincinnati, and State Trustee F. H. Niswonger, Dayton.

**SEVENTEEN NEW MEMBERS** of Milton, Pa., Lodge were initiated in honor of SP Robert H. McCormick, State College. The new Elks were joined by the lodge officers after the ceremony.



**THE CRIPPLED CHILDREN'S BALL**, an annual event at Clayton, N. J., Lodge, featured a visit by the lodge's poster child, Lester Taylor. Joining him during the festivities are (from left) Mrs. Ruth Taylor, his mother; ER Lemuel Raabe, and Crippled Children's Chairman David DeZan.



*Lodge News continued on page 43*



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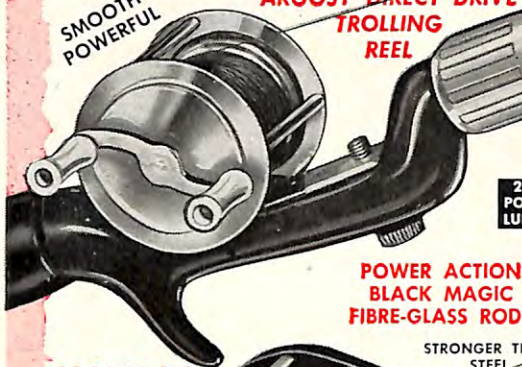
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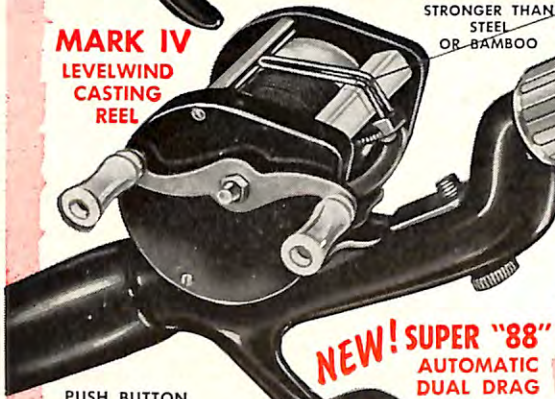
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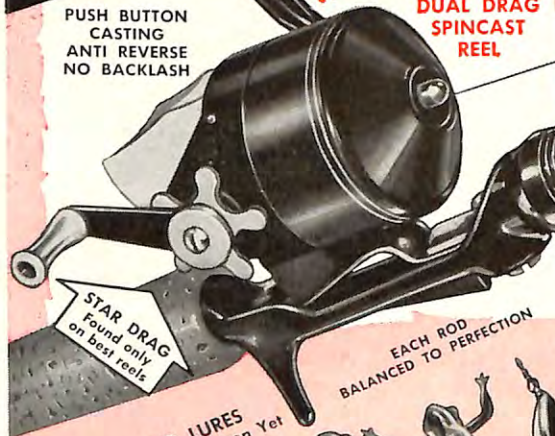
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Receiving a \$1,000 check for the Elks National Foundation from DDGER Harold J. Thomas (Vista, Calif., Lodge), GER Glenn L. Miller expresses his satisfaction. Also present at the ceremony are PGER Horace R. Wisely, ER Melvin J. Smith (Oceanside Lodge), and PGER R. Leonard Bush.



Accepting an Honorary Founder's Certificate for his uncle, 96-year-old Brother Walter J. Riley (a member of the Elks for nearly 70 years), is Brother William J. Riley (left) of East Chicago, Ill., Lodge. Presenting the Certificate is PER Anthony J. Belaskas.

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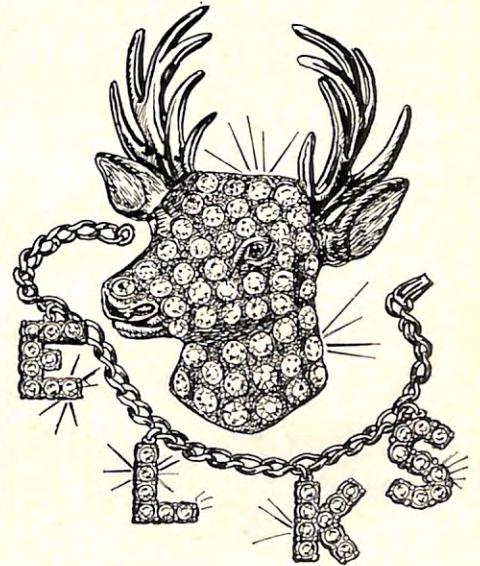
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WHAT'S THAT, JOE? You're suddenly out of a job? Surprised? Couldn't happen to you, you say; but it did! Don't panic. Explore.

Or, perhaps, you're not really out of a job, but you might as well be, at least from the standpoint of the way you feel about it all. You'd really like to kick the whole lousey rat-race habit. Maybe get back into the country where you think you belong—where there's clean air to breathe; where people are friendly; where a half dozen cars is a traffic jam. You'd like to do some rock-hounding, a little fishing now and then without spending half your time on a jammed up freeway "parking lot." Maybe you want to go after that buck up on the ridge when the weather's right. What ever happened to that old ghost town that used to be up on Jake's high country range?

What's stopping you? Afraid you

can't make a living? Let's take a look. I'll bet there's a way!

Take it easy. Don't jump too fast. But, remember one thing: Often the best deal of all for you is so close you may very easily overlook it completely.

What is a so-called "business opportunity," anyway? No mystery. It's simply an opportunity for a guy to go into business for himself; a chance to become an entrepreneur. There are ways:

1. Purchase a successful business from a retiring owner.
2. Form a partnership, corporation, or other association with an existing enterprise that can expand with your added assistance.
3. Purchase an unsuccessful business that you can revive economically with either your capital, or ability, or both.
4. Purchase a franchised business and benefit from the franchisor's central management, supply services, etc., plus the value of a "name brand," as it were, and the advertising and reputation of the franchising company.
5. Organize your own completely new business from the ground up, using

abilities you have acquired either in professional employment, or avocational activities—very likely based upon that backyard or weekend hobby you've always enjoyed so much.

Bear in mind that most "opportunities" offered by other people through the various advertising media are bona fide and certainly good for some people. Just as certainly, they are not good for all people, and likely not for you. Explore some more.

There are basic motivating reasons why anyone desires to accept the challenge of success as his own boss. Some are seeking the independence and freedom that should be the worthwhile payoff. These people are built that way. They believe in a basic American heritage: The right to do for themselves as they choose. Even a failure or two (or more!) along the way will not seriously dampen their spirits.

# Exploring \$\$\$ business opportunities

by Robt. D. Childers  
Management Consultant





Another group, however, is motivated mostly by necessity. These people generally fall into two major categories. For one group age is the controlling factor. Lack of certain saleable, specialized, or technical skills is another. Either condition may prevent these people from becoming profitably employed, or re-employed, once they have been laid off.

Let's face it. Any person not pretty well established by the age of thirty-five may suddenly be forced to realize he is entering the unemployable period of his life. Strange? None-the-less, it's become a way of life. Employed people should keep this in mind and prepare to face the problem, should it arise.

A second group in the "necessity" category has recently become a major source of concern in parts of the country heavily influenced by important aerospace firms. Large numbers of skilled technicians, highly valued engineers, and administrators have been faced with sudden layoffs and no place to go.

We have a paradox. In a society still affluent beyond the wildest dreams of only a decade or two ago, there are these intelligent, educated, experienced and skilled people who may literally "go to seed" because they suddenly find themselves unemployable, either from having reached the "old age" of forty or fifty years, or because of necessity the rug has been pulled out from beneath them in an industry that had expected to keep them employed until their normal retirement.

These people find they have two

## **You probably have all kinds of "tools" around you already that you haven't considered seriously before. Take stock of your assets. Explore!**

critical areas of concern. First, they must generate income. Second, they must preserve and protect their personalities.

If they are successful in finding a secondary job for which they may not be primarily trained, the job may be of such a nature as to deny them worthwhile expression. This can lead to such boredom and depression as to result in actual mental and physical breakdown. And society, too, has lost valuable production power.

Psychiatrists tell these people they must obtain meaningful employment. They don't tell them how to do this!

For many of these skilled people, the answer lies within the area of the "Business Opportunity." Let's discuss.

Quash the idea that it takes a lot of money to commence a business, or, "I don't know how to run a business," or any one of a dozen other excuses. When your car breaks down, you fix it. When your professional exposure breaks down, you relax—then you set about mending fences.

Probably you have all kinds of "tools" already around you that you haven't before considered seriously.

If you have acquired some capital through the years, the field is wide open. But use care! If you decide to purchase a going business, investigate thoroughly. Every seller is expected to make a profit, but be certain there is some left for you, as well. No deal is ever good unless it's good for all parties.

First, be sure the business is one that will make you happy. Then check records, statements, tax returns. Retain a private auditor, or consultant, to assist you. Check with customers, or clients; talk with the local banker. Check out suppliers and other references. Check the quality and type of product, or service. Be certain it is not already at

a "vanishing" point, or otherwise about to be phased out of the marketplace. After all, people don't really need a whole lot of buggy whips, these days; and running boards aren't found on too many new cars!

If your deal is to include personnel, be sure your new ball club isn't left without seasoned players. The same applies to clients and customers. Try to determine if they will stick with you, once you've taken over. Make certain the seller is not going to go into local competition with you. Set up safeguards. You can't cover everything, but you should try. Your consultant, accountant, or attorney may be your best friend in these matters.

Avoid the pitfall of thinking that because you're a first rate engineer, you're also a qualified accountant. I once knew a doctor who found himself in all kinds of serious tax trouble, simply because he was sure he knew more about accounting and tax matters than the man who was licensed in that profession. I didn't question his ability as a physician; but I did question his ability in the common sense department.

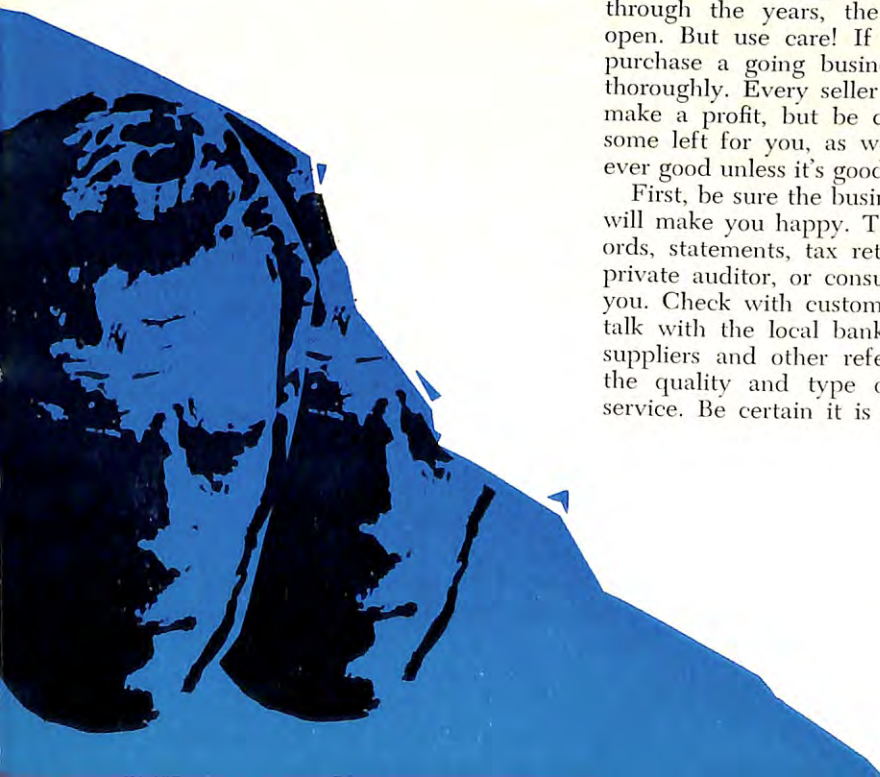
Instead of purchasing a successful operation, it may be your best bet to consider one that is going down the drain for explainable and correctable reasons. Be sure the price is right, however! Be sure the owner actually does have something to sell. A good name yesterday may be a serious drag, today. A client of mine recently purchased a garage. The first thing he did was change the name, and this was not a matter of ego. Successful for most of its thirty year history, the business had recently acquired a bad reputation. We decided the place needed to start off with a completely new "broom," all the way.

Reviving an old business may be too costly. Examine all aspects. If you like the deal, get on with it. The effort can be challenging and rewarding. Here, too professional assistance is recommended. It can make the difference between go and no go.

Now, let's consider the case where there's a good small business that needs capital for expansion, or even for actual survival. The owner is offering a partnership, association, or other type of affiliation for a cash investment. Sometimes a share-the-work deal is offered instead of a cash investment.

Share-the-work deals are almost always good to consider. Look closely, but you do have one thing going for you: You're not being asked to put up your own money; only your talent.

The "investment required" proposition  
(Continued on page 18)





# Exploring Business Opportunities

(Continued from preceding page)

tion is something else. There's always a red flag on this play. The "large salary" you're usually offered is probably going to come out of this "investment required," and whose money is this? You may also be paying somebody else's household bills even ahead of your own salary. I've examined many of these situations. Of course, many of this type are really bona fide opportunities and should be examined. Look at the entire forest—not only a tree or two.

Maybe you don't have much investment capital; or perhaps you want to conserve what you have for emergencies. Still, you're interested in be-

coming an entrepreneur, your own boss; and you don't see how you can sensibly do this. Look further.

Did you acquire a particular skill when you were employed that you may be able to put to use on your own? If you're an engineering specialist, can you apply your talent to something along this line that is commercially saleable? Ever think about what might be needed right in your own neighborhood, or in another neighborhood where you would prefer to be? Start here.

Example: A formerly employed skilled mechanic or machinist can become a great garage or machine shop owner and operator. Why not? I know

of one man who had a hobby of doing very fine micro-machine work at home, using very small, exotic extremely accurate equipment. He found a commercial market for this talent when he decided to go on his own. I know another employed machinist who has been building up a fine home shop of his own in his garage. From time to time he has taken on small subcontracts for work during his off time and now that he is about ready to go on his own, he has a good start.

You're afraid you don't understand the necessary paper work? You can't afford to hire a bookkeeper? How about that "old" accountant you met the other day? His problem was a lay-off and he finds he's also too "old" to pick up another spot readily. Why don't you think about joining your talents? You'd have all the principal requirements for a successful enterprise. Low overhead. No payroll. A clear division of labor. This type of thing is worth thinking about. The small enterprise could start in one of your garages and move out when business permits. Good idea?

Advertise for an "associate" with ability and desire to join with you to make up a team that does not want to be phased out of the mainstream of industry by premature retirement.

Hobbies? Let's look. Everyone does something just for fun. This is as American as apple pie. It's also a lucrative place to start.

For a long time you've relaxed around your garage at home on weekends, learning how to be a good electronics fiddler. Or maybe you were formerly employed as an electronics technician or engineer. Your friends have always camped on your doorstep waiting for you to fix their television sets and car radios, or show them how to hook up the radio-controlled garage door opener, or whatever. You've accumulated some good equipment. It's been fun. Ever think of putting this "fun" to work? Check your neighborhood. A really good, high class radio and TV repair shop may be needed. Or, maybe this is your chance to move into a completely new neighborhood.

Is your garage so full of what the wife calls junk that it looks like an old-fashioned four-corners general store? Idea? Ever think about setting up an actual fix-it shop—not the old kind, but a modern, sophisticated, gadget and appliance repair operation? You're smart. Don't close your mind on this one too fast. How many times have you wondered why somebody else didn't do it?

Maybe your forte is amateur photography. You know how to take and process all kinds of pictures. You have a real knack with cameras. You read all

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(Continued on page 21)



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# It's Your Business!

## THE "PEOPLE PROBLEM" IN SMALL BUSINESS

To obtain information about the problems of small business, the President's Task Force on Improving the Prospects of Small Business asked more than 2,000 small businessmen "What do you consider your three major business problems?"

The most frequently mentioned category was that of *personnel problems!*

The interviews in which that question was asked were conducted on October 1, 1969, by credit reporters from Dun & Bradstreet as a service to the Task Force. Over 80 percent of the small businesses surveyed employed fewer than 50 people. About 50 percent employed no more than ten.

A follow-up survey was made of 100 of the small businesses who had cited "personnel problems" as their main problem area. Of those respondents, 64 percent repeated this assertion. Some 81 percent of the respondents said that "shortage of qualified personnel" was a major personnel problem, and 70 percent said that they were actively seeking new employees through newspaper ads, employment agencies, and referrals by present employees.

In the matter of "quality of personnel," 44 percent of the respondents in the follow-up survey said they believed that the job applicants then available were "less qualified" than those who had been available five years earlier, whereas 37 percent felt that there wasn't much difference. "Poor attitude" was most often cited as the reason for "less qualified" by those employers who felt that quality had declined, and "inexperience" ran second.

The Task Force reported that personnel problems "differ greatly depending on region" and that in New England "availability" was seen as the major personnel problem, whereas "quality" was the chief problem in western regions. The Task Force also noted that "Personnel problems tend to be of greater concern to manufacturers and generally increase as size of business increases."

One particularly striking item reported by Task Force was this: "Over three times as many people left their employers voluntarily as were dismissed."

Large companies have separate Personnel Departments whose sole responsibility it is to provide "personnel administration" resources and guidance to the company. The Personnel Department itself deals directly in some categories of personnel needs and problems, but many others must be handled by supervisors and managers in the course of day-to-day work activities. One of the Personnel Department's functions in a large and well-managed company will be to provide *indirect* amelioration of "people problems" by seeing to it that the company's managers and supervisors are kept aware of these problems and are given guidance in dealing with them.

Some of the larger small businesses have Personnel Departments, but often their functions are limited to dealing with the more formal and routine personnel matters. In the typical very small business there's seldom any talk about

"personnel administration;" the owner or owners just do their best to "run the business" and this of course includes dealing—as effectively as they know how—with the "people problems" that come up.

It is interesting to note, however, that the Task Force on small business gave it as their opinion that many of the "miscellaneous" problems which 24.5 percent of the small businessmen surveyed cited as their "major" problem category could actually be seen to have their source in *lack of qualified personnel*.

Quite obviously there are many big-company, personnel-administration methods that cannot effectively be "scaled down" for application in the very small company. But some of the most important ones can be. As a starting point the small businessman with personnel problems ought to recognize that *the concept of personnel administration* is one that has relevance not only to big business but to his as well. *The Concept of Personnel Administration*

Personnel administration either embraces or is in some way related to just about every operation that goes on in a business. It covers all of the following: employee *hiring*; employee *training*; employee *supervision*; maintenance and filing of all necessary *records and reports* (many of which are required by law or governmental regulation); planning and managing the company's *compensation and benefits* programs; looking for ways to *improve employee performance*; dealing with *employee terminations*. And those aren't all!

### *The Cost-and-Expenses Aspect*

Last January the U.S. Department of Labor announced that, in accordance with the 1966 federal minimum wage law, the minimum hourly wage would increase from \$1.45 to \$1.60. But wages, salaries, and employee benefits program represent only the more *obvious* labor costs an employer incurs. There are also plenty of "hidden" costs—especially in a poorly operated company. These range from inefficient job performance to such things as damage to equipment through carelessness, misuse of company supplies, and outright theft. Or consider the losses resulting from sales lost because of customer dissatisfaction generated by employee inefficiency, discourtesy, and so on.

The typical small businessman is not trained to see his business *as a whole* from a *financial-and-accounting* point of view, and this is especially true with respect to the less obvious costs-and-expenses aspects of his employee force. The small manufacturer may have up-to-date cost accounting for his production operation—but perhaps none at all for his employee procurement operation! And in many small businesses there's little or no awareness of the dollar-and-sense aspects of training and supervision. It's rather pathetic to see a businessman incur total direct costs of perhaps \$5.00—to say nothing of his own time and trouble—in order to procure a new employee... only to have the new employee quit after a few weeks!



# Exploring Business Opportunities

(Continued from page 18)

the latest dope in the photog mags. Last month you took some real "pro" wedding pictures for a friend. Ever checked your neighborhood to see what might happen if you turned your hobby into a commercial studio, lab, and custom photography service? How's your local newspaper set for using freelance photo work?

Still get a kick out of riding and overhauling motorcycles? The sport bike is really the "in thing" around the country, right now. Do you enjoy rebuilding and refitting power boats, or sailing craft? Nearly anything you enjoy doing well can be the basis for your own business opportunity. Laid off from your job? Phooey! Determine what you have, not what you don't have! Who needs public welfare assistance, unemployment insurance benefits, and the like? Effort, direction, and management will put you into your own enterprise—if you want it that way. Many of today's large operations were started in somebody's backyard—often by people who could in no way sell their talents to industry! "Next week, we'll get organized." Not for you. Do it today!

Organization is not difficult. Just follow the basic rules. You'll want to start with as small an investment as possible. You'll need to "warm up" to these new plans of yours, and you'll make some mistakes. Be adventurous; gamble a bit. Fear will never make you an entrepreneur.

Local regulations may require you to rent an office, store, or shop in a commercial section of town. This is often wise, anyway. Check with your local government to be sure. Home shops are often good only for a starter. A capricious public is difficult to judge. You don't want to offend a customer. You're in business to make money now.

You'll need less money than you imagined, if you're careful. Equipment must be good, but this is seldom a problem. Depending upon your choice of venture, there are easy payment plans, "friendly" bankers, eager equipment dealers. All are happy to assist you. After all, each has a stake in your future. You're now the boss, the man in the driver's seat. You've made your own "business opportunity" and you're on the go.

Anticipate your problems. Seek qualified assistance in every area of need. It pays. If you can't yet afford good employed help, retain professional management by contract. Make it a pay-as-you-go deal by tying management fees directly to sales. A percentage of gross sales can be good for everyone. It's a good way to go. However you go about

it, what you need is someone to guide you through the problem areas of running the business while you are free to do the part that brings in the cash. With contract assistance, your expenses are less, too. There'll be no wage deductions, no insurance requirements, no employer contributions to the tax people, no fringe benefits to worry about, etc. This arrangement makes a lot of sense.

You cannot expect to be a jack-of-all-trades. This is a pitfall to avoid. Ad-

ministrative problems are often the undoing of an otherwise sound venture. An owner sometimes attempts to assume too much of the load. A tax deadline slips by. A supplier isn't paid. Wouldn't it have been better to have a "watchdog" on the job?

Cut corners where it pays. Many people are brainwashed with the idea that there is only one way to get started in business—the hard way. These people know before they start that they can

(Continued on page 28)

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## Lincoln, Neb., Lodge presents George B. Klein for Grand Trustee



*At a regular meeting of Lincoln, Nebraska Lodge No. 80, held on the 15th day of February, 1971, the following resolution was unanimously adopted:*

WHEREAS: Brother George B. Klein has served Lincoln Lodge No. 80 for the past twenty-five years in many capacities, including the office of Exalted Ruler, Chairman of the Board of Trustees, Coach of the Ritual Team, and is an Honorary Life Member, and,

WHEREAS: He served the Nebraska Elks

Association as its President in 1965-66, has served on its Board of Trustees, Ritual Committee, Chairman of the Youth Activities Committee, and is presently Chairman of the Nominations and Advisory Committee, and,

WHEREAS: Brother George B. Klein has served the Grand Lodge as District Deputy Grand Exalted Ruler of the East District of Nebraska, and a member of the Committee on Credentials for four years of which he was Chairman for two years, and,

WHEREAS: In his community he is a

member of the Presbyterian Church and several civic organizations, and in business he has been associated with Woodmen Accident and Life Company for thirty years where he is currently Second Vice President—Computer Systems, and,

WHEREAS: In all of his activities, he has consistently demonstrated effective leadership and continuing devotion to the Order of Elks.

NOW THEREFORE BE IT RESOLVED that Lincoln Lodge No. 80 is honored to present to the Grand Lodge Convention to be held in New Orleans, Louisiana, in July 1971, the name of George B. Klein as candidate for Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America for a term of four years.

Richard H. Blomgren,  
*Exalted Ruler*

Howard W. Spahnle,  
*Secretary*

## Green Bay, Wis., Lodge presents Melville J. Junion for Grand Trustee



*The following resolution was presented at the regular meeting of Green Bay, Wis. Lodge #259 B.P.O. Elks on Wednesday, January 13, 1971 and unanimously adopted:*

WHEREAS: Brother Melville J. Junion has been active in Green Bay Lodge #259 B.P.O.E. since his initiation on March 11, 1931, serving on practically every committee in the Lodge, including chairmanship of the House Committee. He was elected to the Board of Trustees in 1949, serving as its chairman for 2 years, resigning in 1953 to start through the Chairs and served as Exalted Ruler in 1957-58. During this era he also acted as General Chairman for 2 State Conventions and one Conference and as a member of the Building Committee. As a member of the Ritual Team he was accorded all-state honors in each chair he occupied, and

WHEREAS: On a State level he was appointed to State Association Youth Activities Committee in 1951 and was made chairman in 1954 when Wisconsin was accorded first place nationally for its Youth Activities Program at the Los Angeles Convention. While still State Chairman in 1954-55, Wisconsin was awarded second place nationally and in 1955-56, Wisconsin was again awarded first place nationally for its Youth Program, and

WHEREAS: While Chairman of the Wis-

consin Elks Association New Lodge Committee, he was responsible for activating a Lodge at Sturgeon Bay, Wisconsin, the first such action in the State in thirty years, and served as installing officer and acted in a similar capacity at another new Lodge, and

WHEREAS: He also served on other State Association committees and was elected Vice President N.E. in 1957; President-Elect in 1959-1960; was President of the Wisconsin Elks Association in 1960-61. He is now a member of the Past Presidents Advisory Committee and has served as its Chairman, and

WHEREAS: In 1961 he was appointed to the Grand Lodge Youth Activities Committee by Grand Exalted Ruler William A. Wall; in 1962, he was reappointed by Grand Exalted Ruler Lee A. Donaldson; in 1963 he was reappointed by Grand Exalted Ruler Ronald J. Dunn and in 1964 was again reappointed to the Grand Lodge Youth Activities Committee by Grand Exalted Ruler Robert G. Pruitt. In 1965 he was appointed Chairman of the Grand Lodge Youth Activities Committee by Grand Exalted Ruler R. Leonard Bush. He was subsequently reappointed as Chairman by Grand Exalted Ruler Raymond C. Dobson and Grand Exalted Ruler Robert E. Boney, and

WHEREAS: His efforts in youth activities have been recognized on a local, State and

national level, having received awards for his efforts from our Government, Boy Scouts, Girl Scouts, Boys' Clubs of America and others, and

WHEREAS: Affiliated with many civic organizations as a member and Chairman including serving as General Chairman for many civic and community projects. He has been a member of the Police and Fire Commission in Green Bay since 1954, serving as President and in 1964 appointed for another five year term and re-elected its President. He also is a member of the active staff in two major hospitals in his community, and a 4th Degree K of C, and

WHEREAS: He has also served as Secretary and President of his professional association, as well as on State Committees thereof and is also a Life Member of its National, State and local organizations, and is an Honorary Life Member of Lodge #259, and

WHEREAS: He has served as the first President of the Directors of the Wisconsin Elks Association Major Project as well as on the board of directors of many civic organizations, and

WHEREAS: At the Grand Lodge Convention in New York in July of 1968, he was elected to the high office of Grand Esteemed Leading Knight;

NOW THEREFORE BE IT RESOLVED that Green Bay Lodge #259 is honored to present the name of Melville J. Junion to the Grand Lodge Session to be held in New Orleans, Louisiana in July 1971, as a candidate for Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America for a term of four years.

Gerald A. Van Pay,  
*Exalted Ruler*

Austin G. Mott,  
*Secretary*



# SportsAction

BY DON BACUE

## FIGHTING RAINBOWS

YOU CAN RAVE about your coho trip and the seven northerns you brought back from Wisconsin; but for my money, no other type of fishing in the world offers more thrills and enjoyment than trout fishing.

When you break upon a small clearing and catch your first glimpse of early morning sunlight dancing on the bubbling, rippling water, you're just glad to be alive and proud to be a fisherman.

A trout fisherman is like no other fisherman in the world. He stalks more than mere trout—he searches for a rare communion with nature, the chance to trade in those large, formidable lakes and rivers for small, babbling brooks and shallow streams... to get close, once again, to nature.



But a trout fisherman's quarry is by no means easy prey. Those six- and eight-pound Rainbows didn't get that way by being careless. So a trout fisherman, perhaps more than any other sportsman, must follow a very strict procedure... from the time he approaches the stream until the trout is tucked safely in his creel. Here are some tips to follow that should help you bring home those elusive trout on your next outing:

1.) Be sure you're properly equipped. You won't need a lot of bulky paraphernalia, but you will need the *proper* gear. Include a good assortment of dry (floating) flies for when the trout are rising and wet flies for when they're not. When picking your flies, try to emulate as closely as possible the natural insects in the area. I've more than once found myself in a real trout hot spot, with Rainbows

rising all around me, without getting a single strike—all because the flies I brought along were foreign to the trout.

Then, after choosing your flies, pick out a good fly rod (and *always* bring a spare)—not too heavy, not too short. About eight feet in length and four ounces in weight satisfies me for most types of trout.

The reel should be thought of as a relatively minor piece of equipment in trout fishing—more as a line storage bin than anything else. Select one with good line capacity and some type of drag mechanism, then equip it with proper-weight line for the size and weight of your rod.

Of course, you can select all sorts of other equipment from nets to creel to rubber wading boots. But remember: you're the one who'll have to carry it all. And the trout fisherman who's not burdened down like a pack mule has the advantage.

2.) Approach the water carefully. Most trout caught in shallow, clear water succumb to the angler who approaches cautiously and keeps low while fishing. It's corny, I know, but the old saying still holds: "It's the crouch, creep, and crawl system that puts the trout in the pan."

3.) When working a dry fly in a trout stream, whip your line out to where you want it, then let the current do the work. Don't allow too much slack to float downstream, or when a trout strikes, you won't be able to set the hook in time to snag him.

4.) When fishing a wet fly, keep your line taut, working the fly back to you. Also, on cloudy, overcast days especially, it's a good idea to attach an "attractor" fly, a brightly colored or shiny lure, about three feet in front of your natural wet fly. If the attractor does its job, you should have a strike within a few careful casts. And once that Rainbow hits, be prepared for one of the most exciting fresh-water tussels of your life!

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# SHOWCASES FOR THE ORDER

The 1970-1971 Lodge Bulletin Contest has again revealed superior editorial talents among many members of the Order in their reporting of local lodge activities.

The GL Lodge Activities Committee sponsored the contest again this year, under the direction of Chairman Omer C. Macy of Mattoon, Ill. Once again the excellence of the almost 300 entries was such that deciding the winners was a difficult task for the judges.

The top three winners in each of five membership categories are as follows:

### A—FEWER THAN 300 MEMBERS

- 1—Mission Viejo, Calif.
- 2—Glenwood Springs, Colo.
- 3—Ukiah, Calif.

### B—301 through 600 MEMBERS

- 1—Miami, Okla.
- 2—Biloxi, Miss.
- 3—Warren, Mich.

### C—601 through 1,000 MEMBERS

- 1—Hollywood, Fla.
- 2—Aurora, Colo.
- 3—Harlingen, Tex.

### D—1,001 through 2,000 MEMBERS

- 1—Midland, Mich.
- 2—Honolulu, Hawaii
- \*3—Santa Monica, Calif.
- \*3—Redondo Beach, Calif.
- \*tie

### E—MORE THAN 2000 MEMBERS

- 1—El Cajon, Calif.
- 2—Long Beach, Calif.
- 3—Fort Lauderdale, Fla.



A



B



C



D



E





ELKS NATIONAL SERVICE COMMISSION



### Arts and Crafts Contest & Elks Leather Program

THE ELKS National Service Commission has for years been supplying leather hides in brilliant colors to Veterans Administration hospitals throughout the country. The idea originated in California where the State Association instituted a program of gathering skins and pelts during the hunting season and tanning them for distribution to the Occupational Therapy departments in the California V.A. hospitals. The idea caught on in surrounding States. Soon there was leather for distribution to all V.A. hospitals. "Elks Leather" became a legend.

In observance of the 25th Anniversary of the Veterans Administration Voluntary Service this year, the Elks were asked to sponsor an Arts and Crafts Contest among the patients in all hospitals. It was eminently successful. An unsolicited letter from a veteran patient describes dramatically the value of our efforts. It reads as follows:

Mr. B. Fullington  
National Service Commission Chairman  
Vancouver V.A. Hospital  
801 N.W. 79th Street  
Vancouver, Washington 98665

Dear Mr. Fullington:

I am writing this letter to you so that you and your brother Elks can more fully understand how important and needed you are at the Vancouver V.A. hospital.

While I was a patient in the hospital, I was allowed to go to occupational therapy, where for the first time in my life I learned how to work with leather. I used elk hide that was donated by your group and made a pair of squaw boots, a hat, and a purse for my wife. Because of your donations of leather, the long hours of the two months that I was in the hospital went by much faster. Besides the time factor, I also had something to do with my mind and hands that would be of use to me both in and out of the hospital. Working with the leather proved to be great therapy for my arm and hand. I used muscles and kept them active that I would not have used because my arm was taped to my chest and it would have been much harder recuperating because I had to exercise all these muscles, not only the ones from surgery.

Also, for almost five weeks I was in isolation in a small room and this leather work probably kept me from crawling the walls. The therapeutic factor to me was most important and I sure am thankful that it was available. Also, the things I made are used by my wife every day.

I am now recuperating, and I am still working with leather and making things for my three children to be used by them for as long as the leather lasts. Another benefit I derived from this is that as soon as I am more able I will start making things for a leather shop that will pay me to do this which will supplement my V.A. check which is my only source of income presently.

As you can see, I have gained much from this experience that I am sure many other men have also, but there is even more to my particular story.

On the first of December, my V.A. check was \$37.00 instead of \$435.00 which meant that it was going to be not so happy a Christmas for my kids. Well, the Elks had a contest at the hospital and I entered the squaw boots and the hat. As it turned out the squaw boots won First prize and the hat won honorable mention, which meant \$60.00 in prize money.

I found out about my winning the contest on the second of December, and needless to say, my family and I had another reason to be thankful to the Elks. The prize money paid for a tree and presents that we did not have the money to buy.

So, from the bottom of our hearts the Blaska family says thank you Elks, and don't ever think your efforts are wasted.

Sincerely,  
David E. Blaska

**Thus, between regularly scheduled visits of our hospital committees, not a day goes by that our hospitalized veterans do not have cause to remember that Elks are fulfilling their promise:**

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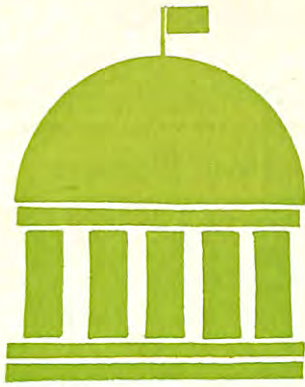
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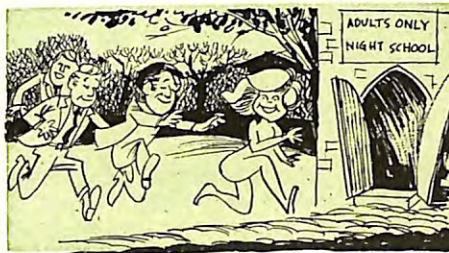
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# AROUND WASHINGTON



**FOR ADULTS ONLY.** Underneath this provocative headline was pictured a pretty blonde in a skimpy bathing suit. This newspaper advertisement was inserted in the Alexandria, Va., Gazette not for an adult movie but for an adult education series of courses offered by the school system in the Washington suburb. Information Officer Doug Poretz got both brickbats and bouquets for his unconventional ad. He is happy because it helped stimulate night school enrollment which had been on a downward trend for the past four years.

**CAPITOL EXPLOSION** early on March 1st was more powerful than many realize. The building took it without suffering even more damage because of the heavy masonry construction used back in 1800. "It would have done much more damage if it had gone off in a modern office building with its light-weight construction," says Mario Campioli, Assistant Architect of the Capitol. But the strength of the West Front was not put to a fair test, he says, since the bomb was not placed in one of the outside rooms that run along it. Instead, it was detonated in an inner room enclosed with thick walls. The West Front, cracked and crumbling from the erosion of time, has been shored up for years while Congress argued whether to restore it on its present site or extend it 88 feet to make room for more offices and facilities for visitors.

**WHEN THE WIFE** of a fellow congressman is a Hollywood actress, any picture she makes has a special attraction for the members of Congress. They have been flocking to see "Doctors' Wives" despite its generally unfavorable reviews, because one of its stars, Marian McCargo, is the new wife of Rep. Alphonzo Bell of California. She describes the film as "a funny put-down, a deliberately naughty suburban picture, a tongue-in-cheek soap opera."

**SOMEONE GOOFED** at the White House when the new portrait of President John F. Kennedy was hung in the Green Room below a painting of John Audubon holding a rifle. After numerous public protests about a rifle being pictured in such close proximity to Kennedy's portrait, the Audubon picture was moved to a wall in the Red Room.



**PROTEST POSTERS** for parents are now selling in Washington stores. "Keep America Beautiful: Clean Your Room," says one. Another, inspired by the old Uncle Sam recruiting poster, says "Mom Wants You—to Hang Up Your Clothes."

**PARIS AIR SHOW.** The Commerce and Transportation Departments are cooperating in putting together a U.S. exhibit at the air show which will be held in Paris May 27 to June 6. Its theme, "Era of the Super Jet," will stress the role the U.S. aerospace in-



dustry has played as the dominant builder for the free world's airline fleets. The hope is that it will bring in new orders for the industry, as it has done in the past. Among the stars this year will be the wide-bodied jets: Boeing's 747 and Lockheed's L-1011 Tristar.

PORK AND BEANS are adequate in protein, iron, thiamine, niacin and calcium but lack Vitamins A and C and riboflavin. Labels listing this information are now being attached to cans of pork and beans sold by the Giant Food supermarket chain in Washington, Baltimore and Richmond. Labels listing their nutrients, fat content and calories are also being attached to such other commonly used foods as corned beef hash, canned peas, spaghetti, tomato and orange juices, canned fruit and whole milk. The 93 Giant stores, with FDA approval, are taking a pioneer step in nutritional labeling of food which other supermarket chains are expected to copy.

IT NOW COSTS MORE to visit George Washington's home at Mount Vernon. To meet rising costs, the historic site's trustees have imposed a fee on children for the first time and raised the adult fee from \$1 to \$1.25. Children in Grades 1 through 6 are being charged 50 cents during the busy visitors' season, from March through August, but will be admitted free from September through February.



SENATE ORATORS are having trouble getting accustomed to the new Senate sound system. Many senators are not using the microphones finally installed for the first time in Senate history to amplify their speeches. They are slung inconspicuously on the side of each senator's desk in which a small loudspeaker is hidden. When a senator stands up to speak he is supposed to clip the mike with its 11 feet of retractable wire to his coat. But some senators feel the system which cost \$113,000 to install was not necessary. Others get tangled up in the 11-foot wire when they attempt to use the mike.

(Continued on page 28)

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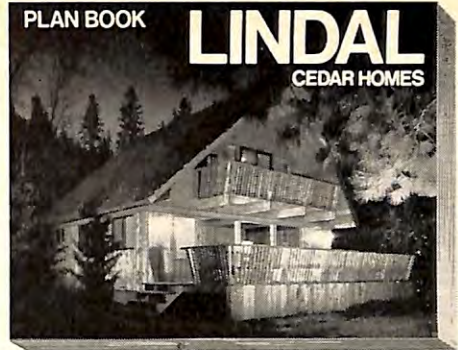
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## Exploring Business Opportunities

(Continued from page 21)

never afford to jump in. Some people also disagree with this philosophy. I have a case in point.

A client of mine was for years a salesman for a large firm. Then came the day when even he was out of a job. He had a young family, the usual debts, no reserves. He was beyond the age of readily obtained employment. What would you have done, had you been in his shoes?

This man knew how to make a needed commercial product, although he had never tested it. This was practically the only asset he had, other than his natural ability and his desire to succeed at whatever he went after. Since he couldn't obtain much of a job, anyway, at his age, he determined to go into business for himself.

His first move was to locate an accountant who would handle his books and office routines on a percentage basis. This accomplished, he found a manufacturing firm that agreed to make his product on a per-order basis and a commercial warehouse company that would store his inventory and ship to customers as directed.

He decided to work from his home and his car while he was getting started. The accountant's office was the com-

pany office. All that was left was to retain a good answering service, pick up his sample case, and hit the road. He is now a recognized success in his field.

Notice how production and operating costs were directly tied to sales and occurred only when there were actual sales made? Notice how he set up an operating organization with practically no cash, no physical assets, and no personnel?

This man made his own "business opportunity" really work and he grew successfully entirely from a standing start. You may prefer to acquire another's business as a starter, or join with someone, or go the franchise route, but the same operating principles pretty much apply in all cases.

Whatever you produce you must also sell, in one way or another. For sales there must be publicity. You can do your own advertising, if you choose. Sometimes it pays to use a qualified service for this, too.

In line with doing your own advertising, however, I've had good success with direct mail solicitation, where the product or service can be adapted to it. A sharp mailing piece, plus a complete and unique mailing list, can be a win-

(Continued on page 51)

## Around Washington

(Continued from preceding page)

STATUS SYMBOL for a U.S. Cabinet officer is to have a bedroom as part of his office. Two who enjoy this prerogative are Attorney General John N. Mitchell, who never uses the one in his elaborate Justice Department suite, and Defense Secretary Melvin R. Laird, who sometimes sleeps in his at the Pentagon during crises that require all-night vigils.

IT'S MAY AGAIN and Washingtonians are happy because this is one of the ideal months of the year here. It is pleasantly warm. The summer heat has not yet set in. The city, with its many parks, is literally abloom with a beautiful array of flowers, shrubs and greenery. The sidewalk cafes are thronged and the government secretaries parade down the streets in miniskirts and hot pants.

AIR CHARTER RULES are being overhauled and tightened up by the Federal Aviation Administration to cover the problems of unsafe practices by "shady" operators, questionable leasing arrangements, misleading ads and overloaded planes. The crackdown was recommended by a Transportation Department study made after 31 persons, including many members of the Wichita State University football team were killed in a Colorado crash last October of a leased plane.

CAR SAFETY STANDARD laid down by Transportation Secretary John A. Volpe requires every car, beginning with the 1974 models, to be equipped with an air bag or some other device that goes into action automatically in a head-on collision to protect the driver and front-seat passenger. Volpe's deadline of Aug. 15, 1973 gave auto makers only a six weeks' delay from his previously announced date when the standard goes into effect. They had sought a substantial postponement. Volpe's ruling, which is subject to possible court challenges, also requires cars made after Jan. 1, 1972 to have a gadget that automatically turns on a light and a warning buzzer if the driver or front-seat passenger fails to buckle his seat belt.

### CHRISTMAS 1970 BROCHURES

Has your lodge sent its 1970 Christmas Activities Brochure to:

E. J. Nunn  
205 Pythian Blvd.  
Jackson, Tenn. 38301

????????????????  
IF NOT, PLEASE DO SO TODAY.

## Youth Leadership Judges

CO-CHAIRMEN of the national panel of judges for the 1970-1971 Elks National Youth Leadership Contest are U.S. Senators Barry M. Goldwater (R-Ariz.) and Ernest R. Hollings (D-S.C.). The announcement of this year's contest judges was made by GL Youth Activities Committeeman Gerald L. Powell of Peru, Ind., contest chairman.

The selection of youth leaders in the 22nd annual competition will be made from among high school students—18-years-old and younger—certified by each state association as the top boy and girl winner.

Three winners in both the boys' and girls' divisions will be selected by the judges. The first-place winners in the two divisions will each receive a \$2,000 savings bond; second-place winners, \$1,600 bonds, and third-place winners, \$1,250 bonds. The bonds, which are provided by the Elks National Foundation, will be awarded by GL Youth Activities Chairman Horace E. Miller Jr. during the Grand Lodge convention in New Orleans, July 18-22.



Senator  
Goldwater



Senator  
Hollings



HARDLY A BOAT owner anywhere doesn't know about galley stoves, refrigerators, and portable TVs to enhance his boat's value and add new worlds of boating pleasure for his lake- and ocean-going cruises. But if you think those are the latest in nautical add-ons, get with it, sailor! You have a lot of catching up to do.

For example, would you believe an ash tray that doubles as a wailing burglar alarm and distress signal? Or a galley chair, one arm of which turns into a mouth-to-mouth resuscitator in case of emergency? Both exist; and both, priced at less than \$90 at your local dealer, can be valuable additions to *your* boat.

Another safety device you might want to add-on, one that I personally recommend for all boats from tiniest skiff to luxurious cruiser, is the Signet emergency/rescue signal by Res-Q-Mark. Consisting of a self-contained, helium-inflatable marker in a compact case, the unit releases a colorful float on a 150-foot coil at the pull of a cord. Priced nominally, it could be worth its weight in gold in time of emergency.

And, while you're busy dressing up the boat, don't overlook dressing up the

captain, either. Mustang Sportswear, Ltd., of Vancouver, B.C., has just introduced an all-weather, waterproof flotation jacket. Stylishly constructed, the hooded garment offers excellent protection against sub-zero temperatures . . . as well as great flotation properties. Check it out before doing any deep-water, cold-clime boating.

Of course, there are more nautical add-ons for you to choose from than those offering safety, alone. For the man who has everything, for example, including a lake full of weeds, Air-Lec Industries makes an underwater mower,

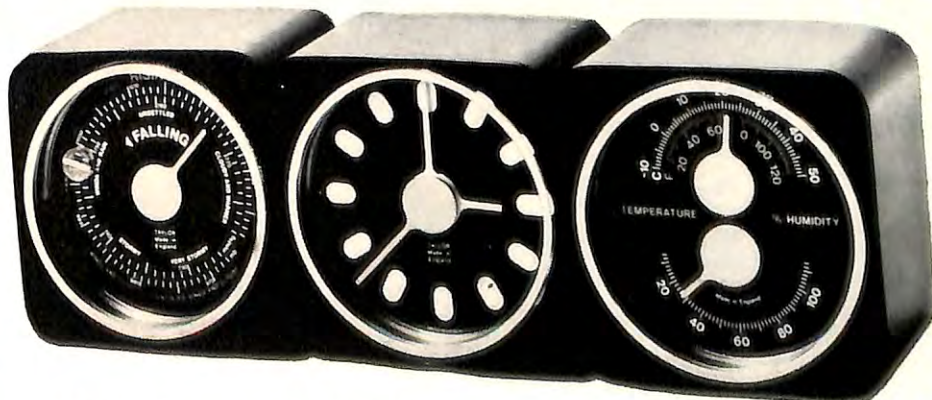
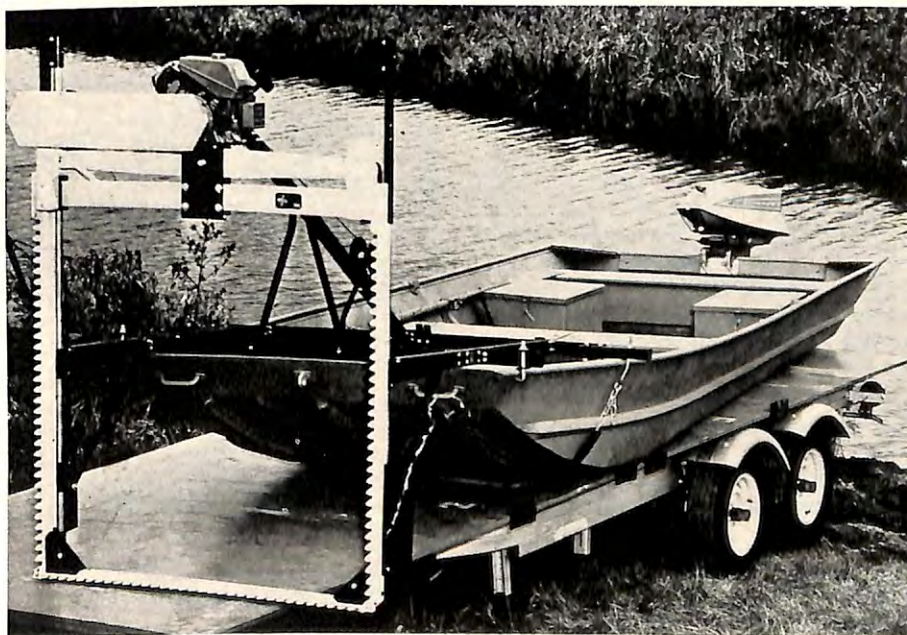
capable of clearing 3½-foot swaths through the toughest underwater beds. You can "slice your way to happiness" with the 42" U-shaped blades that easily strip a small lake of cumbersome weeds on just one tankful (two hours worth) of fuel. It's bow-mounting, weighs 200 pounds, and can be adjusted for various depths while in operation.

Then, after clearing a path to the shore, you might want to install the newest in do-it-yourself aluminum piers. The Metal Craft Company of  
(Continued on page 30)

## Offbeat Nautical Add-Ons

Offbeat, upbeat ways of improving your boat's value and increasing your fun.

*From the ultra-practical keyring signal flare (below) and the latest—and most stylish—instruments showing pressure, humidity, temperature, and time (below, right) to the "underwater mower" (right), you can take your pick from dozens of offbeat items especially designed to whet your nautical appetite.*





## Offbeat Nautical Add-Ons

(Continued from preceding page)

Chardon, Ohio, manufactures several different types with reinforced seams and special non-skid surface. So does Pipe-Lok, Inc., of Milwaukee. So if there's a pier in *your* boat's future, check into one of these.

For fishermen and small boat enthusiasts, Grumman manufactures a three-pound, fold-up anchor which, when not in use, takes up about as much space as a man's umbrella. A handy add-on when space is at a premium. About \$4.95 at dealers everywhere.

And, when it comes to furnishing your boat (or your home, for that matter) with authentic, nautical pieces, you might want to look into a large line of cocktail bars, tables, and captains' chairs crafted from the remains of 19th-century shipwrecks. For \$250, you could be the first in your neighborhood to own a foot stool fashioned from the salvaged remains of the schooner Sunnyside, which sank off North Fox Island, Michigan, back in 1883. Your local marine dealer should be able to supply you with details.

Now those ideas should be enough to satisfy even the most demanding skippers' yearnings. But what about *performance*? If you still think transistorized ignitions are the ultimate in boating technology, come a little closer.

If you're looking for faster acceleration and higher top speed from your outboard, Johnson Motors has something to interest you. It's their new "SST" propeller—made of high-strength stainless steel and coated with Teflon-S (baked on at 600 degrees). The SST propels a boat through the water two to three miles an hour faster than aluminum propellers and one mile faster than bronze, due to its exceptionally low drag and corrosion- and growth-resistant surfaces. For all John-

son 50-, 55-, and 60-horsepower motors, 1968 or later, and all Johnson V's, 1969 or later. Check with your Johnson Motors dealer.

And to help you conserve that ever-precious fuel (especially when you're out plotting your own channels miles from the nearest marina), Heathkit offers a brand new tachometer. Among other things, it reminds you of your motor's RPM limit while pointing out just how much fuel you're washing down the river on those fast accelerations. You can own your own 12-volt lighted meter for about \$45.

A depth sounder is another invaluable add-on and comes in a variety of sizes and shapes, some with rich walnut- or oak-grained finishes to match your craft's decor.

And, this being the age of the computer, it was only a matter of time before computerized gadgetry caught up with the boating industry. Brookes and Gatehouse, Ltd., now offers an ultra-sophisticated device that breaks navigators' hearts by telling them exactly how far off course they really are. The computer reads errors as small as 20 yards and updates itself every couple of seconds. Especially handy for masochists and racing sailboat navigators.

Likewise, if you're a fisherman, ask your gadgetry dealer about sonar fish finders. Lowrance Electronics in Tulsa, Okla., makes several models. Write for their catalog at 7809 East Admiral Place. Fish finders can't do it all, of course, but they *can* make getting those elusive bass out of the water and into the fire just a little easier.

And speaking of water, ever wish you had an inexhaustible supply of the really *fresh* stuff? Now you can have—with a mobile purification pack add-on. Everpure sells one for less than \$100 which, when properly installed, offers safe and odorless sipping of chemically fouled or stagnant water. One hundred dollars sounds like a lot to pay to

quench your thirst, I know, but the unit will last a lifetime with a minimal amount of care. And the peace of mind you'll receive from drinking cool, clear water is, alone, well worth the price.

Kiekhaefer Mercury has recently introduced its new Quicksilver Isolator, an electrical device to prevent greatly accelerated corrosion of underwater metal parts that can occur upon plug-in to shore power.

"Our new Isolator has been designed to meet the needs of owners of houseboats, cruisers and yachts, whose electrical appliances require power of 120/240 volts AC at dockside," according to Oscar Benson, Mercury's product manager of parts and accessories.

When the boat is plugged into shore power, an "electric battery" is formed, with the water in which the boat is floating acting as the electrolyte. Aluminum in the hull or drive unit acts as the anode terminal of the battery and is consumed at a greatly accelerated rate.

Mercury's new product isolates the metal in the boat from the metal structure on shore, blocking passage of damaging low-voltage currents (DC galvanic corrosion currents) that would otherwise cause destruction of the hull or drive unit. It also conducts all dangerous high voltages harmlessly through the grounding lead.

Priced at less than \$200, the Isolator is smaller than a shoebox and can be installed in minutes. Check into it soon.

For diving buffs who don't like the inconvenience of carting bottled air around on their backs, the Johnson Air-Buoy is just the thing. It furnishes two divers with an endless supply of fresh air down to depths of 25 feet. An ingeniously simple device, the Air-Buoy is lightweight, sturdy, and easily portable. "If you can swim," says Johnson, "you can dive with Air-Buoy." The price is \$279 (including everything but fresh air and water), and it's available

(Continued on page 51)



Shell collection (left), long a favorite with shore-board beachcombers, is fast becoming a favorite of boaters as well, thanks to the Air-Buoy, a device that pumps fresh air through 25-foot hoses to two divers. Now the shell collector can go after those prize specimens that lie offshore, just beyond the beachcomber's reach. The Quicksilver Isolator (right), an electrical device to prevent greatly accelerated corrosion of underwater metal parts that can occur upon plug-in to shore power, has been introduced by Kiekhaefer Mercury.





# How To Beat the High Cost of Living

(Continued from page 8)

you'll find unadvertised brands of a comparable or even better quality at a discount!

- Find out which "name" companies make products for "regional" distributors. One leading television manufacturer, for example, sells its products to local retailers who put their own names on them and sell them for less.

- Many "regular gasolines" have octane contents high enough to satisfy your car. Check into them. You might save as much as 40 percent by switching from the gas you're now using to regular.

- If you're currently receiving magazines you never get around to reading, cancel your subscriptions. You'll get a rebate for the number of issues not yet received.

- Remember that *nobody* gets anything free—not even trading stamps. Store managers jack-up prices in relation to the number of stamps they "give out" every month.

- Always pay cash. It's cheaper in the long run. Even companies that offer "free" or "revolving" charge accounts have to get the money they need to pay their bookkeepers from somewhere. And *you*, the consumer, by paying higher prices, are "somewhere."

So get smart quick. Start watching the sales and watching your budget. Only then will you be able to help save your *own* family's money... and your own nation's economy. ■

**BORDENTOWN, N. J., LODGE** recently hosted a busload of Viet Nam wounded soldiers from Fort Dix, N. J. The boys were dined and entertained and quite evidently enjoyed themselves as shown by the following unsolicited letter from the Lt. in charge and all the boys:

27 Jan 1971  
LT Robert C. Cook  
Gentian st.  
S. Lakeshore Dr.  
Brownsmills N.J.

Mr. James Kelly  
Exalted Ruler  
BPOE Elks, 11 Amboy Rd.  
Bordentown N.J. 08505

Dear Jim:

This is a letter from myself and the men of medical holding company to thank you and the committee for the party that you gave for us Tuesday night. I'd like to emphasize that this is not a military letter of obligatory thanks. This is strictly from me and the men, and stems from our sincere gratitude for the job that you and the Elks did. I've been told dozens of times already that this was the finest party that we've ever seen, and the tremendous effort and expense that must have gone into it was both obvious and appreciated.

Believe me when I say that if the Bordentown Elks ever give another party for Med Hold, we'll have a major riot at the bus. I'd like to extend special thanks to Mr. Russo and other men who may have been directly involved with the party; and give our best to the Andrews Sisters: they were never lovelier.

*Robert C. Cook*  
1LT Robert C. Cook

<i>Conny B. Smith</i> SFC Cruz Miranda	<i>Eugene Pruden</i> SP/4 Eugene Pruden	<i>William A. Dibble</i> PFC William Dibble
<i>Francisco Rivera</i> SP/6 Francisco Rivera	<i>Vito Noce</i> PFC Vito Noce	<i>Morris Laclere</i> PVT Morris Laclere
<i>Rafael Burgos</i> SP/6 Rafael Burgos	<i>Bruce Dettlerline</i> PFC Bruce Dettlerline	<i>Alan Spencer</i> PVT Alan Spencer
<i>Donald Tammen</i> SP/6 Donald Tammen	<i>Arthur Lord</i> PFC Arthur Lord	<i>Walter Weir</i> PVT Walter Weir
<i>Dale Patchet</i> SGT Dale Patchet	<i>Dennis Duncan</i> PVT Dennis Duncan	<i>Danley Battista</i> PVT Danley Battista
<i>Craig Branstetter</i> SP/5 Craig Branstetter	<i>Paul Dawson</i> PVT Paul Dawson	<i>Arnold Barket</i> PVT Arnold Barket
<i>Larry Sine</i> SGT Larry Sine	<i>Richard Benson</i> SGT Richard Benson	<i>Michael Alber</i> PVT Michael Alber
<i>Robert Helms</i> SP/5 Robert Helms	<i>Tyler Young</i> SSG Tyler Young	<i>Charles Hill</i> PFC Charles Hill
<i>Edward Evans</i> PVT Edward Evans	<i>Randall Baker</i> PFC Randall Baker	<i>James Dennis</i> PFC James Dennis
<i>Joseph Gaertig</i> PVT Joseph Gaertig	<i>Marcos Sanchez</i> SP/4 Marcos Sanchez	<i>Kenneth Maloney</i> PVT Kenneth Maloney
<i>Edmond Raub</i> PFC Edmond Raub	<i>Steven Lester</i> SP/4 Steven Lester	<i>John Youngblood</i> PVT John Youngblood
<i>Lonnie Blackwell</i> SP/4 Lonnie Blackwell	<i>Marvin Smith</i> SGT Marvin Smith	



## STATE ASSOCIATION CONVENTIONS

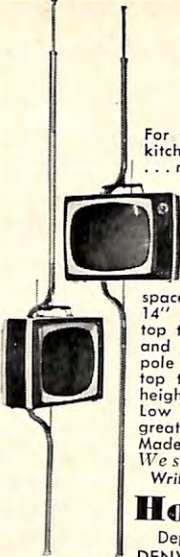
STATE	PLACE	DATE
Tennessee	Kingsport	May 6-7-8
Wisconsin	Wausau	May 14-15-16
Maine	Old Town	May 28-29-30
Indiana	French Lick	June 3-4-5-6
Pennsylvania	Philadelphia	June 3-4-5-6
New Jersey	Atlantic City	June 3-4-5-6
Connecticut	Westbrook	June 4-5
South Dakota	Rapid City	June 4-5
New Hampshire	Thornton	June 4-5-6
Vermont	Dover	June 4-5-6
Georgia	Jekyll Island	June 9-10-11-12
Idaho	Twin Falls	June 10-11-12
Nevada	Sparks	June 10-11-12
Texas	Fort Worth	June 10-11-12
Minnesota	Brainerd	June 10-11-12-13
Massachusetts	Bretton Woods	June 11-12-13
South Carolina	Myrtle Beach	June 11-12-13
Utah	Roy	June 11-12-13
North Dakota	Grand Forks	June 13-14-15
Alabama	Auburn	June 17-18-19-20
Washington	Wenatchee	June 17-18-19-20
Virginia	Arlington-Fairfax	June 19-20-21-22
Maryland Delaware D. of C.	Cumberland, Maryland	June 25-26-27
Montana	Kalispell	July 27-28-29-30
West Virginia	Wheeling	Aug. 5-6-7
Colorado	Lakewood	Sept. 9-10-11



**adjustable  
Hi-Low  
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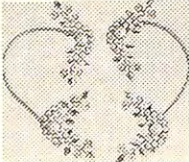
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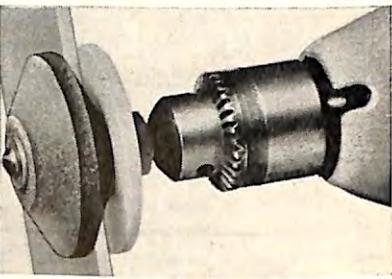
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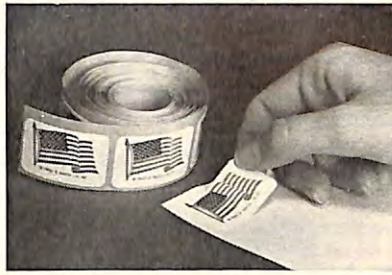
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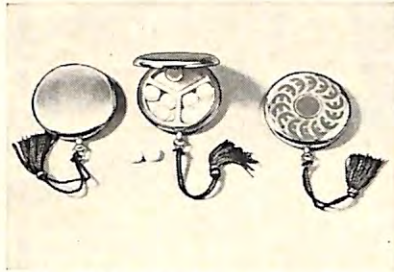
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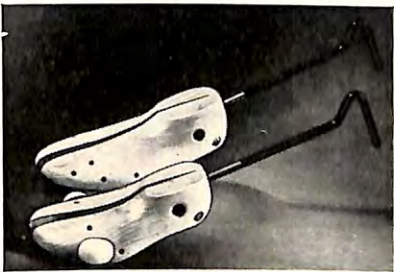
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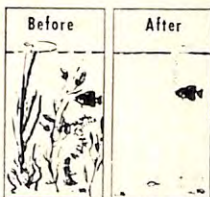
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CHOOSE ANY **2 PAIRS** **13.95**  
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**WARNING:** Try them once and you could become addicted to the comfort. They're perfect dress for country club enjoyment, weekend chores, or a snooze on the couch.

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## ELKS FAMILY SHOPPER



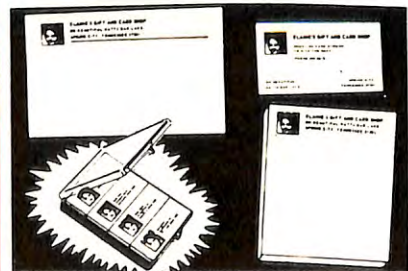
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**5 TO 9 INCHES**  
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**OR MONEY BACK**



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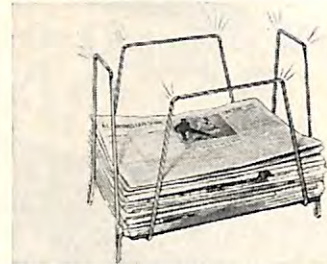


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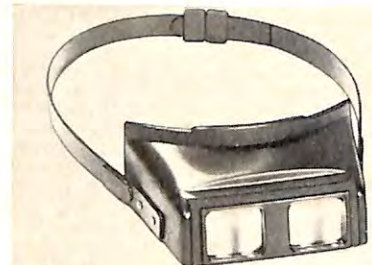
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**KEEP NEWSPAPERS NEAT.** The problem of untidy newspaper clutter is neatly solved by Newspaper Stack 'Em. Weeks of daily and Sunday papers fit in attractive black and brass finished stacker, 12" wide x 16" long x 13" high. Assembles easily, \$5.95 ppd. from D & P Mail Order Firm, R.R. #2, Davenport, Iowa 52804.



**LOVERS OF THE SEA** and its history will love "The Mariner at the Wheel." This beautiful ceramic creation of a seaman holding the wheel in a storm is 16" high, in yellow and brown. A fine memento of the days of sailing ships. \$22.95 plus \$2.00 shpg. Order from Ivy Creations, Dept. EL-5, 49 West 44th Street, New York, N. Y. 10036.



**3-D SIGHT MAGNIFIER** makes it easy to do close work. Powerful prismatic lenses enlarge work or small print about 3 times and light-weight head-band leaves hands free. Adjusts to all sizes. Wear with/without glasses. \$1.98 plus 50¢ post. 2/\$3.50; 3/\$5.00. Nu-Find Products, Dept. EHB-5, Box 205, Church St., N. Y. 10008.

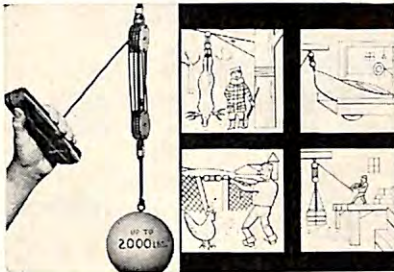
**YOUR FUTURE IN  
 MOTEL & HOTEL  
 MANAGEMENT**



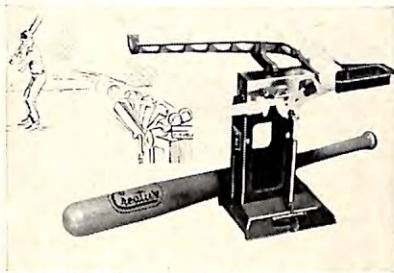
**HOTEL-MOTEL MANAGEMENT** offers a good income plus "extras"—free rent, flexible hours, interesting people. Send for free 24-page book "Your Future in Motel & Hotel Management," data on home study course. North American School of Motel & Hotel Management, Dept. 63803, 4401 Birch St., Newport, Calif. 92660.



# ELKS FAMILY SHOPPER



**PORTABLE BLOCK AND TACKLE** lifts up to 2,000 lbs.! Weighs only 15 oz., yet is strong enough to lift boats, machinery, large game. One hand operation. Sturdy steel and aluminum with 65 ft. nylon cord, 7 to 1 ratio. Prelubricated for life. With instructions, \$8.95 plus 75c post. Larch, Dept. EK-5, Box 770, Times Sq. Sta., N. Y. 10036.



**BATTING PRACTICE MACHINE** can make your youngster a junior Babe Ruth. Serves up to 10 balls automatically, adjusts for distance, speed, slugger's height. Safe hollow balls. Uses one flashlight battery (not incl.) With balls, bat, #3284, \$4.98 plus 75c shpg. J. P. Darby, Inc., Dept. E-51, 10 Martine Ave., White Plains, N.Y. 10606.



**THE FIRST LINCOLN PENNY**—the only year and coin of its kind. Designer's (Victor D. Brenner) initials are on the reverse bottom. Circulated condition, \$2.98; almost uncirculated, \$4.98; genuine uncirculated, \$9.98. Add 25c post. 32-pg. catalog free with order; 50c alone. Coin Wholesalers, Dept. EL-5, 4115-29 St., L.I.C., N.Y. 11101.



**TELEPHONE AMPLIFIER** amplifies incoming phone voices up to 5 times. Adjustable finger-tip volume control makes it easy to tune in your caller, tune out distracting noises. Small enough to carry in pocket or purse. Ideal for elderly, hard-of-hearing. \$9.99 ppd. Barclay, Dept. 51, 170-30 Jamaica Ave., Jamaica, N. Y. 11432.

# NOW EVERYBODY CAN BUY THEIR OWN EXTRA PHONE WITH NO RENTAL CHARGE AT ALL

Complete with 4-PRONG PLUG, RINGER, REGULAR CORD

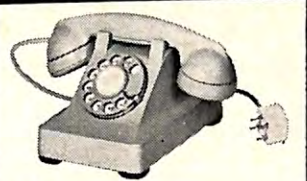
**Just plug it in!  
Nothing else to buy!**

These well-made, top brand name standard dial phones are completely reconditioned by experienced factory-trained repairmen... rewired, refinished and inspected down to the last service detail. Each is READY-TO-USE, WITH RINGER, 4-PRONG PLUG AND CORD. There is nothing else to buy. Great as that extra phone... or 2-phone intercom system... in office, den, kitchen, bedroom, etc... and it costs you less to own it yourself than what you have to pay in one year's rent!



**ON SALE—NOW ONLY 995**

**CHOOSE ANY PHONE YOU LIKE AND OWN IT—NO RENTAL CHARGES TO PAY EVER**



**COLOR PHONES with Bell**

Available in red, blue, green, yellow, white, beige, ivory, pink, black, gold ..... \$16.95



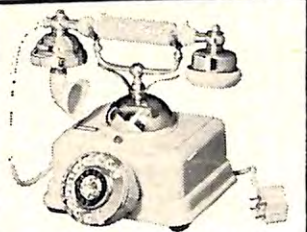
**(Vintage 1928)**

Colored Antique Cradle Phone. Green, Yellow, White, Beige, Blue, Red, Pink and Gold ..... \$22.95



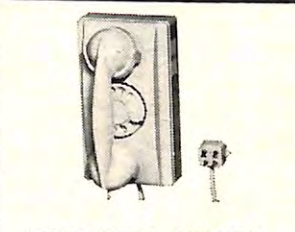
**HANGER PHONE**

With Dial \$15.95  
No Dial \$11.95  
Black Only



**FRENCH CRADLE PHONE**

From Milady's boudoir. In ivory, black or brass complete with bell and plug-in. \$59.95



**COLOR WALL PHONES**

White, Beige, Ivory, Green, Red, Blue, Black, Pink ..... \$22.95 includes bell



**UPRIGHT**

Brass w/Black Trim.....\$59.95  
Black w/Brass Trim.....\$49.95



**ERICOPHONE**

The phone with the dial on the bottom. Lift, it is ready to dial or answer, set down and communication is cut off. Red, Ivory, Beige, White, Blue, Green, Yellow With Buzzer... \$49.95 With Tweeter... \$59.95



**MODERN STANDARD COLOR PHONES**

Green, Blue, Pink, White, Ivory, Red, Beige, Green & Yellow Black ..... \$22.95



**PRINCESS TYPE "STARLITE PHONE"**

Pink, Blue, Green and White, Ivory. Complete with Bell and Light ..... \$39.95

**BARONESS**—White only with bell \$29.95

GRANDCOM, INC., Dept. EL5  
1152 Sixth Avenue, New York, N. Y. 10036

Send \_\_\_\_\_ phones as listed below.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Shipping Charges \$ \_\_\_\_\_  
Tax if any \$ \_\_\_\_\_  
Total enclosed \$ \_\_\_\_\_

Send For FREE Catalog

\$ \_\_\_\_\_

Add \$1.50 shipping and Handling Charge for each phone ordered east of Mississippi. \$2.00 for each phone west of Mississippi.

Enclose check or Money Order. No C.O.D.'s



# FISHERMAN'S SECRET DISCOVERY GUARANTEES MORE & BIGGER CATCHES EVERYTIME, OR NO COST!



By Jack Adams, Weekend Fisherman and Development Director, U. S. Biogenics, Inc.

resist it! Just think—you can be sitting in one boat pulling them in so fast you can't get time to string them, while your friends in another boat are sitting without a single strike. You need never come home empty-handed again... never need be skunked again! Remember, FISH-X-236 must work for you or it costs you nothing!

**HERE'S THE ONLY PROOF THAT COUNTS!**

I've just seen a fishing "miracle". With my own eyes I've watched the latest tests of a NEW FORMULA TO CATCH MORE FISH. I've seen fish pulled out of the water so fast it would make your eyes bulge and your heart pound with excitement. I'm convinced that this revolution in fishing can bring you MORE and BIGGER catches than any other method used before, as so many other qualified fishermen have already reported.

One of the amazing things about this method is that you don't have to change your rod, reel, line, bait, flies, lures, or anything else you now use. We don't care which Fishing methods, techniques and tackle you prefer. We'll even show you how to take fish out of waters where you never suspected fish existed! Make them hit your line again and again! In fact, we'll GUARANTEE IT MUST WORK or it won't cost you one red cent!

### HOW CAN WE MAKE SUCH A GUARANTEE?

Here—at last—is the inside story of the results of an amazing group of experiments conducted by U. S. Government Scientists at the Bureau of Fisheries, and other scientists throughout the world.

These scientists were determined to find out exactly what it is that makes fish bite, and much to their astonishment they uncovered the very reason—the proof—of what had until then been only suspected—virtually all fish finally select their food by smell—taste—touch!

As a matter of fact, scientists have long known and wondered about the many kinds of fish that spend their entire lives down at the very bottom of murky deep waters, where no ray of light can penetrate. Yet these fish, living in total darkness, seem to have no more difficulty in locating food than those fish living in brilliantly lit waters nearer the surface.

These findings prompted our researchers to concentrate on the development of a super food/scent/contact-stimulant combining the most appealing smell/taste/touch-producing sensations found to attract fish.

After much development and costly experimentation—WE'VE FINALLY GOT IT! A secret super-attractant formula for delivering more and bigger catches! This amazing Formula known as FISH-X-236 has been tested and reported by Fishermen just like yourself to be specifically more effective than worms, minnows, cray fish, spoons, flies, spinners, plugs—or any other dry or live bait used alone without FISH-X-236!

### NOW YOU TOO CAN BRING IN YOUR LIMIT VIRTUALLY EVERY TIME!

Yes, with FISH-X-236 you should be able to take out your limit every time you fish. If there are fish in the lake, we guarantee they'll come to your line, because this Magnetic Scent attracts freshwater fish in any lake—under almost any conditions—in most any kind of water. Just a drop or two on your favorite bait or lure is all that's needed. Seems as if fish of most every size and type simply can't

Over 275,000 FISH-X-236 have already been tested by qualified fishermen—volunteers just like yourself who agreed to test it under every sort of fishing condition! Read what fishermen all over the country say about its incredible results... the very same results you too must get this very week, or your money back guaranteed:

(All original reports on file in our office.)

**ORDERS MORE!**  
Enclosing photo of part of catch from recent sea fishing trip. Seldom have a chance to go fishing, so sure was glad to have FISH-X-236 along. Will order more shortly.  
I. C. L., Fort Lauderdale, Fla.  
**FISHING EXPERT DELIGHTED!**

I've already tried it on bullheads, white perch. Not only caught the first fish, the most fish, but also the last fish!  
S. K., Suncoast, N.H.

**NICEST CATCH YET!**  
Sure was amazing the nice fish I caught. All I can say is it sure works on the big ones. I've done a lot of fishing in my days, but this sure was the nicest bunch of fish I caught yet, thanks to your Fish-X-236.  
C. W., Yodi, Calif.

**LARGEST EVER CAUGHT!**  
Enclosed photo showing the results of an exciting 4 hours of fishing. Using Fish-X-236 landed 11 carp, each over a pound, including a 6 pound beauty, the largest I ever caught.  
B. L., Granite City, Ill.  
**PROFESSIONAL THRILLED!**  
I am a Bait Dealer here in New Haven. Your Fish-X-236 actually catches fish where other methods failed! Here is a sample—this striper is 27 1/2" long, weighed 8 1/2 lbs.  
F. B. H., New Haven, Conn.

**20 POUNDS IN 1 HOUR!**  
We are limited here to 20 fish or 20 pounds. With Fish-X-236 it took only 1 hour to get the limit!  
R. W., Layton, Utah



**WANTS IT FOR STORE!**  
Using Fish-X-236 took 16" Brownie and 2 other trout from a much overfished stream, plus a 24" trout over 3 lbs. from another stream. Reason to write was not only to praise your invention, but to see if I could handle it in my store.  
C. R., Pennsylvania

We caught 4 large mouth Bass, a few blue gills, 3 channel cats, 5, 8 and 12 lbs., also 2 sheepsheads 5 and 6 lbs.  
C. L., Howell, Mich.

**TRY IT FOR 30 DAYS ENTIRELY AT OUR RISK!**

Remember, we don't say it might work—we GUARANTEE it—or it costs you nothing! All we ask is that you try FISH-X-236 every way you can. We'll send it postpaid for only \$4.98 for any 2; any 4 for \$8.98; and you can save over \$3.00 by ordering any 6... all with same money-back guarantee.

If after 30 days you are not completely convinced... if you don't find that when you go out fishing, if there are fish around, you catch more than your fair share... simply return it for a full refund with our thanks for your cooperation. Even the Fishing Folks from Missouri say that's an offer that can't be beat! However, supplies are limited on this special Introductory Offer. If you want to "haul them in" with FISH-X-236 this season Mail Coupon today!

U. S. Biogenics, 4115-29 St., LIC, NY 11101

### MAIL FREE TRIAL COUPON TODAY!

Mr. Jack Adams, U.S. Biogenics, Inc.

Dept. EL-5

4115 - 29th St. Long Island City, N.Y. 11101

Please rush me FISH-X-236 in the types and quantities noted below. For 30 FULL DAYS FREE TRIAL. You guarantee to refund my full purchase price if I am not completely delighted!

- Only \$4.98 for any 2. SPECIAL: any 4 only \$8.98; any 6 only \$11.98. (You save over \$3.00). Write Quantities ordered in appropriate boxes below:
- FISH-X-236-A. Formulated especially for Catfish, Carp, Pickerel, Shad, etc.
- FISH-X-236-B. Formulated especially for Trout, etc.
- FISH-X-236-C. Formulated especially for other Fresh Water Fish.
- FISH-X-236-D. Formulated especially for Salmon, etc.
- FISH-X-236-E. Formulated especially for other Salt-Water Fish.
- FISH-X-236-F. Formulated especially for Bass, etc.

Full Payment Enclosed.  Send COD. I enclose \$2.00 Goodwill deposit and will pay Postman balance on delivery plus COD handling charges. (Same money back guarantee, of course.)

Name \_\_\_\_\_ (please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
© 1977 U. S. Biogenics, Inc.

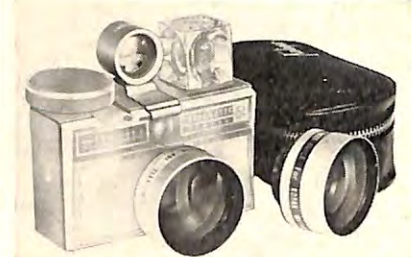
# ELKS FAMILY SHOPPER



**HOT DISHES STAY HOT** on elegant Radiant Heating Tray. Over two feet long, it has plenty of room for three casseroles. Just plug it in and entire top gets warm, keeps foods at just the right temperature. UL electric cord. Only \$5.95 plus \$1.00 shpg. J. Carlton's, Dept. 1823, 176 Madison Ave., New York 10016.



**COOL, COMFORTABLE AND W-I-D-E**, these handsome sandals are styled by Hitchcock Shoes, specialists in men's wide shoes for 19 years. Smooth brown leather or golden tan suede. EE and EEEE. State shoe size and color. \$12.00 plus \$5c post. Send for free catalog of men's wide shoes. Hitchcock Shoes Inc., Hingham 11-D, Mass. 02043.



**EXTRA LENSES FOR KODAK INSTAMATIC.** Telephoto lens brings distant objects close and wide angle lens is great for panoramas. Snap on easily. Deluxe Set to fit all Kodak Instamatics includes 2 lenses, snap-on viewfinder, case, instructions. \$19.95 ppd. Give camera model number. Briar Haven, P. O. Box 125, Dept. EE5, St. Ann, Mo. 63074.



**SUPER SOFT EYEGLASS NOSE PADS** relieve sore spots caused by glasses pressing down. Keep glasses from slipping too. All new flesh-colored foam pads have adhesive backing. Easily removed if desired. 6 pr., \$1.00 ppd. (Calif. add 5c tax.) Columbia Co., Dept. P-1, 528 Mutual Savings Bldg., 301 E. Colorado Blvd., Pasadena, Calif. 91101.

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USE ZIP CODE NUMBERS IN ALL ADDRESSES

## WAIST-AWAY™ trims stomach bulge for men and women!

### Relax Into A Youthful Shape Without Exercise

Trim your waistline without any effort. Athletes don't exercise to lose weight or reduce midriff fat! They "sweat it off" with special rubber suits. You can now use their proved, fast method. No bulky, cumbersome weights!

Based on the method athletes use to lose weight fast, WAIST-AWAY is so simple, it's amazing how easy it works while you relax. WAIST-AWAY is a pliable wide belt of soft rubber-like composition that you wear next to your skin. It makes your body heat sweat off moisture content in the excess flab while you do housework, jog, or just sit and watch TV.

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

Velcro® adjustment keeps belt snug. Specify man's or woman's model. Send your waist measurements. Check or money order; no COD.

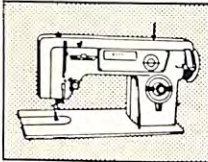


10 Day money-back guarantee.  
**WAIST-AWAY BELT postpaid \$9.95**  
Add local sales tax. (NYC 6%)

**IBEM SALES CORP., Dept. EL-522, 509 Fifth Ave., New York, N.Y. 10017**



# How Much Did You Overpay Today?



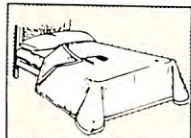
If you just bought this nationally advertised portable sewing machine for \$99.95, you overpaid by \$64.95!

Because you can actually buy the very same sewing machine direct from America's largest factory buying club—Unity Buying Service—and you pay only the rock-bottom factory price of \$35.00.

What's more, you can buy thousands of everyday items direct from this remarkable club—everything from toothbrushes to TV sets—all at factory prices. Factory prices that completely eliminate the fat middlemen's markups you're usually stuck with! Factory prices that we believe are the very lowest anywhere. And our confidential price book (for members only) PROVES the truth of this statement beyond any doubt.

#### FOR EXAMPLE:

If you just bought this nationally advertised watch for \$39.95, you overpaid by \$21.95!



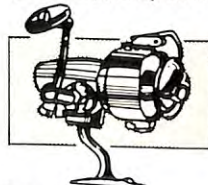
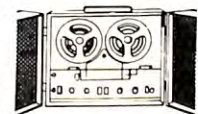
If you just bought this fully automatic electric blanket for \$24.95, you overpaid by \$12.80!

If you just bought this beautiful bone china dinnerware service for \$171.95, you overpaid by \$91.95!



If you just bought this top quality portable hairdryer for \$22.95, you overpaid by \$12.46!

If you just bought this nationally advertised tape recorder for \$399.50, you overpaid by \$249.75!



If you just bought this famous make spinning reel for \$28.50, you overpaid by \$15.68!

For obvious reasons, we are not permitted to reveal brand names in this announcement. (One look at our prices tells you why.) But the names are clearly stated in our catalog—and they include the most famous and respected manufacturers in America... brands you'll recognize instantly.

#### The Best Inflation-Fighter Of All!

For the past 10 years, Unity Buying Service has been battling inflation. And we've found the way to win. A simple, proven way that puts an end to the padded prices you've been paying for almost everything you buy. A way that is so successful, it can save hundreds, even thousands

of dollars a year for each of the more than 400,000 people who have already joined us in our fight. This is your invitation to join.

#### You Always Buy At The Factory Price

The way Unity Buying Service works is really quite simple. As a new member, you receive our 420-page, full-color current catalog of first quality, name brand merchandise. More than 10,000 dependable, nationally advertised items, the kind featured by reputable department stores and merchants in your area, and in well-known national mail-order catalogs.

But there's one vital difference between Unity's catalog and others you may have seen. The selling prices shown in our catalog are NOT your prices. Your prices are the factory prices which average over 50% less than those shown in the catalog. These astoundingly low factory prices are all provided for you in the confidential Factory Price Book that all club members receive. This Price Book gives you your cost for each of the thousands of top-quality items in your Unity catalog. You pay only the price listed under "Your Cost" plus a modest 6% handling charge.

#### Guaranteed First Quality National Brands

Everything you order from Unity is brand new, nationally recognized, first quality merchandise in original factory cartons. Everything is guaranteed to please you... you must be completely satisfied, or simply return the item for exchange or full refund. All catalog items are stocked in our own modern warehouse where your orders are filled and shipped immediately. (Only exceptions are a few extra heavy or special order items.) You deal directly with Unity—and only Unity—at all times.

#### Earn Big Money In Your Spare Time!

Now, at last, you can buy dependable, nationally famous brands at factory prices, the way wholesalers and distributors do... the same wholesalers and distributors who supply all types of stores including discount houses. Imagine the tremendous savings! Savings so big, you can actually earn a substantial second income by acting as a local buying service, and selling to your friends and neighbors. Here's how easy it is: You offer your customers any merchandise in the Unity catalog at dealer prices or below. And earn an average 25% profit for yourself. For example, let's suppose a friend wants to buy a nationally advertised AM/FM solid state multiplex tuner with 8-track cartridge player and speaker system. The unit carries a suggested list price of \$199.95. Regular dealer cost is \$169.95—but you pay only the factory price, \$122.20. Your friend pays the dealer price and saves \$30.00, while you make a clear profit of \$47.75 on this one sale alone!

Before long, the word will get around, and you could be handling orders for thousands of dollars worth of merchandise. Your substantial profits mount quickly into a sizable year-round income—and all you invest is a few hours of your spare time!

Whether you use your Unity membership for your own orders, for your customers' orders—or both—you can save many times the low membership fee of \$6 with just your first purchase.

#### Even Greater Bargains!

As a Unity member, you always share in our tremendous buying power. For example, our closeout buyers continually comb the markets to bring you recently discontinued, top quality

merchandise at a mere fraction of the manufacturer's cost! These incredible values are described and offered to you in periodic Closeout Bulletins—available only to Club members, of course.

But remember—whether you select from our Closeout Bulletins or our huge 420-page catalog, you are under no obligation to buy any minimum quantity. In fact, you are under no obligation to buy anything at all. You order as little or as much as you want, when you want it. No need to wait around for seasonal sales at your local stores. Unity's fantastically low factory prices are available to you at all times... yours to enjoy 365 days a year!

#### Prove It Yourself! 30-Day No-Risk Trial!

Accept a trial membership without risking a single penny. Simply mail application. By return mail, we'll rush the Club's beautifully illustrated 420-page merchandise catalog and your confidential Factory Price Book. Examine everything thoroughly at your leisure. You must be convinced that these are by far the lowest prices you've ever seen anywhere for such top quality merchandise. Otherwise, merely return the membership material within 30 days for a full refund of your enrollment fee, promptly and without question.

Take advantage of this no-risk opportunity to get twice as much for almost every dollar you spend from now on! You simply can't lose. Mail the application today for sure!

#### YOU CHOOSE FROM MORE THAN 10,000 NATIONALLY RECOGNIZED TOP-QUALITY ITEMS AT ROCK-BOTTOM FACTORY PRICES.

Here's just a small sampling of the merchandise available to you as a Club member:

Apparel	Giftware	Silverplate
Auto	Heaters	Sports Equipment
Accessories	Hosiery	Stereo Equipment
Bicycles	Jewelry	Tape Recorders
Blankets	Lamps	Television
Books	Luggage	Tools
Broilers	Musical	Typewriters
Cameras	Instruments	Vacuums
China	Phonographs	Cleaners
Clocks	Radios	Washing
Cookware	Ranges	Machines
Cutlery	Refrigerators	Watches
Encyclopedias	Sewing	Wigs
Furniture	Shavers	
Furs		

#### THE GREATER THE INFLATION, THE GREATER YOUR NEED FOR UNITY.

Unity Buying Service, Inc.  
Dept. 863, Mt. Vernon, N.Y. 10551

#### 30-DAY NO-RISK TRIAL! MAIL APPLICATION NOW!

Unity Buying Service, Inc.

Dept. 863, Mt. Vernon, N.Y. 10551

Yes, please enroll me as a member of your Factory Buying Club for one full year and rush my giant 420-page current catalog and confidential Factory Price Book for my personal use. I will also receive the 420-page 1971-72 catalog plus special closeout bulletins as they are issued. I understand there is no obligation to purchase anything. However, any merchandise I do decide to buy will always be shipped to me at rock-bottom factory prices. If not absolutely delighted, I may return the membership material within 30 days for prompt refund of membership fee.

I enclose \$6.00  check  cash

to cover one full year's membership.

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_



**RIP THIS CIGAR APART!**

**YOU'LL FIND ONLY  
100% IMPORTED  
TOBACCOS!  
ALL NATURAL LEAF!**

That's right! Not a piece of artificial or processed tobacco. Only fine, selected, all imported tobaccos, thru and thru.

Wonderfully mellow, mild taste treats like these usually sell for much, much more.

Now, because we must move overstock of natural wrappers fast, you can enjoy these excellent smokes for about 11¢ each.

**DURING THIS OFFER**

**50 for \$6.28  
100 for \$11.78**

**GUARANTEE**

This is an unusual buy. Order now—every box is sold under our complete iron-clad guarantee of satisfaction or money back.

**ORDER TODAY**

**HAVANA FLORIDA CO.** Dept. 511  
94 River St., Hoboken, N.J. 07030

Gentlemen: Ship me Corona Chica Naturals under full guarantee.

\$6.28 for 50  \$11.78 for 100  
Total enclosed \_\_\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Always send check or money order  
—not cash— with your orders



**MEN...**

here is the  
**Prefolded  
Hanky**

... a good looking pocket handy  
**HANKY**

- 3 points—6 for \$1.00
- square—6 for \$1.00
- colored casuals 5 for \$1.00

**Above Assortment \$2.75**

The prefolded showpiece—so neat—so right slips right in your pocket instantly. Will not bulge the pocket. Stays in position. Specify style. 3 points, square, color casuals. Send check or money order to:

**FRANK H. MORNINGSTAR**  
P.O. Box 615  
Niagara Falls, N. Y. 14302



**FLOATING BABY SEAT**

A built-in baby sitter that floats without aid, tends the baby safely, surely, securely. And baby will love the floating fun. Made of unsinkable foam plastic with a built-in cloth seat that holds child firmly. For wee toddlers to first graders. Approximately 20" x 26" x 11" deep with bucket seat. \$5.95 plus 95¢ P & H. Ill. Res. add 5% tax. Gift Catalog 25¢.

*House of Minnet*

Deerpath Road Dept. 4A51 Batavia, Ill. 60510

**Read the tiniest print instantly!**



With these deluxe fashionable

**"HALF FRAME" Reading Glasses**

These "Ben Franklin" style glasses are a perfect aid in reading fine print in phone books, programs, etc. Wear "look over" specs and have normal vision without removing. Black with silver threads, Brown with gold threads, Brown Tortoise or Jet Black. Specify men's or women's. With case only **\$5.95** ppd.

**JOY OPTICAL** no orders for N.Y. del'y  
Dept. 343, 84 Fifth Ave., New York, N.Y. 10011



**LEARN TO HOOK**

**HOW TO HIT LONGER  
DRIVES BY DEVELOPING  
A HOOK**

THIS SELF-INSTRUCTION  
PAMPHLET CAN BE YOURS  
BY SENDING \$2.95 TO

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GOLF PROFESSIONAL  
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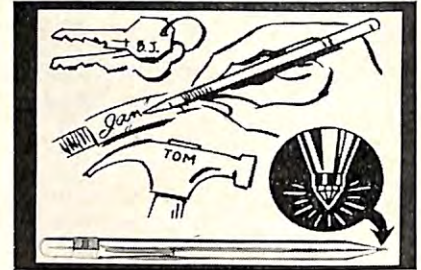


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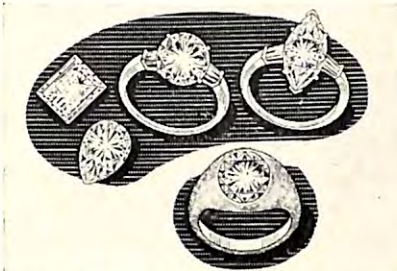
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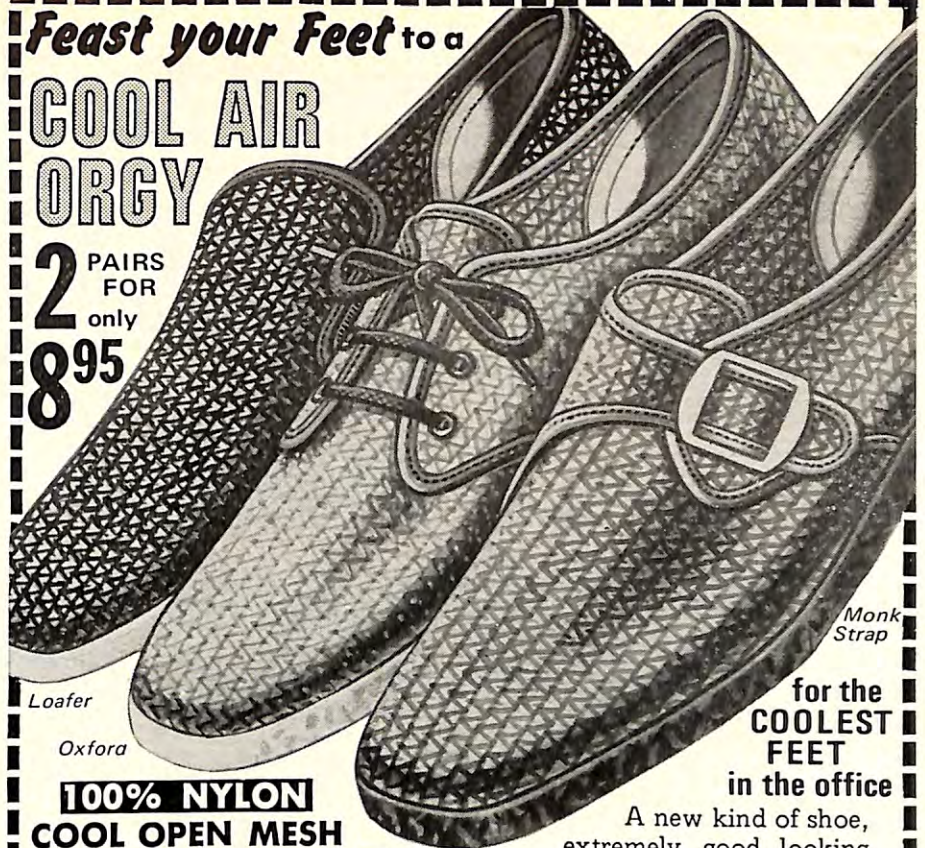


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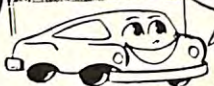
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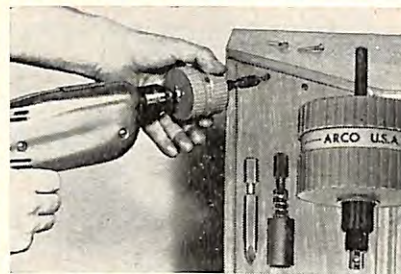


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**GRAND LODGE NIGHT** at Centralia-Chehalis, Wash., Lodge honored Grand Est. Lect. Kt. William G. Singer (back row, third from left). Other guests were (front row, from left) GL Judiciary Committeeman Robert A. Yothers, Seattle; PGER Frank Hise; Ray Jenkins, Corvallis; PDD William F. Raw, former secretary to PGER Hise, Corvallis; John T. Raftis, Chief Justice of the Grand Forum, and (back row) SP Duncan McPherson, Ballard (Seattle); DDGER Frank O. Garland, and ER Fred Oakes Jr.



**WALNUT CREEK, Calif.**, Lodge's Jamboree was visited by PGER Horace R. Wisely (center). PDD Raymond V. Burk (left) and ER Paul B. Adams were the hosts of the event.



**LONGMONT, Colorado**, Lodge presented its Citizen of the Year award to Mrs. Jewel Beatle (third from left). Other nominees for the award were (from left) State Senator Hugh Chance; Gil Every; Lou Lombard; Mrs. Aurilla Anderson, and Donald Raber. With the honored guests are (back row, from left) Est. Lead. Kt. Frank Sheratt; Brother Vince Kelly, chairman of the event, and Brother Dwight Broniewell, emcee.



**WINNERS** of the Lompoc, Calif., Lodge-sponsored basketball hoop shoot contest were (from left) David Calvert, Paul Munoz, and Jeff Bryan. They received trophies from the lodge.



**VETERANS APPRECIATION** Honor Day program and parade was organized by ER Glenn Riley (right) and Roswell, N. M., Lodge. The parade of veterans, civic clubs, school bands, Boy Scouts, and others was followed by a patriotic program held at the Wool Bowl in Roswell.



**PAST EXALTED RULERS** of Seaside, Ore., Lodge performed an initiation ceremony recently. In attendance were (first row, from left) Norman S. Little, Lester U. Raw, PGER Frank Hise, Ron McGrath, Robert S. Howery, Fred Raw, (second row) Ronald V. Weiser, Clifford G. Wilhelmson, Gordon L. Smith, Clarence H. Wright, Robert Tapp, PDD William F. Raw, Corvallis, and (third row) PERs Charles M. Cartwright, Victor S. Shults, Vern Cook, William C. Bartlett, Dan I. Uzelac, Darcy J. Dobson, and John Vermeul.



**ACTORS FOUNDERS NIGHT** at Downey, Calif., Lodge honored the actors that started the Order 103 years ago. Each guest actor was presented a trophy making them Actors Founders Night members. They were (from left) Alice Backes, Peter Leeds, Ann Doran, ER Harold E. Smith, Est. Lead. Kt. Jack Teresi, Roy Glenn, and Royce Wallace.



**CITIZENS OF THE YEAR** (from left) Ted Hoskins, Leno Lenzi, Ernest Johnson, and Tony Booth received Elks Distinguished Citizenship awards and framed Declarations of American Principles at Mt. Shasta, Calif., Lodge on Civic Award Night. Eagle Scouts Randy Reigel (left) and Steven Anderson received awards for active participation in veterans service committee work of the lodge.



**GRAND EXALTED RULER** Glenn L. Miller visited Idaho Falls, Idaho, Lodge for the mid-winter meeting of the Idaho State Elks Association. Also attending the meeting were (from left) DDGER H. E. Cheney; VP Norman E. Bauer, Sandpoint; VP Bill Richardson, Blackfoot; VP Buris O. Russell, Grangeville; SP John F. Leinin; PER William S. Hawkins; Secy. Don McKinster; SDGER Patrick H. King, Boise, and Tiler Rod Shoen.



**1075 YEARS** of Elks membership is represented by these Kelso, Wash., Lodge Brothers. ER Marvin L. Cole presented pins to longtime members at the lodge's Old Timers Night.



**SCULPTURES** of the officers of Auburn, Calif., Lodge have been created by a local artist. Standing beneath their busts are (from left) Organist Gene DalPino; In. Gd. Louis Clay; Esq. Jack Sausser; Est. Lect. Kt. Kenneth Armbruster; Est. Loyal Kt. Charles Fink; Dr. Kenneth Fox, sculptor; ER Jack Veal; Est. Lead. Kt. Larry Yungblut; Chap. Mervin Doolittle; Treas. James Campbell; Secy. Charles E. Davis, and Tiler Carl Farnham. New sculptures will be added each year to the permanent display in the lodge lounge.



**GROUNDBREAKING** ceremonies were held recently at Escondido, Calif., Lodge for the enlargement and remodeling of their present facilities. Among the officials attending were Mayor Alan Skuba; ER Melvin Hogan; DDGER Harold J. Thomas; VP Karl Schmeeckle, and Stan Felland, coordinator of the remodeling.



**A PROUD ELK**, Organist Joe Sachen (top, right), Westchester, Calif., Lodge, has sponsored all his sons into the Order. Joe Sachen Jr. (top, left) is a three-year member. Dennis and Alex were recently initiated.



**OREGON GOVERNOR** Tom McCall signed the Youth Day Proclamation endorsing Elks National Youth Week. Witnesses were (from left) SP Worth Blacker, Corvallis; PGER Frank Hise; Cal Smartt, youth activities committeeman, Eugene, and State Treas. Hal Randall, Salem.



**OLD TIMERS NIGHT** at Phoenix, Ariz., Lodge honored 12 members with life memberships and tributed 25 members with 50 and more years of continuous service in Elksdom. The lodge has 514 members with 25 years of affiliation.





**SEVENTY** new members were initiated into Santa Barbara, Calif., Lodge in a class honoring SP Ernest Olivieri, Sonora. ER Glen Daley conducted the ceremony.



**THREE BROTHERS** have been initiated into Tulare, Calif., Lodge by their father. DDGER Donald D. Dapelo, Coalinga, congratulated ER Carl D. Miller and his three sons—Ron, Bill, and Duane.



**A SCHOLARSHIP** was awarded to Lynn Witt by Inglewood, Calif., Lodge. Making the presentation were (from left) Paul E. Haines, executive director of the state major project; Bruce H. Marsh, secretary of the state project; Est. Lead. Kt. Bill Formeca, and PGER R. Leonard Bush. The award will enable Miss Witt, a victim of cerebral palsy, to continue her training to become a lab technician.



**HERMISTON, Oregon,** Lodge sponsored a Law Enforcement Appreciation Banquet recently. Some of the guests were (from left) Lew Holohan, retired railroad special agent; Sgt. Robert Rothermel, state policeman; Echo Police Chief Dennis Rockwell; FBI Inspector Julius M. Mattson; Hermiston Police Chief Bob Shannon; Umatilla Police Chief Louis Colcord; Stanfield Police Chief Wayne Strong, and Bud Bliss, former Idaho state policeman.

**EUREKA, California,** Lodge has donated approximately 15,800 hides to the Veterans Affairs organization since the program began. The Eureka Tallow Works employees, who have handled the hides for more than 10 years, joined Clemente Basio, owner; ER Darrel C. Belts; Chairman Frank Mills, and Co-chairman Otis Timmons at a recent presentation of 1,254 hides.





## For Elks Who Travel

by Jerry Hulse

A GIRL WITH a placid smile and great almond-shaped eyes placed a lei around my neck and whispered softly, "Welcome to the Philippines." Pleasant though the introduction was, somehow it wasn't registering, the reason being—I was suffering from the jet lag. The simplest explanation for this phenomenon is that one becomes so totally confused he's not quite certain about the day or even, for that matter, what time it is. And the haunting question: Should you order orange juice or a dry martini? Given the choice ordinarily I call for the bartender. Why not? If it isn't the cocktail hour in Manila or Tangiers, or wherever you are, then it's got to be back home.

What got my jet lag to the boiling point this trip was the 15½-hour hop, Los Angeles to Manila. This, I hasten to add, did not take into consideration a couple of refueling stops. The experience for me unfolded in three consecutive installments: L.A.-Honolulu, Honolulu-Wake Island (a dismal place at 4 o'clock in the morning!), Wake-Manila. To give you an idea how confusing it becomes, we jetted off from Honolulu shortly after 1 a.m., arriving

in Manila at 8 a.m. Only it was 8 o'clock *Manila* time. Back in Honolulu it was 2 o'clock in the afternoon. Not only that, it was 2 o'clock the day before. In Manila it was Monday morning, not Sunday, and everyone was rushing off to work. All this due to the business of the dateline which we'd crossed, somewhere back there, miles ago.

With the confusion about the jet lag unraveled, it is time to admit a point thus far neglected: The minor wear and tear involved getting there was worth the trip. With thousands of islands to explore, the Philippines only now is gaining favor as a tourist destination.

For years this island chain has drifted pathetically behind such destinations as Japan and Hong Kong, Taiwan and Thailand. Even little Singapore elbowed its way ahead, playing host last year to three times the visitors who came to the Philippines.

A primary deterrent to tourism has been Manila's reputation for being wild and wicked. The word got around that the place was sinful and unsafe.

What perhaps makes it appear unsafe are those signs in nightclubs requesting gentlemen to "please deposit your firearms and other deadly weapons with the management."

In the 10 days I was there, though, the only weapons I saw were those

carried by soldiers and a police force that seemed nearly the size of the population itself. There wasn't so much as a peashooter in sight, though, the night we slipped inside the Continental, one of 19 so-called illegal gambling dens lining fashionable Roxas Blvd. Although illegal, the management has a friendly arrangement with the police. To save guests any embarrassment, the police tip off the owners 24 hours in advance of raids. Getting inside the Continental was not exactly like walking into Monte Carlo.

First there were three locked doors to get by. The guard at the first door shouted "Woodpecker!" which signaled the second guard to open his door. The next man shouted "Kingfisher!" and magically the third door opened onto a dimly small imitation of a Las Vegas casino complete with roulette, blackjack, crap tables and intent Filipino players. Likewise lining Roxas Blvd. are Manila's famous nightclubs which operate both day and night with huge orchestras, huge rooms and barely enough light to find your way back outside again.

With the new pitch for tourist dollars, promoters are calling the Philippines the "cheapest destination in the Orient." It comes surprisingly close to the truth. Restaurants serve five course meals for little more than \$1, a jeepney  
(Continued on page 48)





# The Philippines

(Continued from preceding page)

ride across the city cost only 3-cents and cabs covering the same distance are hired for under \$1. A jeepney, it should be explained, is simply a surplus U.S. Army jeep that's been lovingly face-lifted.

Besides cheap transportation, Manila offers the weary wayfarer bedrooms at bargain rates, prices in the new Savoy—one of the Orient's grandest shelters—ranging from \$16 single to \$20 double. It is to the Savoy that visitors flock to view the widely publicized spectacle of sunset over Manila Bay, a spectacle best seen from La Concha, a super supper club perched atop the hotel. A lack of modern hotel rooms which previously stemmed the tide of tourism in Manila has been overcome with the introduction of two other brand new hotels—the 22-story Manila Hilton plus the Inter-Continental.

The termites notwithstanding, Gen. MacArthur's old digs, the venerable Manila Hotel, still holds forth across the greens from Rizal Park, so named for Philippine patriot Jose Rizal. A statue of the fallen hero stands at the exact spot where the Spaniards gunned him down. Rizal, an eye specialist, painter, poet, dramatist and sculptor lost his life in a bid for Philippine independence. Beyond the crumbling gates of the Intramuros, Manila's walled city, a shrine to his memory stands beside Ft. Santiago, which served during World War II as headquarters for the Japanese military. Other visitors ride the hydrofoils to Corregidor, mush through Malacanan Palace and tour San Miguel brewery.

Others travel north to Banaue where the Philippines lay claim to the eighth wonder of the world. What this eighth wonder involves are the ancient rice terraces of Banaue. To say that they are not exactly the simplest wonders to wander to is an understatement of sorts. Soon visitors will breeze here by small

plane or else flap like an eagle to the mountaintop by helicopter. Presently, though, it is a 10-hour endurance contest by car from downhill at Baguio, which is where Manila's multitudes go to escape the heat of summer.

While the rice terraces of Banaue were created by stragglers from Southern China, their descendants have been digging ever since. All of it by hand. How long ago all of this began is up to question. You are given a choice: 2,000, 3,000 or 4,000 years ago.

Whoever dug the first terrace would be flabbergasted to see what his hand has wrought. Combined, the terraces are 10 times the length of the Wall of China. Pieced together they would reach 14,000 miles, or more than halfway around the earth.

The Ifugaos, who've been chipping away those thousands of years, continue to live in thatched huts hung on stilts, the bones of departed ancestors stored snugly beneath the floor. Except for the creation of new terraces, always by hand, time has stood absolutely still for centuries. The Banaue Hotel, which opened last summer, looks both up and down at the terraces which hang there like 10,000 shimmering swimming pools of every conceivable shape and size. Terraced walls are buttressed by stones gathered in the distant valleys, irrigation waters flowing between them from a network of waterfalls and bamboo pipes.

Viewed from the Banaue Hotel, they appear like great stairways leading to valleys and the heavens above—all of it green and shimmering, an incredible monument to the stubbornness and determination of generations.

Tending the terraces are simple mountain people who live with the earth. Simple lives, but lives not easily lived, for toiling among the terraces is bitter labor that turns a young man suddenly old and bent and wrinkled.

The simplicity involves the lack of sophistication: seldom does anyone travel far from his village. The sun rises, calling them to the terraces and sleep comes soon after it disappears again in the evening.

Back at the new \$650,000 Banaue Hotel, rooms bring \$8 a night single or \$10 double plus \$7.50 for breakfast, lunch and dinner (a youth hostel next door prices rooms at less than \$1 a day and meals for under 25 cents. With a walk-in fireplace, a snug bar, swimming pool and terrace overlooking Banaue's rice terraces, the hotel and hostel is Banaue's sole open door on the 20th century.

Driving up from Baguio the hairpin curves of Kennon Road climb beneath scudding clouds, waterfalls, wild flowers and pine forests. It's a nippy, 10-hour drive (less than \$1 by bus or about \$30 by private car, round trip) with the trip broken en route with an overnight stop at Data Lodge (\$6 single, \$8 double).

While rice terraces are the big attraction in the northern Philippines, down south it's Zamboanga. From the doorway of the ancient Bayot Hotel you half expect to see Somerset Maugham, seated beneath the huge acacia tree, sipping a gin and bitters and gazing out to sea. The Bayot with its worn, wooden stairway and garden bar is a relic of pre-war travel before the big hotels and camera-toting tourists arrived in the Orient in such great numbers.

Rising beside the Sulu Sea, the old hotel resembles something Hollywood may have created for an Oriental action flick in the distant 30s. So for that matter does the rest of Zamboanga. At the public market near the wharf brown men with quick grins sell batik, perfumes and tobacco smuggled in from Borneo and Indonesia. The smugglers'

(Continued on page 50)



## Flag Day — June 14, 1971

The American Flag is a symbol of the basic principles that made our nation great. The daily display of our flag, and the enthusiastic celebration of Flag Day 1971 represents a visible demonstration of respect for both flag and country and will do much to help bring about a new national solidarity, with renewed pride and faith in America.

In addition to the mandatory Flag Day ritual, each lodge has a copy of the Americanism Program brochure for 1970-71, which shows on page 9 suggestions for expanded services, including the dignified disposal of worn or torn flags.

Attention is also called to the special Flag Day Brochure Contest, which is being sponsored by the GL Lodge Activities Committee. This contest is for the Flag Day services only, and is in addition to the full Americanism program contest sponsored by the GL Americanism Committee.

All lodges are urged to plan an expanded and impressive Flag Day service for 1971, and we earnestly appeal to all Elks to participate. Those with outstanding programs are especially invited to enter the Flag Day Brochure Contest, which is outlined in a special letter to all lodges by the GL Lodge Activities Committee.

The next time you see an American flag fluttering in the breeze, say to yourself, "I belong to that flag because it stands today, as always, for the finest, freest nation on earth."

Edward L. Harbaugh, Chairman  
GL Americanism Committee

Please do not send any Flag Day material to the Elks Magazine.





# Lodge Visits of Glenn L. Miller



Pausing for a photographer at Indiana Southwest District's recent meeting and social gathering held at Vincennes, Ind., Lodge are ER William J. Link, GER Glenn L. Miller, and PSP and Past Grand Tiler A. A. Pielemeier.



Later, Vincennes Lodge members presented Brother Miller with a set of golf clubs. Gathered around the GER are Indiana Elks Ass'n. Sec'y. C. L. "Speed" Shideler (Terre Haute), PSP William H. Collisson (Linton), Sec'y. William W. Lynch, Jr. (Brazil), and PSP A. A. Pielemeier.



(Above) as the recent guests of honor at Provo, Utah, Lodge, Brother and Mrs. Miller received a small token of esteem from ER and Mrs. Karl O. George (seated at the right) and Provo Elks as well as a book of mementos (below).





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SLASH FOOD BILLS! Grow your groceries in back yard. New book tells how grandpa did it. Send \$2.00 today. (Refundable). Six-Mile, Dept. 901E, Box 45, Commerce, Oklahoma 74339.

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# The Philippines

(Continued from page 48)

boats are tide up near a Muslim village at the other end of town—old scows that make the African Queen skippered by Humphrey Bogart appear like a luxury liner alongside them. The captains steal off by night, ostensibly on fishing forays to offshore islands. Instead they set a course for Indonesia, rendezvousing with other boats waiting to transfer their cargoes. Later they return—only Buddha knows how!—their holds bulging with the smuggled booty.

It's not that the tobacco is illegal in Zamboanga. Nor are the perfumes or batik. This is simply a way to escape the government taxes. Besides, it's a delightful game and infinitely more exciting than running a genuinely legal business. They look innocent enough, these old boats with their splintery hulls with "The Moonlight" and "Gloria" painted on the bows.

The crews are something else. You get the idea that maybe they were recruited from an Oriental chain gang.

Zamboanga with its characters is the open page of a Maugham novel. On the flight down from Manila on the PAL prop plane passengers held shopping bags stuffed with mangos and one or two had a live chicken. At the airport they filed through a terminal stuck together with hope and corrugated tin, a sign beside the door telling them Zamboanga stands exactly 17 feet above sea level. Across the street visitors are bid welcome at the Keep 'em Flying Cafe and the Happy Landing Boarding House.

Romantics, though, sign in at the Bayot, an anachronism rising beside the

Sulu Sea, an old two-story clapboard shelter with a screened-in dining room and meals for only 75 cents and rooms that rent for a paltry \$3 a night. The Bayot looks off toward Basilan Island with its rubber and coconut plantations, and little Santa Cruz Islands where the Muslims deliver their dead for burial. Down a sea wall from the Bayot looms a wharf with passenger ships and freighters waiting to sail. Bare-waisted men wet with the heat fill the holds with hemp and copra while cranes swing busily overhead.

Last night the sunset sky blazed with great, rolling, red clouds, creating the perfect frame for a huge passenger ship getting ready to sail. Another ship moved away, just at sunset, east to Davao, and after this when darkness came the sky filled with stars and the fishing boats put out to sea, lights twinkling like the stars themselves, and somewhere among them the smuggler boats sailed, too, to be gone a week perhaps—or maybe forever, depending upon the mood of the sea.

Along a tree-shaded path not far from the Bayot stands Ft. Pilar, built by the Spanish and later occupied both by the Dutch and the Americans. There is a shrine to Our Lady of Pilar, an outdoor Catholic altar before which Muslims doff their fezzes on their way into town. According to the faithful, Spanish troops were awakened by the sound of a woman's voice who warned of pirates swarming ashore from the Sulu seas.

Ft. Pilar looks off toward a Muslim

(Continued on next page)



LYNBROOK, N. Y., Lodge recently unveiled a plaque honoring the memory of the late Grand Secretary Franklin J. Fitzpatrick, a Past Exalted Ruler of Lynbrook Lodge. The plaque lists all the offices held by Brother Fitzpatrick. State Tiler John D. Waddell and Mrs. Fitzpatrick attended the ceremony.



## Exploring Business Opportunities

(Continued from page 28)

ning combination. There are all kinds of lists and directories to be found at your public library.

For most operations there may be no substitute for direct sales contact. Budget your time and force yourself to follow a schedule. You can't sit around waiting for business, so you must do sales and/or public relations work to whatever extent required to promote the product or service you're concerned with. In addition, you must keep the production line moving. You'll be pretty busy. This is the name of the game!

If you need more sales representation than you feel you can or should handle by yourself, and if you do not feel you can afford a sales team of your own, try a manufacturer's representative. These people carry the load on a percentage basis, too. Again, you'll be paying only for results obtained. Fair enough? It's another short cut which will help keep you in business successfully.

Accept the challenge! Study the advertised "business opportunity" deals. Maybe you'll find what you want that way. Check with bankers, attorneys, accountants, other business people. After you've checked them all and you're still not satisfied, maybe you'll discover you're overlooking the best "opportunity" of all—in your own backyard. ■

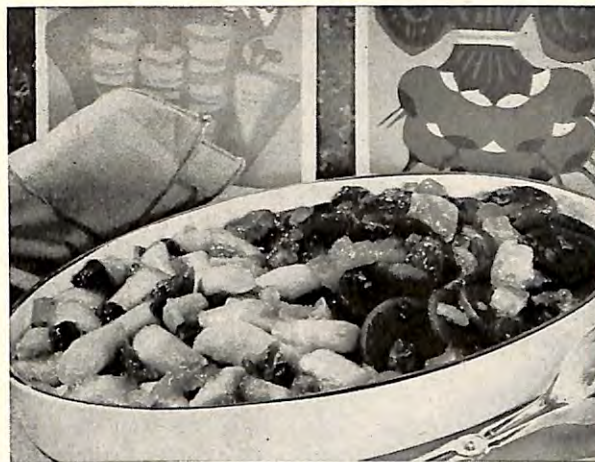
### How About That!



One of our youngest readers is Todd Michael Stuart, the grandson of Nelson E. W. Stuart, executive director of the Elks National Foundation. Young Todd's father is W. Terry Stuart, a member of Cleveland, Ohio, Lodge.

For The Ladies . . .

## Vegetables Go Glamorous —in May



MAY IS one of the nicest months of the year. And after a long, cold winter, nothing could be more welcome than a lovely spring.

Bright, sunny foods, as colorful as fashions of the season, star at the family dinner table. Recipes which can be prepared quickly and easily are sought after—so the lady of the house can spend most of her days outside.

Vegetables, often the forgotten food, can brighten a whole meal, especially if they're tossed in a fruity, spicy sauce in mere minutes. Carrots Epicurean is a treat; fresh or canned carrots may be used. For another meal, beets, squash or even sweet potatoes can be tossed in the same delectable sauce.

### CARROTS EPICUREAN

- 8 large carrots or 1 (1 lb.) can carrots
- ½ cup cherry preserves
- ¼ cup pineapple preserves
- ¼ cup apricot preserves
- 1 teaspoon strong or spicy mustard
- 1 tablespoon sherry or
- 2 teaspoons lemon juice

Pare carrots; slice into 1-inch bias-cut slices; cook until done in salted water. Combine remaining ingredients and add cooked carrots. Toss; add dash of salt and heat. Makes 4 to 6 servings.

### Offbeat Nautical Add-Ons

(Continued from page 30)

through your Johnson Sea-Horse dealer.

Some other forget-me-nots you might want to make a permanent part of your boating pleasure: A man-over-board pole with, in nicer times, an end attachment for playing shuffleboard. Or a padded dashboard for your runabout—both safety and style as near as your local marine dealer. How about a portable sink (by Rubbermaid) for those

island-hopping jaunts into the wilderness? Or a rubber life raft that inflates to accommodate six and supplies for a week at sea. If you've got to abandon ship, you'd might as well go in style!

Now then, heard enough to whet your nautical appetite? If so, fine. But just remember: from ultra-practical key-ring safety flares to ultra-impractical custom etchings of your ship or boat by moonlight—whatever you add-on depends on *you*. You'll have plenty of time to suit other people's tastes later. Isn't it time to start suiting your *own* tastes now? ■

### The Philippines

(Continued from preceding page)

village standing on stilts over the Sulu sea, its wooden walkway old and splintery with entire sections missing, which makes for skillful footwork among tourists and sea gypsies alike, not to mention the goats and dogs who roam free, house to house and handout to handout. Back in town visitors gather at the Woodpecker Bar across from Pershing Park—the Woodpecker with its ice cold San Miguel beer at 15 cents a bottle and a beautiful nude, a canvas dream, hanging precariously above

the old, worn-out cash register.

Once, though, Zamboanga was purely Muslim. After this the Spanish Christianized it and the Americans modernized it, but not so much that it has lost the old charm.

Strolling its flowered streets are many races. They gather at Pasonanca Park with its forests of wild orchids, tropical plants and a tree house complete with refrigerator, electric lights, stall shower, radio and telephone. The tree house was the mayor's idea, an idea to promote tourism in Zamboanga. Anyone wishing to spend a free night in its branches write us, c/o Zamboanga.

Just bring along your own ladder. ■





## EXPLODING The MYTH OF POLICE GENOCIDE

THE INFLUENCE IN the press of left-wing mindlessness, sometimes called subjective reporting, is clearly on the increase. It is especially manifest in the uncritical acceptance of radical attitudes and the favorable treatment given to persons and organizations dedicated to radical solutions. This bias has never been more obvious than in the reaction of the press to the statement in December, 1969, by Charles R. Garry, lawyer for the Black Panthers, accusing the police of having killed 28 members of that organization in a 16-month period in a campaign of "genocide."

Some conservative columnists, among them Victor Riesel and James J. Kilpatrick, devoted columns to showing that there was no factual basis for the charge. But theirs were lonesome voices of reason and dissent. By the large, the press swallowed the statement hook, line and sinker. Our leading newspapers and news magazines, as well as our press associations furnished notable examples of this strange journalistic blindness, giving the charge ever wider circulation and credibility by repetition.

Thus was born a myth which left-wing destructionaries have exploited with great success to win support from church groups and others, and from wealthy socialites who joyously held benefits and propaganda sessions to aid these victims of capitalistic oppression. Students at some of our best universities demonstrated on their behalf. Kingman Brewster, Jr., President of Yale University, was moved to express his doubt that black revolutionaries could get a fair trial anywhere in this country.

But now that myth has been utterly destroyed by some journalistic enterprise that helps to restore hope for, if not faith in, a free press. The myth was exploded in an article published in the February 13 issue of *The New Yorker*, a magazine of impeccable liberal credentials, in which Edward J. Epstein, whose liberal credentials are equally faultless, reported the results of his exhaustive, painstaking and definitive investigation.

Examining each of what turned out to be only 20 "documented" cases of "police murder" submitted by Mr. Garry, Mr. Epstein found that the police were involved in 10 deaths, the others having been killed by rival black groups, their associates, intended burglary victims or the Black Panthers, themselves.

The 10 Black Panthers killed by police died in gun battles all of which, with one exception, were precipitated by the Panthers, and furthermore, with the one exception—the Chicago police raid in which two men were killed and which prompted Mr. Garry's charge—the police did not even know at the time that they were being engaged by Black Panthers.

The real victims of this violence, about whom little has been said, were the two policemen who died and the 13 who were wounded in the line of duty of protecting others—in some cases the others being blacks—from the unprovoked assault of Black Panthers.

The *New Yorker* and Mr. Epstein have rendered an important service for which we all should be grateful, and have set a high standard of journalistic excellence which large segments of the press can profitably emulate.

## GRAND LODGE CENTENNIAL

THE CENTENNIAL OF the Grand Lodge should not be unobserved, belated though it be. The truth is that the hundredth anniversary of the founding of the Grand Lodge in March, 1871, slipped up on us and passed before we realized it.

It is an important date, marking a significant milestone in the history of the Order of Elks. For it was on March 10, 1871, that the Governor of New York signed an act incorporating the BPOE and endowing it with the power to expand not only within the State but beyond its borders.

To take advantage of this new endowment required some legal legerdemain. The members of the founding group, which had been established on February 16, 1868, by formal resolution constituted themselves a Grand Lodge. Then, on the day that their new enabling act was signed, they issued a charter to New York Lodge No. 1.

Two days later the newly organized Grand Lodge issued Subordinate Lodge Charter No. 2 to a group of petitioners in Philadelphia. San Francisco Lodge No. 3

and Chicago Lodge No. 4 were chartered in 1876, Cincinnati No. 5, Sacramento No. 6, Baltimore No. 7 and Louisville No. 8 came in 1877, and St. Louis No. 9, Boston No. 10 and Pittsburgh No. 11 in 1878.

It was 11 years later in 1889 before the one hundredth lodge, Quincy, Illinois, was instituted, but that was a year that saw the beginning of a rapid expansion that took Elkdom into every corner of the land.

The Grand Lodge Convention in New Orleans next July will be the 107th. For the benefit of those who wonder why this will be so, when the Order is only 103 years old, we offer the simple explanation that in its earliest years the Grand Lodge met oftener than once a year. In those days, the Grand Lodge held what were designated as "communications," most of which included what were titled as "sessions."

In the first six years, 1871-76, there were twelve communications which included a total of 28 sessions. In 1891, the Grand Lodge meetings became known as sessions as they are to this day.



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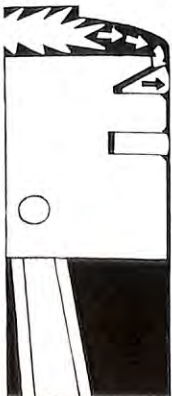
The usual thing is to try to make it bigger and better. Johnson engineers set out to make the new Sea-Horse 50 **SMALLER** and better — and achieved a very unusual thing indeed! Its striking silhouette is the most obvious result of this "less is more" approach, but only hints at even more dramatic interior innovations.

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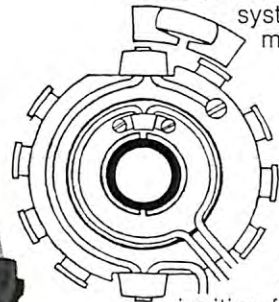


\* Patent applied for

6" lower off the transom than other 50 hp outboards

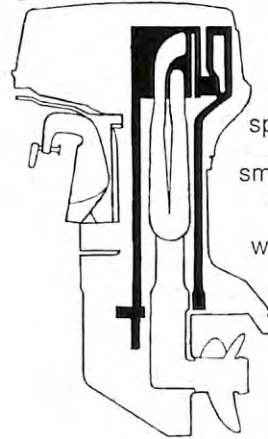


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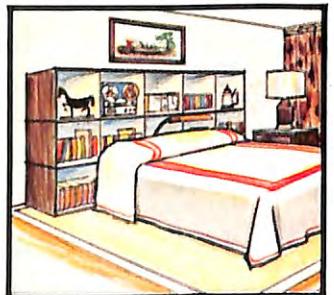
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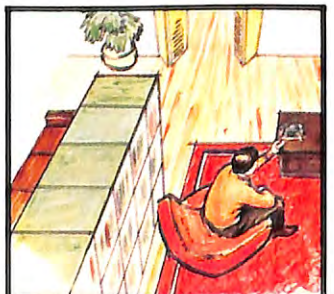
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