

the  
**Elks**  
magazine  
June 1971



# How can a pickup work like a truck, ride like a car?

## Consider these facts:

Ford pickups give you better ideas. And better ideas are what make a Ford a better buy. For example:

### Biggest cab of any pickup.

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

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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.

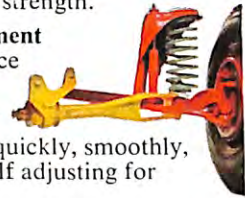


### I-beam front axles.

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

of the front wheels and reduce road vibration. Only Ford pickups provide 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.



A better idea for safety: Buckle up.

**FORD  
PICKUPS**



A Message from the Grand Exalted Ruler

# Flag Day



IT BEGAN with the Elks!

IT WAS nurtured by the Elks!

STIMULATED and inspired by the Elks! Congress almost 60 years ago decreed that the birthday of the Flag of the United States of America be celebrated on June 14th.

HOW FITTING and proper it is that the Order of Elks is known as the originator of Flag Day, for Elkdom is distinctively American.

EACH Subordinate Lodge is charged with conducting a service honoring the anniversary of the symbol of our nation's great heritage.

I THEREFORE call upon all members to attend and share in this patriotic celebration.

FOR YOU SEE, this is another way "ELKS SERVE AMERICA."

Fraternally,

*Glenn L. Miller*

Glenn L. Miller  
Grand Exalted Ruler

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# THE ELKS MAGAZINE

VOL. 50, NO. 1

JUNE 1971

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

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Flag Day A Message from the Grand Exalted Ruler.....	1
Convention Welcome .....	3
"Service" Serves Science.....STEPHEN W. GIBSON	4
Lodge Visits of Glenn L. Miller.....	10
Elks National Service Commission.....	11
Indy 500.....BILL THOMAS	12
News of the Lodges .....	14
Elks National Foundation—"The Joy of Giving".....	22
Around Washington .....	24
Elks Family Shopper.....	26
It's Your Business.....J. L. SLATTERY/R. GOSSWILLER	31
For Elks Who Travel.....JERRY HULSE	32
SportsAction .....	35
Tales of the Rangers.....FRANK L. REMINGTON	36
Convention Program .....	38
The Elks Magazine Editorials.....	41



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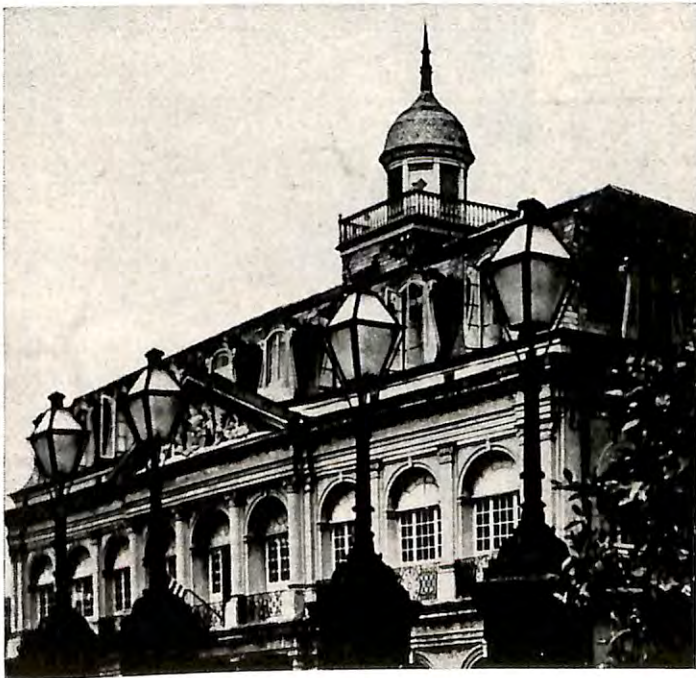
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William A. Wall

## WELCOME to NEW ORLEANS Brother Elks and their families



### A LA BAS!

This greeting in Acadian French can mean anything from "Hello" to "How are you" to "You are welcome." Just to ask "I did not understand that last remark, you will repeat it please," you simply say "eh." In any language we want you to be and feel that you are welcome to the historic old French-Spanish (or Spanish-French) City of New Orleans.

Louisiana Elkdom is not as large in membership as other states, so if you see the members performing one, two or three jobs, we hope you will accept it as a sincere effort to make you comfortable and to show our appreciation for your visit with us.

You are invited to ride the mighty Mississippi aboard the *President*, to tour the city and Garden District with its antebellum homes, to visit the Vieux Carre, to stroll in the French Quarter and view the Cabildo where you walk through history. New Orleans was an established world port when Paul Revere made his famous ride through Middlesex. The past is everywhere blended with the present.

Are you a jazz buff? Then simply walk in the Vieux Carre, stop and listen. Here is the birthplace of music from where its early originators perfected and carried it on, and where in its present form it is maintained by such well known musicians as Al Hirt and Pete Fountain. If you are a devotee you may enjoy a visit to Preservation Hall or the jazz museum in the Royal Sonesta Hotel.

Gourmet? Indulge yourself. Some of the world's greatest restaurants are at your elbow in this city famous for its cuisine. Many of them are in the French Quarter, but there are others around the city. Cafe au lait? Beignets?—before you leave you should visit the Morning Call or the Cafe Du Monde Coffee Stand for this typical beverage and food. Midnight is the favorite time, but any time is acceptable.

On behalf of the Louisiana Elks Association, its officers and members, I cordially invite all members of our Order to attend the Grand Lodge Convention in one of America's finest cities. Please come "You All."

A handwritten signature in cursive script that reads "William A. Wall".

William A. Wall, Past Grand Exalted Ruler

by Stephen W. Gibson

MARK TWAIN DIDN'T actually say "Everybody talks about the weather but nobody does anything about it"; but it is obvious that the fellow who did, Charles Dudley Warner of the Hartford Courant in 1890, did not know about the National Weather Service's volunteer observers. The National Weather Service is the new name for the old Weather Bureau, but 12,000 service-minded people have survived changes in names before. They will continue to play their part in the science of meteorology no matter what the name of the organization. These unpaid people of science have their own observation stations located in small backyards in urban areas, and in lonely farmyards and ranches without another house in sight, in every state of the union, all of them doing their bit to help make weather predictions more accurate.

Because of its direct effect on him and his activities, man has always been interested in the weather. It is not clear when it first occurred to him to make records of the weather conditions, but the Greeks began to do this somewhere around 500 B.C. The observations and records were not used for forecasting, for this was considered black magic, and sometimes a most unhappy task. Early rulers were likely to have the luckless forecaster tortured and killed if his predictions were not correct, particularly if the weather resulted in a lost battle.

Predicting the weather, as anyone knows who pays attention to the mistakes of the weather forecasters, is still a risky business, but today the punishment is somewhat less severe. Weather predictions are based, in large part, on assuming that if the present conditions existed at some time in the past, the results in terms of the weather that occurred then will be repeated and occur now. So, it is important to have as background material as much accurate data as possible from as many points as possible from as far back in time as possible. And the National Weather Service just does not have a sufficient number of official weather stations to amass the amount of data required.

In the best do-it-yourself pioneer tradition, the practice of recording weather conditions in this country began with volunteers, almost with the first settlers. As far as can be determined Rev. John Campanius Holm, a Swedish minister, made the first regular observations in 1644 and 1645 and recorded these conditions in his diary. He was located at the time at Ft. Christina, in what is now Delaware,

*A brief history  
of the  
National Weather Service  
Forecasters*

# 'Service' serves science



near the present site of Wilmington.

His name, by the way, is appropriately given to an award bestowed each year by the National Weather Service to outstanding volunteer observers. In 1970 the John Campanius Holm Award was given to 25 of the volunteers, scattered across the country for their work.

Thomas Jefferson, certainly an outstanding example of this country's tradition of amateur scientists, recorded weather observations almost continuously from 1776 to 1816. He envisaged a nationwide network of observers—he would be proud of what he could see now—and, in a letter to a friend, outlined an initial plan to provide weather instruments to one person in every county of his home state of Virginia to provide a picture of conditions throughout the state. And the Thomas Jefferson Award, too, is given each year for “unusual and outstanding accomplishments in the field of meteorological observations.” Five of these were awarded in 1970.

James Madison, Thomas Jefferson's neighbor at Ashlawn near Monticello, also shared his hobby and maintained weather records from 1794 to 1801.

Benjamin Franklin, active in many scientific fields, was the first person, it seems, to track a hurricane. In 1743, as Postmaster General, he deduced the passage of the storm from reports submitted by the postmasters along the coast; a far cry from the sophisticated techniques used today.

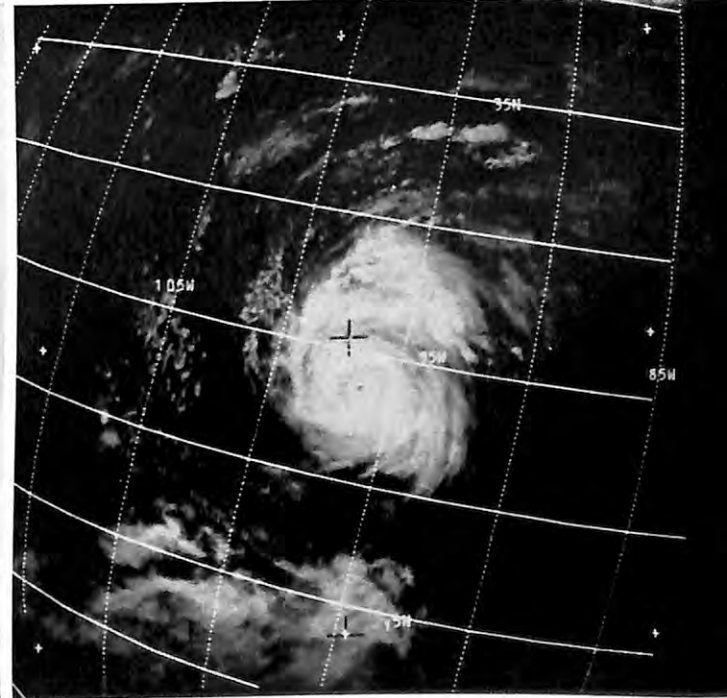
However, the records of the National Weather Service are full of facts about ordinary people, too, following in these illustrious footsteps and doing an outstanding job of service to their country. For example, about 90 miles from Klamath Falls, Ore., almost in the center of the state, is a handful of weather-beaten outbuildings, the only remaining evidence of a small farming community named Fremont that tried to make a go of it and failed. The terrain and weather in this area are not friendly. The precipitation amounts to only 9 or 10 inches a year, and most of

this falls in the winter. The temperature has been known to go as low as 15° above zero—in mid-July! From 1939 until 1962 there was only one family left living in Fremont. Since 1962, no one. And if you stand in the middle of Fremont today, you cannot see any sign of habitation in any direction.

If you should ask, however, the National Weather Service can dig into their records and tell you what the maximum temperature was on October 6, 1969 in Fremont, Ore. They can also tell you the average precipitation for the month of December, 1963. And they can give this sort of information for each day, week and month back to March 1918 when William Dehne set up a weather observation station in Fremont and began to record data.

This Spanish-American war veteran had struggled along with the rest of the community since 1918 and had seen the people drift away one by one until by 1939 his was the only family

*(Continued on page 6)*



*The National Weather Service aids the nation in many ways—by installing frost preventative devices (far left) in danger-zone orchards, by watching for tornadoes (left), or by tracking the path of a hurricane (above) from a satellite, a modern-day tribute to twentieth-century man's advanced technology.*

## Service Serves Science

(Continued from preceding page)

remaining. In 1962 the Dehne homestead was destroyed by fire and Mr. Dehne retired and moved away. But up until this time he had faithfully sent in his reports.

His daughter had married, lived in a small village about 7 miles away, and had a job delivering mail throughout the neighboring countryside. Her route took her by the charred wreckage of the old homestead in Fremont, and each day she stopped by the instrument shelter and rain gauge, still located near the house, and made the necessary readings.

Every month since her father moved away in 1962 her neatly prepared records have gone to the Portland River Forecast Office where the data needed for the water supply forecasts is extracted. Then they go to the National Climatic Center in Ashville, N. C., where the information is incorporated in the Oregon Climatological Data Sheet.

This type of project seems to appeal to families as a joint effort and as a family tradition. In Williams, Cal., the Allard family together has maintained an observation station for 44 years. In Monti, Utah, the town's mayor and a winner of this year's John Campanius Holm Award, Leslie J. Anderson, continues observations begun by his father in 1908—over 700 months of data gathering. In Ashwood, Tenn., the Rev. C. F. Williams began unofficial weather records in 1856; "unofficial" because a national weather service was not officially established until 1870. His son took over the duties in 1893, and in 1896 his daughter became the observer until 1939 when her son took up the task. There is an outstanding record of 113 years of observations, all from the same site.

This work appeals to all ages. Father Adhelm Hess died at 90 in 1964 after having been an observer at Conception, Mo., for 70 years. At the present time the observer at Tilford, Ky., is James H. Caldwell, age 12.

This work appeals to all types, too. At the Jesuit College in Woodstock, Md., the records have been maintained since 1820. And then there is a case in which the data from one station ceased after 6 months without an explanation. It was found that the observer had been arrested for pig stealing and was no longer in a position to read his instruments and make his reports.

In 1959 the officials at the National Weather Service made a survey. They

wanted to find out what sort of people these unpaid observers were that could be depended on to furnish this data day after day, month after month, and year after year. One of the questions asked was how they made their living, and the answers showed that the observers were a typical cross section of America. The breakdown was as follows:

Small businessmen 15%; Farmers 14%; Housewives 8%; Federal, state or local government 38%; Company employees (RR, utility, etc.) 12%; Professional 5%; Miscellaneous 8%.

The increased amount of interest in this work over the years is evidenced by the gain in the number of observers. In 1800 there were exactly 12; in 1900 there were 3057; and in 1970 there were over 12,000, stretched out in a grid across the country from north to south and east to west.

It appears, however, that the actual weather forecasting is becoming more and more tied to advancing scientific technology. Since February 1966 satellites, circling the earth and transmitting pictures down to the forecasters, have been a commonplace feature of the business. Bigger and faster computers are being used to digest the mass of meteorological data and produce mathematical models of the weather system on a global basis.

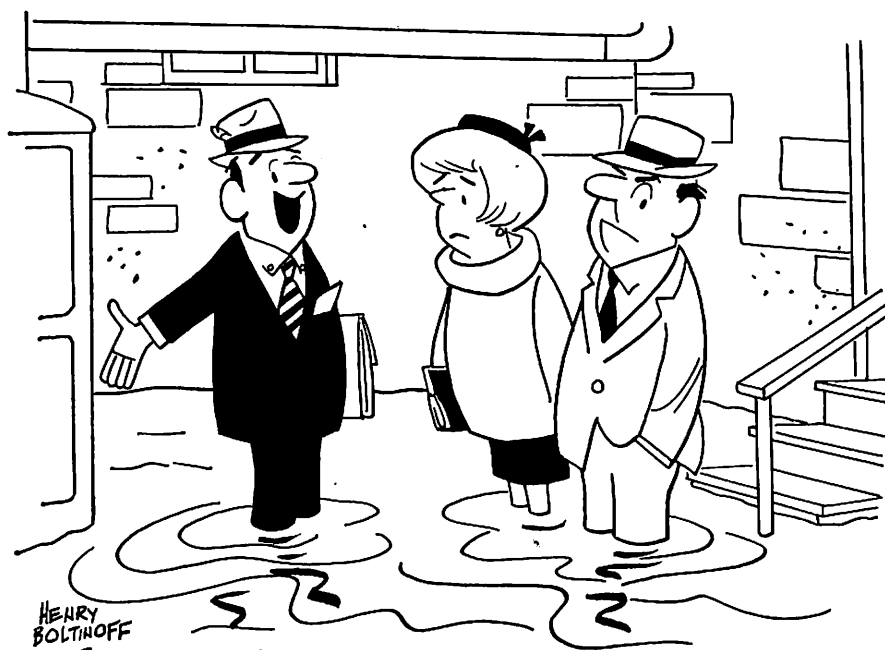
And yet, a large part of the system still depends upon ordinary human

beings going out in all kinds of weather to read with their own eyes an instrument invented by the Florentines in the 1600's.

To get the information that is needed by the National Climatic Center for the preparation of the climatological sheets that are issued for each state, each cooperative observer is loaned a standard instrument shelter in which is installed maximum and minimum thermometers, and a rain gauge which is placed near the shelter. He, or she, because sex is no barrier in this work, as we have seen, also gets a manual, the necessary form for recording the data, and some instructions from the System Network Specialist for his area, his liaison with the National Weather Service, who will show him how to use the equipment.

The observer, like Mr. Dehne's daughter in Fremont, makes the readings each day, enters the data on the form, and at the end of each month mails the form to Ashville. Here the information is transferred to punched cards for computer manipulation, and then the form is microfilmed and is filed alongside other weather data from 18th century journals. At the end of 1965 there were 338,000,000 punched cards in storage, and 170,000,000 more on microfilm.

The data on the climatological reports are useful for many things. A  
(Continued on page 9)



"This is the basement, folks. Now you know why they call me 'Honest John Folsom!'"



# 106 PIECE

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## Service Serves Science

(Continued from page 6)

prospective truck farmer can use these reports to compare the growing season in Florida with that of Arizona by discovering the length of the frost-free season in each state, together with the amount of rainfall and when it is likely to occur.

A contractor can recognize his most favorable building weather. It has been estimated that 45% of the total volume of the construction business is weather sensitive. From the same data a mortgage officer in a savings and loan company can estimate the new building starts and ascertain his money requirements.

Fuel oil distributors can look at the maximum and minimum temperatures over the past years and from these determine the times of peak loads to plan their "automatic" home delivery systems.

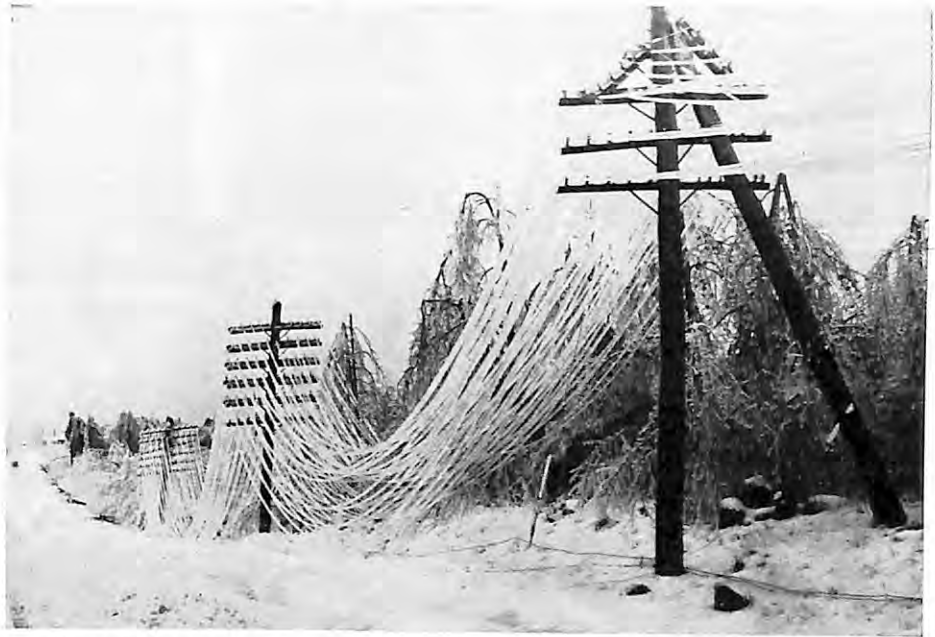
As part of the effort to find a cure for the Southern leaf corn blight, then rampant in the corn growing areas, a special study was made by the National Climatic Center. Since it appears that extended periods of high humidity were contributing to the problem, climatic data gathered by the National Weather Service from 1943 to 1962 was analyzed by computed techniques to find periods of time when the relative humidity was 90% or higher.

There was some correlation between times of high humidity and the disease but this was only one of a number of factors to be considered.

This study is but one example of the way in which climatological data can be used to help solve an immediate problem, and this sort of study would not be possible without the data supplied by the volunteer observers.

This avocation is not merely reading the instruments and filling in forms and compiling statistics. The people who are motivated enough to volunteer as observers are interested in far more than this. They are interested in the whole weather picture, and because of this interest, they become more skilled than the average person in predicting local weather conditions. In their immediate neighborhoods, and throughout the entire community in smaller towns, the observers become known as "Mr. Weather Man" as it were. He furnishes informal weather information to local weather stations and newspapers, and his background and records are particularly important in determining record conditions—"This is the coldest 10th of January since . . ." etc.

(Continued on page 43)



Typical of property damage from severe ice storms is this scene. Tons of ice stretch along multi-lined telephone poles, causing the poles to bend and the lines to sag and sometimes snap under the enormous weight.

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As the Guest of Honor recently at Idaho Falls Lodge, Brother Miller enjoyed the atmosphere of the cocktail party in the Lodge's luxurious lounge. Posing are GER Miller and PGER William S. Hawkins as well as their two favorite ladies, Mrs. Miller (right) and Mrs. Hawkins.



Earlier, Brother Miller addressed the assembly at the Idaho State Elks Convention. Standing behind the GER are SP John F. Leinen and PGER Hawkins.

## Lodge Visits of Glenn L. Miller



On a recent trip to Omaha, Neb., Lodge, GER Glenn L. Miller received an Honorary Citizenship Award from Boys Town agent, Patrick J. Norton (center). Also shown are DDGER Dale E. Janowski (another proud recipient), ER F. L. Fowler, and Brother Walter Stewart.

Shown on a visit to Roy, Utah, Lodge, Brother Miller congratulates Brother Walter Jacobson, the artist who painted the background scene (entitled "The Grand Exalted Ruler") and donated it to Roy Lodge. Also shown are ER Claude J. Nixon and Roy City Mayor Charles Hull.





**ELKS NATIONAL SERVICE COMMISSION**



A large delegation of Elks from Kelso, Wash., Lodge recently brightened the day for veterans at the Veterans Administration Hospital at Vancouver. Shown performing in the hospital auditorium is one of six different groups of entertainers that appeared. Veterans Administration Chairman Jim Klungness oversaw the visit, while Est. Lead. Kt. Bill Taylor acted as Master of Ceremonies.



At the presentation of 13 deer hides to be used in occupational therapy at the Veterans Administration Center in Martinsburg, W. Va., are Dr. Ralph E. Morgan (Chief of Staff); Veterans Service Committee Chairman Garnett W. Shipley (in wheelchair), Martinsburg; DDGER Aquilla M. Ward; PER Carl A. Schimmel, Fairmont; Dr. Dickey; Secy. Edward C. Noll and ER W. S. Howard, both from Martinsburg.

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#### Lapel Button

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#### the Year

#### Lapel Button

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w/o diamond

No. EY-1

..... \$8.95

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..... \$22.20

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BY BILL THOMAS

---

# INDY

RALPH MULFORD ALREADY had lost hope of the winner's trophy, or even second or third place. In fact, he was running last and so far behind that it now only mattered that he finish. For he was in last place and there were only ten cars entered. The event was the Indianapolis 500. The year was 1912.

Regulations of the race required that each driver finish the entire 500 miles. Soon the ninth car sped across the finish line at 7 hours, 11 minutes. Now only Mulford and his riding mechanic were left. Around and around the track they raced. They had it all to themselves now. But the crowd was growing restless. And the hour was getting late.

Mulford pulled into the pits near the judge's stand. "Can I stop now and be declared the 10th place winner?" he asked. The judges conferred, studying the regulations. "No," they decided. "You'll have to finish the 500 miles." Irritated and frustrated, Mulford drove on. One lap, two laps. "I'm starved," he told his mechanic. "Me, too," the mechanic replied. "Let's get something to eat," Mulford suggested. They pulled into the pits again, walked to a hotdog stand in the infield, bought several

along with soft drinks and returned to their car. There they ate and drank while the judges impatiently stomped around. The crowd roared.

Then Mulford started his engine and drove on. It was sundown when he finished—in 8 hours, 53 minutes, one of the longest times recorded.

Down through the years at the Indianapolis Speedway, many humorous and uncanny happenings have occurred, some of them connected with auto racing, some of them in the stands, some even after hours.

In 1967, a sudden puff of wind broke one of the hot-air balloons from its moorings just prior to the annual balloon race, held traditionally during the 500 time trials at the track. The great balloon drifted across the infield, people running to dodge the massive gondola suspended below. An outdoor chemical-type toilet which had been set up temporarily loomed in the way. It was the women's restroom.

You could almost feel the moan pass through the spectator stands, as they saw what was about to happen.

The gondola struck the roof with a crash, hesitated, then caught the wind and pulled over the building. Two

women came tumbling out, tugging at their clothes. Both ran redfaced from sight and the crowd rolled in the aisles.

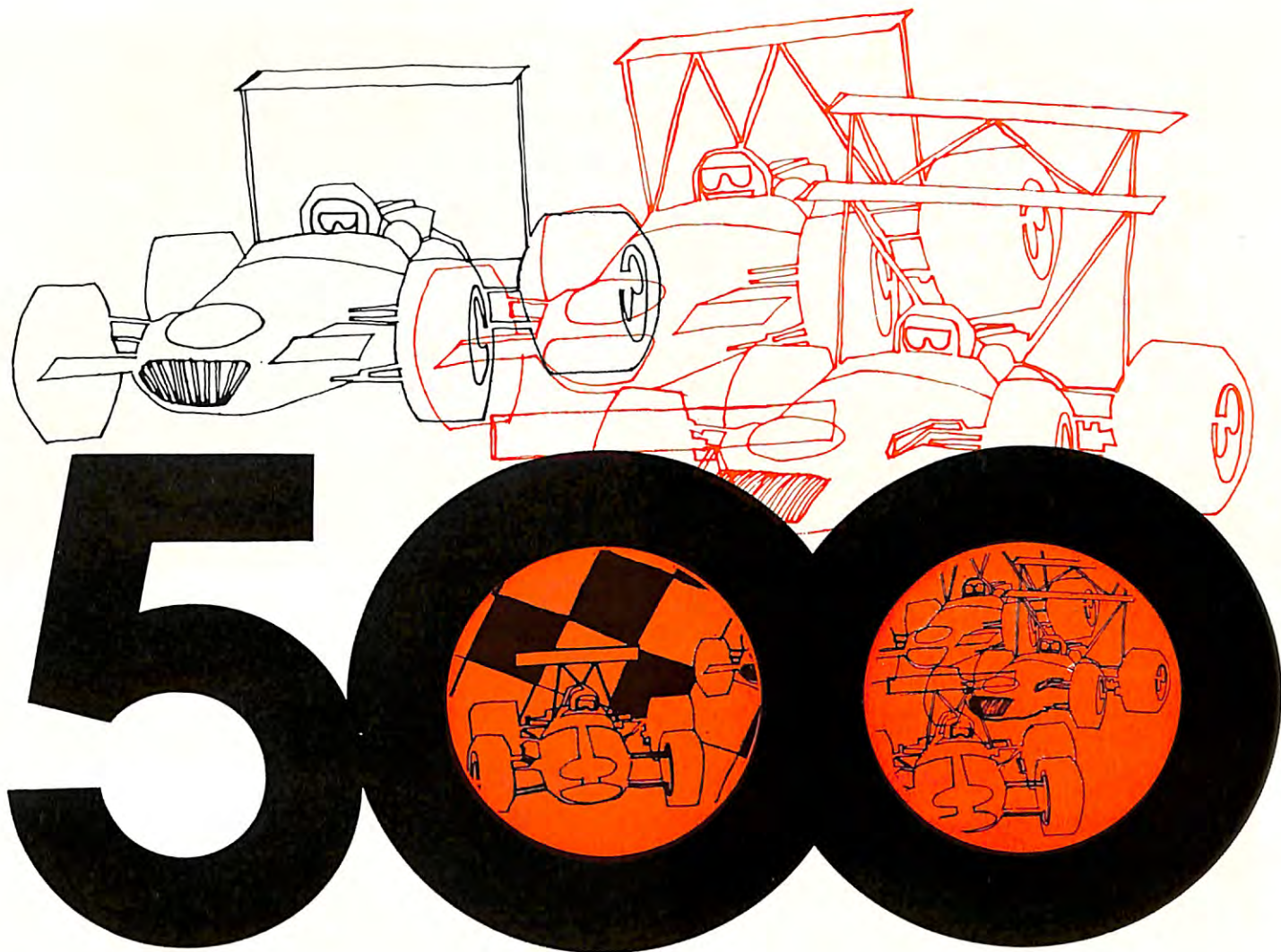
This was not the first toilet involved in chaos at the track. In the 1930s, a race car threw a wheel as it rounded a turn near the south infield. The wheel sped along, bounced over the wall and a fence into the infield and crashed through a toilet wall. This time it was the men's restroom. And a dice game was in progress on the floor.

Well, that split the game. The players came bursting out of the building as if somebody had suddenly turned a rattlesnake loose inside. And not one of them returned for their money.

Where it came from, no one seems to know, but in 1966 the time trials had to be stopped and the cars flagged off the track while security guards ran down a pig on the raceway.

Something exciting or hilarious happens almost every year. Like the year Will Overhead won the Indy 500, without even sitting behind the wheel of a race car.

His surprising victory in 1933, flashed by the Associated Press on that Memorial Day, still is talked about whenever and wherever racing buffs



gather to discuss their heroes of yesterday. No annal of the Indy 500 would be complete without Will Overhead.

The Will Overhead story was published by the World Independent in Colorado, and somehow, it got out of hand.

As a member of the Associated Press, the wire editor of the Independent received a transmission reporting the car of Fred Frame, who at the time was a leading contender for the trophy, had cracked up. Being of an enterprising nature, the editor had sent a telegram to the AP bureau in Denver, asking for a story on the outcome of the race as soon as possible.

In keeping with the usual procedure of such requests, the AP bureau chief telegraphed this reply: "WILL OVERHEAD INDIANAPOLIS RACE WINNER," meaning that he would send the result of the race by regular Western Union facilities. It had been common practice for years to use the word "overhead" as a verb when referring to the transmission of any news by means other than special leased wire.

But the inexperienced wire editor misinterpreted that and ran a banner headline: "OVERHEAD WINS INDI-

ANAPOLIS RACE." He compiled his story around that. That was the same year that Lou Meyer took the lead late in the race and held it to become the first three-time 500 winner.

Mrs. Meyer, incidentally, had an unusual way of keeping pace with her husband while he raced.

Since she had neither binoculars nor a stopwatch and since she couldn't identify Lou's car from the stands when it was on the backstretch, she worked out a system.

"I found," she told this writer, "it was 147 heartbeats around that track. Once there was an identical car to Lou's that crashed on the backstretch and everybody came running to tell me it was Lou's.

"It can't be," she said. "His car has to be down at the other end by this time."

"How do you know?" one spectator quizzed.

"Because I can tell by my heartbeat."

The man gave her an odd look and turned away. Sure enough, she was right.

Meyer, who now operates an auto parts and assembly plant near the Speedway, is an oldtimer. During his

early days of racing, he lived in southern California and experimented continuously with little gimmicks to make the car run better and faster. But he had no place for trial runs. So the police at Huntington Park near where he lived used to close off a section of Manchester Boulevard during "unbusy" weekday hours to allow him to race the car.

The 500 has not been without moments of irony, either, through the years. In the days when racers had two seats—one for the mechanic—a driver named Chet Miller lost control and his racer flew over the outside wall just after the far turn. Everyone was sure he and his mechanic would be killed.

Fire engines and ambulances raced to the scene after the other cars were flagged to a stop. Guards climbed to the top of the wall and peered over. No car was there. Everyone was baffled. They searched the area but no car, no driver, no mechanic... only the scars were left in the sod where they landed.

Thirty minutes later, the car turned up in the infield half a block away. And Miller and the mechanic weren't

*(Continued on page 23)*



## NEWS

## OF THE

## LODGES



**BOYS TOWN** was one of the stops for GER Glenn L. Miller during his recent visit to Omaha, Neb., Lodge. Joining him during the tour were (from left) ER Fran L. Fowler; Jerry Allen, mayor of Boys Town; SP Walter W. Stewart, Ogallala; C. M. Stoffel, principal of Boys Town High School, and DDGER Dale Janowski.



**A CITATION FROM PRESIDENT NIXON** was presented to Brother Michael F. Sarade (right) of Muskegon, Mich., Lodge for his efforts on behalf of the Michigan Elks' major project—aid to handicapped children who are unable to get help elsewhere. Brother Sarade has raised more than \$20,000 in the past seven years through annual bowling tournaments. PER Arthur J. Siplon Sr. presented the award.

**A PATRIOTIC POSTER CONTEST** sponsored by Corning, N. Y., Lodge had 232 entries. The six first-place winners joined committee officers John T. Glass, Joseph E. Hayes, and ER John W. Reilly to receive their awards. The posters were then displayed in the windows of Corning-area business establishments.



**DEDICATION CEREMONIES** for the new Livermore-Pleasanton, Calif., Lodge home took place recently. Among the dignitaries attending the festivities were (from left) Grand Trustee John B. Morey, Palo Alto; PDD Paul Lenox, Tracy; PER Buddy Tari, chairman of the event; PGER Horace R. Wisely; DDGER Louis Blackburne, Sonora, and ER Lyle V. Helstrom.







**MOUNT KISCO, New York,** Lodge held its annual youth bowling tournament recently with 116 youngsters participating. ER Herbert Feldman watched as four of the competitors demonstrated their form.



**TWO DONATIONS** of \$850 each were made by Glen Burnie, Md., Lodge to the Anne Arundel County Retarded Children's Association and the Glen Burnie High School Band Parents Association. ER Kenneth A. Orsie (center) presented the checks to Brother Robert Knopp Sr., for the children association's new home, and Mrs. George Hutchko, for the purchase of new band uniforms.



**THE HAYWIRE BAND** of Fresno, Calif., Lodge has recorded an album which is now on sale at the lodge. GL Auditing Committeeman Gerald Strohm, (right) purchased the first record from PER Durward Linder, leader of the band. Proceeds from the sale of the album will be used to send the band members to the Grand Lodge convention and for the lodge's charitable activities.



**SHOULDER PATCHES** of all kinds are being collected by Concord, Mass., Lodge for display in the lodge home. The collection was begun with patches from area police organizations, but it now includes almost 1,000 military, industrial, and independent organization patches as well. (From left) Brothers Roderick MacLeod, David Baker, John Cook, and Anthony Pagano hope the collection will increase.



**SURGERY** to restore the hearing of 15-year-old Willard Easton (second from left) was provided by the efforts of Dickinson, N. D., Elks. Easton, who was born deaf and now has 90 percent of his hearing, visited the lodge to thank the members for their assistance. Welcoming him were (from left) Brother Emil Bottelberghe; LaVerne Hildebrant, crippled children's committee chairman; Trustee Ralph Samuels, and Trustee Roy Herhusky, state crippled children's committee chairman.



**AMBULANCE EQUIPMENT** for the Saddle Brook Volunteer Ambulance Corp. was presented by Hasbrouck Heights, N. J., Lodge members. The equipment was purchased by 15 New Jersey lodge crippled children committees, whose combined efforts paid \$4,500 in outstanding hospital bills after the death of Miss Anne McKenna. The remainder of the Anne McKenna Fund was used to purchase the equipment at the request of her parents. PERs Jack Noonburg and Adolph Siering (center) presented the equipment to Harry Reid, captain of the ambulance squad.



**COLORING BOOKS** for 2 to 13-year-old patients at St. John's Medical Center are being provided by Joplin, Mo., Lodge. Drawings for the book were done by students at Missouri Southern College in a contest sponsored earlier by the lodge. ER Charles E. Daniel presented the first book to Tina Twenter, 9, as sister Joan Martin, hospital administrator, and Dr. Benjamin D. Rosenberg looked on. The books are available to other Elks lodges wishing to purchase them.

**ABERDEEN ELKS CHORUS** from Aberdeen, S. D., Lodge presented a benefit concert recently to raise funds for the construction of new lodge quarters. More than \$1,000 profit from the concert was added to the lodge's building fund. Brother Douglas Lyren (first row, left) is the chorus director.



**FIVE EAGLE SCOUTS** were honored recently at Bristol, Conn., Lodge and received recognition certificates and flag sets. In charge of the program were (back row, from left) PER Carmine J. Tine, Wilbur Lowrey, Cochepianne district scouting chairman, and ER Vincent M. Garvey. Parents and scoutmasters were also guests for the evening.



**RIBBON CUTTING CEREMONIES** were held recently at Clifton Forge, Va., Lodge in celebration of the opening of the new addition to the lodge home. PER C. W. Golladay (center) cut the ribbon to open the facilities, and he was aided by (front row, from left) PER Robert L. Pannell; ER John Laslo; House Committee Chairman James R. Jordan Jr., and PSP Cecil G. May.



**INSTITUTION CEREMONIES** for Henderson, Tenn., Lodge No. 2459 added 90 new members to the Order. The officers for the new lodge are (first row, from left) Chap. Don Thompson; Est. Lect. Kt. Jack Carrington; Est. Lead. Kt. Gene Record; ER Howard Arnhart; Est. Loyal Kt. Neal Smith; Esq. Jerry Gilliam; In. Gd. Bobby Maness, and (back row) Organist Burl Malone; Tiler Raymond Melton; Treas. Bill Record; Secy. Ronnie Simmons; Trustee Cecil Hearn, and Trustee John Free. Special guests during the program were (insert, from left) State Secy. John M. Smith, Oak Ridge; SDGER Ted Callicott, Paris; ER Arnhart; PGER Edward McCabe, and SP William R. Banks, Knoxville.



**AN ELECTRIC WHEELCHAIR** was presented to Miss Sandra Kardaras recently by the Illinois Elks Association. The presentation was made by members of Chicago (North) Lodge and was attended by (from left) Robert O. Steinhour, director of the Illinois Elks Crippled Children's Association; ER Kenneth Jones; Brother Sam Lamperis; Estelle Kardaras, Sandra's mother; PDD Marvin E. Brickson; Tony Kardaras; Ronnie Lamperis, and Grand Trustee George T. Hickey.

## LODGE NOTES

**JUNEAU, Alaska.** The regional Ritualistic Competition Trophy for the East District has been won by Juneau Lodge. Since the lodge has won the cup for three consecutive years, it is now a part of the lodge's permanent trophy collection.

**TERRE HAUTE, Ind.** The Elks have presented the Vigo County basketball championship trophy to Gerstmeyer High School at a lodge banquet. Participating in the presentation were Richard Nicolson, youth welfare chairman; Larry Deakins; Charles M. Clark; Principal John Valle; Coach Howard Sharpe; Mike McGee, and ER George L. Obenchain.

**EAST BRUNSWICK, N. J.** The youth activities committee has sponsored the first State Hot Wheels Championship Derby. Charles Sona, the winner, won an expense paid trip to Saginaw, Mich., for the national finals. Brother James Pearl is the lodge youth activities chairman.

**CARBONDALE, ILL.** At the recent Past Exalted Rulers night at the lodge 17 PERs were honored with a roast pig dinner. The esteemed guests were PERs Harry E. Goetz, G. Nyle Huffman, Winton E. Walkup, Glenn W. Storme, Fred Lynn, E. B. Roope, Lloyd R. Wisely, Judge Everett Prosser, Edward Vogler Jr., William C. Etherton, R. William Huffman, E. R. Fligor, Tom Langdon, James E. Walker, Louis Viacelli, William M. Gasaway, and Douglas S. Heaton.

**GRAND RAPIDS, Mich.** The Children's Committee is promoting the sale of T-shirts with the Elks' emblem silk-screened on the front. The profits will be used to defray the committee's expenses.

**EASTON, Md.** Awards have been presented to the winners of the lodge's Youth Leadership contest. Lou Ann Schwarten and Kenneth Joseph Landgraf Jr. each received \$75 bonds.

**GREAT NECK, N. Y.** James A. Stanley was the guest of honor at a testimonial dinner-dance at the lodge home. Trustee Edward F. Fisher and PER Vincent R. Balletta Jr. presented him with a special award plaque for his dedicated service to the Order.

**DES PLAINES, ILL.** The North District Youth Leadership contest winners are Thomas Heenan, sponsored by Des Plaines Lodge, and Beverly Richardson, sponsored by Arlington Heights Lodge. These winners and their parents were guests of the North District and their sponsoring lodges at the district meeting at Des Plaines Lodge.

**PEARL RIVER, N. Y.** Mannie Seamon, trainer of six world boxing champions, appeared at the lodge recently to discuss self defense. He entertained members and their families with films of fighter Joe Louis before and after he won the heavyweight crown from Jim Braddock.



**AN AMERICAN FLAG**, which has been flown over the national Capitol, was presented to the Oliver-Ellsworth Elementary School by members of Windsor, Conn., Lodge. Assisting in the flag raising were (from left) ER Andrew Rabbett; Gennaro J. Tursi, board of education chairman; Esq. Frank Wolf; School Supt. Paul J. Sorbo Jr.; Chap. George Goodman; Principal John Proctor, and Rose Eager, a student.



**OFFICIAL GREETERS** welcomed SP Ernest Olivieri (second from left), Sonora, during his recent visit to Escondido, Calif., Lodge. The committeemen included (from left) Brothers Charles Hawkins, C. J. Kelly, and Jerry Sanford.

**FREEDOM WEEK** was celebrated at Fulton, N. Y., Lodge and featured a tribute to members of the Oswego County news media. Head table hosts included (from left) PER Nicholas Hopman; VP Lyle Rulison, Syracuse; SDGER Francis Hart, Watertown; PDD Merton Trambly; PDD James B. Hanlon, and Brothers Gordon Goss and Richard Hopman.



**THE UNITED FUND** of St. Lucie County, Fla., recently received a check for \$650 from Fort Pierce, Fla., Lodge. The donation, composed of the proceeds from a recent barbeque dinner, was accepted by (from left) John Glaze, UF executive, from ER George B. Walters; a representative of the Visiting Nurses Association, and Brother Moe Scherer.

**ARKANSAS CHILDREN'S COLONY**, the state major project, received a \$2,100 check from Jonesboro, Ark., Lodge to help purchase the property for a branch of the school in the northeast part of the state. ER O. E. Lee (left) presented the check to William R. Stuck, co-chairman of the county fund raising drive.



# 1971 YOUTH LEADERSHIP WINNERS



**CEREBRAL PALSY CHAIRMAN** Angelo D. Carriero (center) of Rome, N. Y., Lodge presented a check for \$1,000 from the lodge to Central District CP Chairman Robert Sprague, Utica. Looking on is ER Donald J. Smith.



Bren Buckley



Robert Henry



Gwen Henderlider



E. David Wright



Frankie Winfree



Ralph Pitts

■ Miss Bren L. Buckley, 18, of Lincoln, Neb., and Robert H. Henry, 18, of Shawnee, Okla., are the two first-place winners of the 22nd annual National Youth Leadership Contest. Both were sponsored by their hometown lodges, and each will receive a \$2,000 U.S. Savings Bond at the Grand Lodge convention in New Orleans this July.

U.S. Senators Barry Goldwater (R-Ariz.) and Earnest F. Hollings (D-S.C.) were co-chairmen of the national panel of judges that selected the winners. The contest was conducted by the GL Youth Activities Committee under the supervision of Committeeman Gerald L. Powell, Peru, Ind.

Second-place winners of \$1,600 savings bonds are Gwen E. Henderlider, 18, of Boise, Idaho, and E. David Wright, 17, of Dubuque, Iowa. The third-place winners—Frankie L. Winfree, 18, of Fairmont, W. Va., and Ralph A. Pitts, 17, of Newton, N. C.—will each receive \$1,250 savings bonds. All four were sponsored by their hometown lodges.

In addition to their leadership ability the contestants are judged at local, state and national levels on citizenship appreciation, perseverance, stability, resourcefulness, and sense of honor.

Bren is deeply involved in the fight against drug abuse. She is secretary of the State Drug Control Commission and a member of the State Education

Department's Team for Drug Education. As co-chairman of her school's Peace Corps School-to-School Program, she helped raise \$1,000 for a new school in Bolivia.

Robert also has been a leader in campaigns against drug abuse as well as air pollution. He was a member of a city panel on drug control and addressed the Denver Medical Association on the subject of ecology. A winner of the William Randolph Hearst Foundation scholarship, he also spent six weeks at universities in London, Paris, and Rome studying under the American Institute for Foreign Study.

Gwen won the girls' state debate championship twice, along with other speech honors. She was one of Idaho's two representatives to the U.S. Senate Youth Program in Washington, D. C.

David is sports editor and reporter for the school paper and an announcer for football and basketball games. He is President of the Student Body at his school and has won highest rating in a state speech contest.

Frankie was a delegate to the 1970 White House Conference on Youth and Children and a representative to the National Student Council Convention.

Ralph is President of the Student Council as well as the school band. He headed the "get out and vote" campaign in his community and organized "clean-up week."



**PROCEEDS** from the Elks-Polack Brothers Circus were donated to the charity fund of Eureka, Calif., Lodge. ER Darrel C. Belts (left) accepted the \$5,056 check from Brother Art W. Ostenson, general chairman of the circus.



**A RITUALISTIC CLINIC**, sponsored by the North Carolina State Elks Association, was held recently at Greensboro Lodge. Officers from four states attended the clinic, which was under the direction of State Ritualistic Chairman Russell E. Offhaus (right), Asheville, and PER William A. King, Cascade-East Point.



**A WHEELCHAIR BASKETBALL GAME**—featuring the Brooklyn Whirlaways and the Atlantic Rollers—was sponsored recently by Mahwah, N. J., Lodge. The game was held to benefit the lodge's crippled children's fund and was under the direction of Brother Harry Hoffman. It was held in the gym of a local high school.

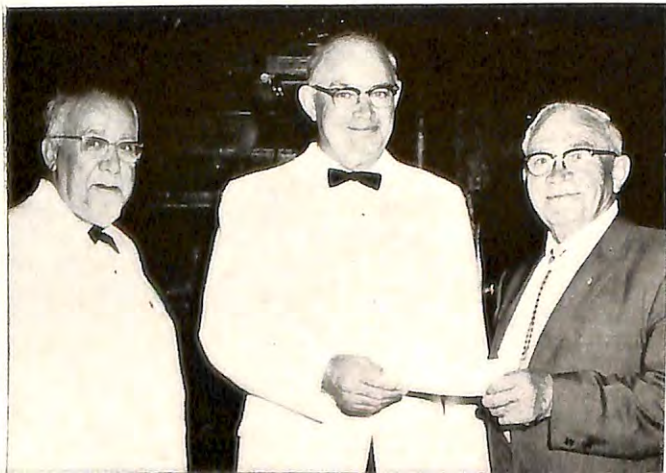


**BOY POWER—MAN POWER** was the theme of a recent dinner at Royal Oak, Mich., Lodge which honored area Boy Scouts. ER William G. Robertson (center) accepted an award from Denzil Davis, district scout commissioner, and Lee Tripp, North Ridge district scout executive, in appreciation of the lodge's service to scouting in the area.



**THE LARGEST CLASS** of candidates ever initiated into Lake Wales, Fla., Lodge joined the Order recently. The class was initiated in honor of the late SP Robert B. Cameron, Holiday Isles.

**ELKS NATIONAL FOUNDATION CHAIRMAN** of Denver, Colo., Lodge, John Aho (right), presented a century certificate to PER John Haynes for his support of the Foundation, while ER Ed Hewitt looked on. Also on the same night, PER Haynes initiated his third son into the Order, using the same officers that served with him during his term of office in 1959.



**WILLISTON, North Dakota,** Lodge recently paid tribute to the city's newest Eagle Scouts by presenting them with U.S. flags. (From left) ER Art Garaas made the presentation to Clay Moran and Steve Everson, while District Scout Chairman Marvin Kaiser offered his congratulations. The two boys are members of Troop No. 371.





**RETIRING LODGE MANAGER** Bert Hartford (left), who held that position at Uhrichsville, Ohio, Lodge for 30 years, was honored for his service with a special banquet at the lodge home. ER John Heddleston (center) and SP M. B. Letzelter, Steubenville, offered their best wishes.



**EIGHT ACRES** for the site of the new lodge home were purchased recently by Meramec (Arnold), Mo., Lodge. Completing negotiations for the purchase were (seated, from left) Trustee Chairman Rich Buehner; Mrs. Adele Michaelis, who owned the property; Trustee James Herrell, and (back row) ER James E. Pinson; Trustee Clyde Westmoreland; Jerry Hughes, realtor, and Trustee Jack Anderson.



**HIGH SCHOOL SENIORS** from five area schools were guests of Great Neck, N. Y., Lodge No. 1543 on a trip to Albany to see the state legislature in action. The tour included a visit to both legislative houses, the capitol building and the Department of Education Museum. Elks supervising the trip included (from left) James F. Mattei; Robert McIntyre; Donald Baumann; James A. Stanley; Assemblyman John Kingston; Harry Green, and PER Richard Cordes.



**PAST EXALTED RULERS NIGHT** at Middletown, Pa., Lodge featured the initiation of Robert E. Stewart (left) by his father, PER Robert C. Stewart. Robert is the second son of PER Stewart to join the lodge. Other guests during the evening included DDGER Thomas D. Boyle, West Shore, PDD William C. Kuhn, Gettysburg, and PDD A. Lewis Heisey.

**SILVER TOWERS CAMP** for retarded children—the major project of Vermont Elks—received the proceeds from the fifth annual Vermont Sports Awards Banquet held at Montpelier Lodge. Tony Adams (center), president of the Vermont Sports-writers and Sportscasters Association, presented the \$733 check to Henry Augustoni, member of the Silver Towers finance committee, while ER Bruce Boyd looked on.



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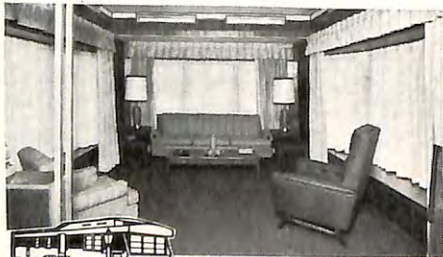
Hosting the Sixth Annual Elks National Foundation Circle District Dinner and Dance, members of Randolph, Mass., Lodge recently contributed over \$700 (along with donations from other Mass. lodges) to the Foundation. Shown at check-presentation time are ER William F. Maguire (Randolph), DDGER James H. Griffin, PER George A. Cully, Dinner Chairman (Randolph), PER W. Edward Wilson (Newton), and VP Alfred J. Fitzpatrick. All total, \$2,184 was presented to the Foundation for the advancement of its charitable work.

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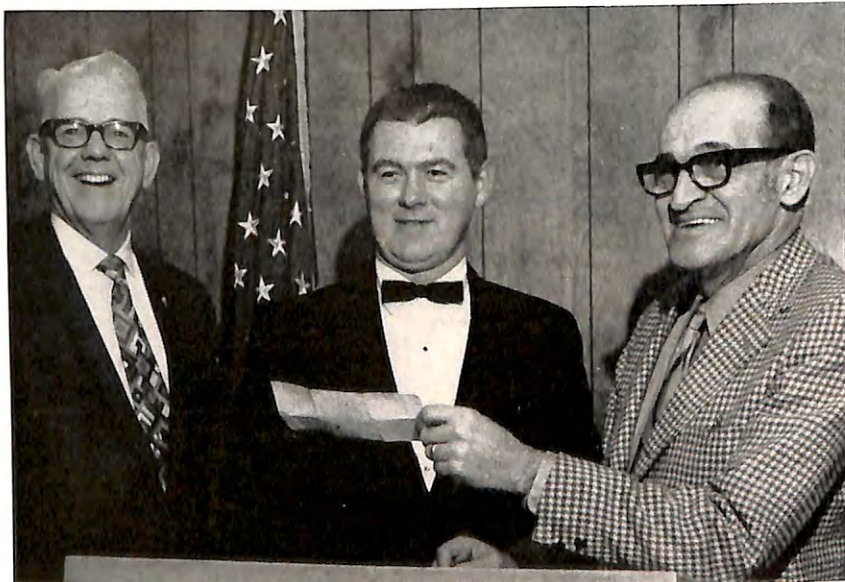
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PER H. G. Haddad (right) recently became the first Maumee, Ohio, Lodge Elk to receive an Honorary Founder's Certificate by presenting a check for \$1,000 to ER Thomas Biggs as PDD Ray Earle (left) looks on.



## Indy 500

(Continued from page 13)

even scratched, believe it or not.

"What happened?" everyone wanted to know.

"Well," drawled Miller, "the car did a complete corkscrew spin in the air and landed on its wheels outside the wall. So we just kept right on driving, came through the tunnel and into the infield. Figured we were out of the race anyway."

In 1968, the time trials had to be stopped while guards ran down a bird that had hopped onto the track, its wings injured.

Not so long ago, the sport of auto racing was even more colorful in many ways than it is today. Many drivers drove "by the seat of their pants," so to speak. Donald Davidson, director of publicity for the United States Auto Club at the Speedway relates that the Granatelli brothers, when they first began racing at Indianapolis, drove their racer from Chicago instead of towing it, just to save money.

Other drivers would come to the track without the slightest indication they would get to drive, hoping that



by some mere twist of fate they would be needed. Ironically, some of them succeeded.

They are not greatly unlike some fans who deep in their minds fancy themselves the great winner of the Indy

500. Some of them, during slightly inebriated moments have even tried it.

The guards at the track will never forget the man in the Volkswagen who somehow found his way onto the track two nights after the 500.

"He treated that little bug like a race car," chuckled one guard. "You ought to have seen him... I'll bet he was doing every bit of a hundred."

"We tried to force him to stop with a couple of barricades, but he somehow found his way through them. And when he'd made one lap with which he was highly pleased, he even got out in front of the grandstand and with flamboyancy and adieu, took a bow. Then he got back in and raced on. Finally we sent a patrol car to run him down, but it was bigger and couldn't take the turns like the bug... and would you believe it, they couldn't catch him!"

"But he felt the pressure and disappeared the same way he had come in... and I reckon we'll never know who he was... but wherever he is, he probably considers himself a winner of the Indy 500." ■

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Type P won't rust or clog. Bronze bearing. To 2,400 GPH. 1" in; 3/4" out. \$9.95

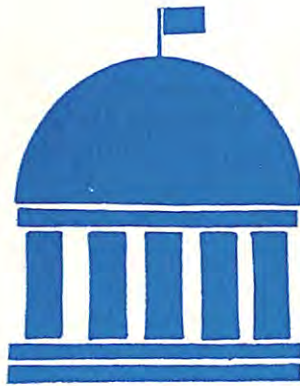
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## AROUND WASHINGTON

FLAG DAY on June 14 lived in memory as an unforgettable day for many Americans whose congressmen had flags flown for them over the Capitol on that day. The Capitol Architect's office which supervises the flying of flags for congressional constituents reports that 31,722 requests were handled in 1970. This was 7,982 more flags than the total flown in 1969.



PRESIDENT NIXON has a special way of signing some of his correspondence. Instead of writing out his name in full, he just pens his initials—R.N.—and encloses them in a circle. He does not do this very often, however, and the close friends and VIPs who possess this kind of Nixon signature are reluctant to part with it. Autograph dealers, who have been frustrated in their attempts to buy an "R.N." signature, say it may be worth \$4,000 to \$5,000.

HOT PANTS, now seen all over town, have brought the girl watchers out in even larger, more enthusiastic numbers on these early summer days. This fashion world revival of what in the 1940s were called short-shorts is generally regarded as a fad designed to revive a lagging industry. Hot pants are popular with those females who are young and shapely enough to look good in them. The majority of Washington women prefer knee-length dresses.



AMERICAN DOCTORS have nearly doubled their use of X-rays for diagnosis since 1964 and much of this is unnecessary, says the Journal of the American Medical Association. It cautions the doctors that unless they tighten radiation protection standards for their patients, the government may step in and impose limits.

BOOKS ON SEX are popular with congressmen, the Library of Congress reports. There is a long waiting list for "Everything You Always Wanted to Know About Sex." Each congressman is given 10 days to read it. One, who had not brought it back at the end of that time, received a notice from the library. It read: "Please return this book, which is urgently required by another member of Congress."

A JUNE WEDDING means a new dress for the women invited to attend it and this can put a dent in the family budget of anywhere from \$50 to \$500 if the dress is bought in a Washington store. But more and more women here are cutting corners by renting their dresses for the occasion. Rental prices begin at \$14 and if milady wishes to complete her outfit with a fur stole or jacket, the rental store can provide

one for \$15 up. This is a new experience for many Washington women but it's old stuff to Washington men who have been renting their finery for years. Few of them, for example, own the white tie and tails required for some formal dinners but rent them instead for \$15.

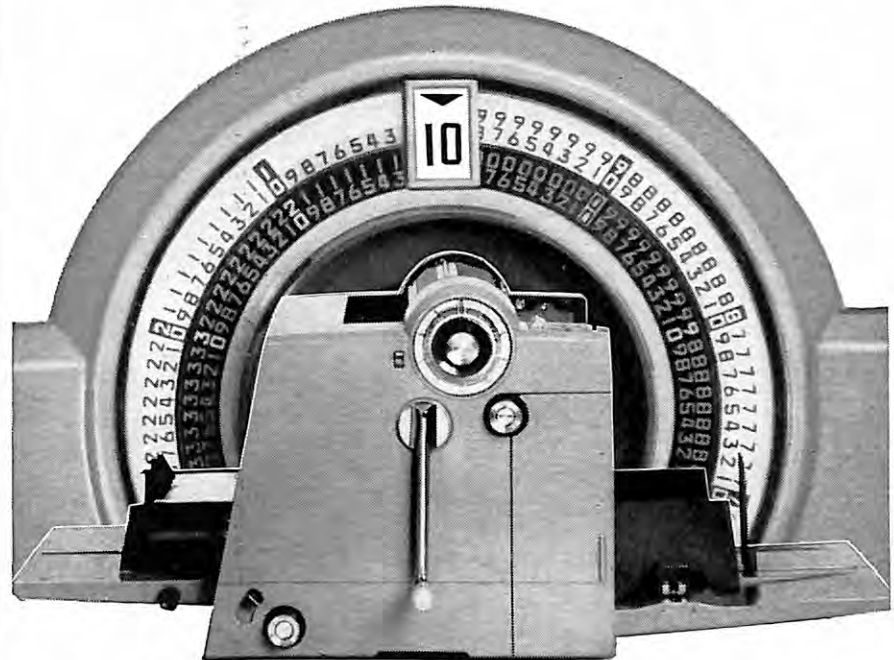
**LANGUAGE BARRIER** has been eased for Secretary of State William Rogers by a simultaneous translation system installed in his office. When Italian Premier Emilio Colombo was here, Rogers talked at his usual fast clip in English and his words came out in Italian. The same thing happened in Arabic during the visit of King Hassan II of Morocco. These were the first two occasions when the system, similar to one employed at the United Nations, was used. An interpreter, sitting in the room with a whispering microphone, softly translated Rogers' remarks into the foreign language. They were received by the foreign visitor through a gadget resembling a hearing aid worn in his ear.

**AMTRAK**, the semi-public corporation which has a \$40 million congressional appropriation and guaranteed federal loans of up to \$100 million, has taken on a tough job. It is trying to revitalize the passenger phase of the railroad business. Chicago remains the nation's railway hub, under the restructuring ordered by Amtrak officials, but the number of trains it handles daily was reduced from 88 to 32.



**ACCIDENT VICTIMS** would be promptly compensated by their own auto insurance companies without having to go to court, no matter what or who caused the accident, under a new "no-fault" system under consideration here. The White House wants Congress to make the states responsible for acting on the reform. But Senators Philip A. Hart of Michigan and Warren G. Magnuson of Washington say that would take too long. They are sponsoring legislation that would create a national "no-fault" system.  
(Continued on page 40)

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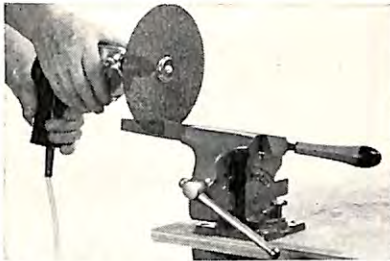
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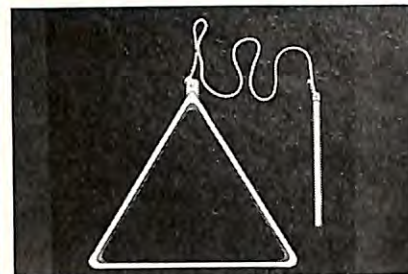
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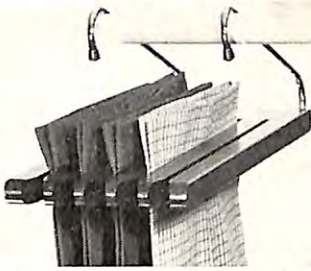
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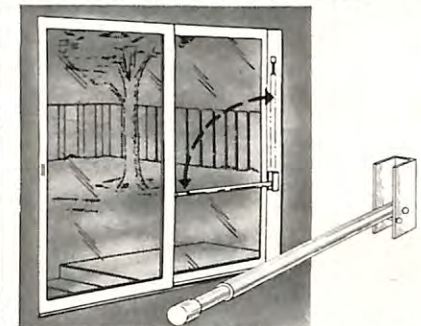
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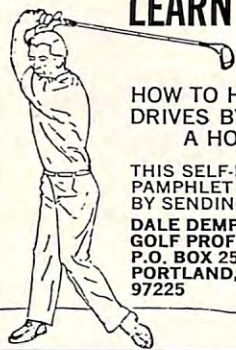
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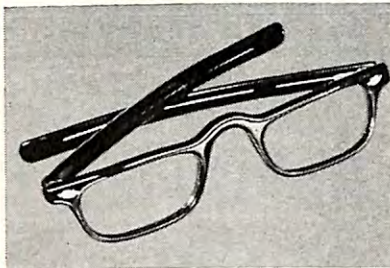
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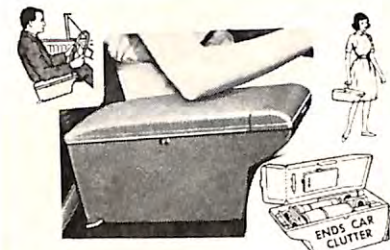
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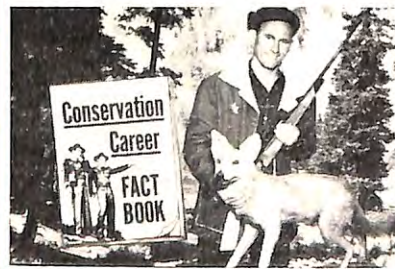


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# It's Your Business!

## YOUR BUSINESS AND "CONSUMERISM"

The woman had come into the store in response to a newspaper ad which had offered a "Terrific Bargain!", a vacuum cleaner priced at "Only \$11.95!"

"We've sold so many of those today that you'll have to wait a few minutes while they're bringing one down for you from the stockroom," the salesman told her. "In the meantime, why don't I show you a couple of our other models?"

In about ten minutes the salesman sold the woman a vacuum cleaner that cost not \$11.95 but \$79.95.

"That \$11.95 thing we advertised?" the salesman said to us afterwards. "Oh, we've never actually *sold* one of those—I don't think we even have one of them on hand. We just put them in the ad as a come-on. If some customer simply insists on buying one of them, we just say that we're all sold out."

The sales-promotion trick we've just described has been used quite often in retail merchandising.

But its use may soon become a federal offense that could bring a fine of as much as \$5,000.

That possibility was one of a number that were in prospect last February 24 when President Nixon sent to Congress his bundle of proposals for new consumerism legislation. Another measure in that package would require that almost all consumer products be tested by government-approved testing firms. Those that passed the test would be marked with an easily identified stamp. A false claim that some product had passed the government-approved tests could get the product banned from the market and bring a fine of up to \$10,000.

Last March 25, in a vigorous speech he delivered to the Executive Club of Chicago, James M. Roche, Chairman of General Motors, declared that "a new aspect of bureaucracy, 'consumer affairs', has been created, not only in Washington, but in state capitals and local communities." He said that the idea that the consumer needs to be protected (by others than himself) was a "delusion" and that "to destroy the concept of consumer supremacy is to destroy free enterprise." But the whole issue is of course not so simple. The auto insurance industry is hardly in the camp of those who would "destroy free enterprise"—and yet that industry (in particular Allstate Insurance Companies) has waged a vigorous campaign against the auto manufacturers to get them to build cars whose front ends won't crumple up in low-speed collisions. And although when the leaders of big business become worried about some "anti-business movement" they are likely to talk as if both big business and small business were one big happy family, the fact is that in some industries about the only thing that permits small business to survive is the kind of "bureaucracy" represented by the Federal Trade Commission and the Anti-Trust Division. The idea that I.B.M. looks upon the small operators in the computer industry as "little brothers" is not to be taken seriously.

It is quite possible—but not certain at this stage of the game—that the consumerism movement might in at least some ways be of some help to small business in its competition with big business. At any rate, the small businessman should definitely be alert to this possibility—especially since, as U. S. Chamber of Commerce president F. Ritter Shumway said not long ago, consumerism "is a force of growing power."

Indeed it is. The Justice Department has set up a new unit to protect consumers. The Federal Trade Commission now has a Consumer Protection Division, directed by Robert Pitofsky, a former law professor. More and more large companies—including General Motors—have rushed to set up their own consumerism divisions, under various titles, and have run ad campaigns inviting their customers, their dealers, and the public to come forth with their inquiries and their complaints. The Council of Better Business Bureaus has been formed to get local better business bureaus working more actively. The Council's director, John L. O'Brien, was formerly head of the St. Louis Better Business Bureau, which had a reputation for being alert and vigorous. One interesting result of the new Council's efforts is that in several large cities the local business bureaus got the dry-cleaning establishments to agree to *arbitrate* any disputes they might have with their customers.

In Washington, at the time this article was being written, consumerism ideas and proposals were coming forth in profusion and variety. They included plans for stringent scrutiny of advertising (and sharp action against sponsors of misleading ads) . . . a system of small-claims "consumer courts" into which a customer could bring a complaint for quick, inexpensive settlement . . . a federally operated "clearing house", nationwide in scope, to keep track of dishonest businessmen wherever they might set up . . . approval of "class action" lawsuits (in which a group of consumers could *together* sue some company). All of these were just *some* of the novel consumerism ideas and plans that were churning in Washington early this year.

The consumerism movement of course affects both big business and small business. But there are some ways in which the small business operator can be more vulnerable to some of the effects of consumerism than the large company would be. A dissatisfied customer who talks angrily about suing the store is not usually a serious threat—her resources for taking effective legal action are likely to be considerably less than the store's resources for defending itself. But suppose she were able to bring her complaint direct to a new local office of the Justice Department . . . *and* to a new local office of the Federal Trade Commission . . . *and* to a whole gaggle of eager state and local agencies?

However the consumerism movement may be proceeding in the years just ahead, here are some areas of business

(Continued on page 39)

FOR ELKS WHO TRAVEL:

# South Pacific

BY JERRY HULSE

THERE IS A PICTURE the dream makers weave of peaceful islands, gentle lagoons and deserted beaches—a South Pacific canvas produced in shocking technicolor, clouds overhead scarlet with the sunset, an ocean the color of Liz Taylor's lovely eyes. The truth of the matter is, it's no dream; it is a reality.

You may tear up all those romantic color posters. There's no need to refer to them again, ever. It's all true. They didn't lie after all. There's that particular scene, remember, where the cruise ship anchors in the lagoon. The one where everyone dives overboard into a bay that's framed by arching palm trees and beaches that are totally deserted.

We anchored in such a place several weeks ago. It was in the bay of the storied island of Huahine, a hundred miles or so from Tahiti. The velvet green peaks of Mount Turi look down on the rest of the island and the passengers swimming beside the cruise ship, Pacific Star. Besides the ship, the only other visible sign of civilization was a native hut. It stood on a strip of beach, an outrigger tied beside its door. The only evidence of the island ever having been discovered before was the rusting hull of a freighter hunched over on the reef.

It costs \$475 and up to escape with West Line on its seven-day Tahiti Seaventure aboard the Pacific Star. West Line struck life in all those romantic posters of the South Seas with its new cruise, visiting islands known long only in the dreams of men. The price includes meals, cabin, entertainment and these islands drawn from the romantic posters: Raiatea, Bora Bora, Huahine, Rangiroa, Manihi, Moorea.

Places like Raiatea and Bora Bora, though, already are showing evidence of tourism which breeds a cer-



## Rangiroa rises out of a lagoon 45 miles long and 15 miles wide, a lagoon huge enough to contain the entire island of Tahiti.

tain prosperity and in the process dilutes the old life. You see, the outriggers are powered these days instead of paddled, tooting through the lagoon with outboard engines. Never mind, though, the other islands remain as always—warmed by the tropical sun, air conditioned by the trades, the life simple and uncomplicated, islands unhurried and divorced from the pressures of the other world in which men rush frantically toward oblivion.

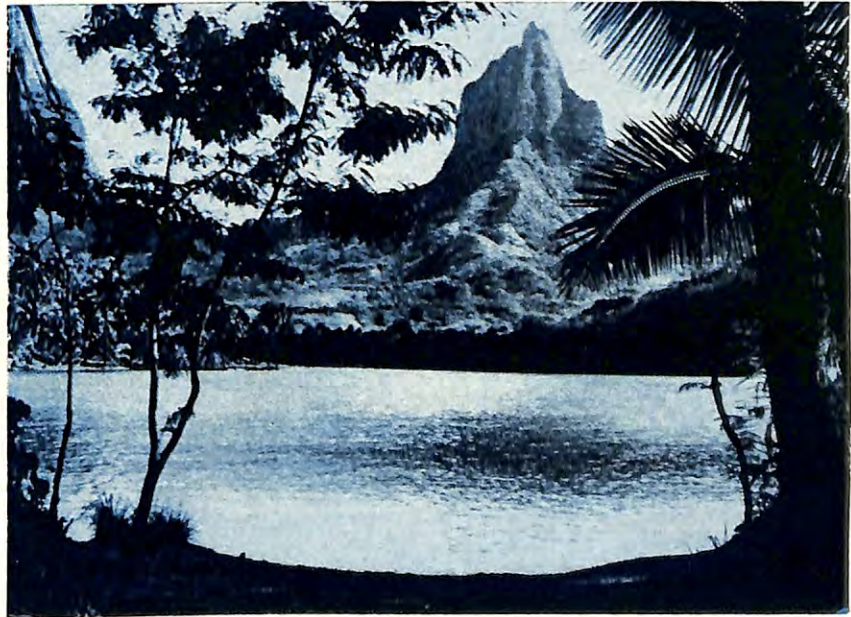
We anchored one day off Rangiroa, a coral strip, the largest of the Tuomotu islands lying 300 miles south of the Marquesas. Rangiroa rises out of a lagoon 45 miles long and 15 miles wide, a lagoon huge enough to contain the entire island of Tahiti. We went ashore in launches while musicians from the village of Avatoru played the simple songs of Polynesia. Everyone wore a floral halo and one musician had on a pareau and a T-shirt with a picture of Santa Claus; another wore a shirt with a drawing of the Apollo moon ship. It was disturbing, this reminder of the world we'd be returning to.

On Rangiroa there is an old woman with skin the color of walnut stain who rents out thatched bungalows to couples for \$25 a day with meals of turtle eggs, fresh grilled fish, lobster and chicken. The coffee is served in bowls and the jam is homemade and guests are joined at the dinner table by Henrietta, the woman's pig, and her pet mongrel. Next year club Meditteranee will storm ashore with a 300-bed resort and Rangiroa will feel the tug of tourism.

Later, sailing from Rangiroa, we anchored off Manihi, an island with a population of 73, including one policeman. Manihi has but one telephone, no cars, no jails, no television, no radio, no newspapers and only one bicycle. Even the chickens running free in the yards move slowly. Next to the dock sharks swim in an

open tank and the children of Manihi pull their tails, the idea being to overcome any fear of the life they will encounter in the sea. The reason for this is that Manihi is an island of pearl divers and lives are lived in deep waters with the strange ocean life. While the children played with the sharks and the men dived for pearls, the women of Manihi marinated fish and gathered fruit for a banquet under a huge tou tree beside the dock. It was to celebrate the arrival of the cruise ship.

Once Manihi made war with other islands. But they got tired of this. Now they make love instead. For such a small island there are many babies. If a visitor wishes to remain on Manihi he merely moves in with a family. They charge him nothing. Who needs money? All the good things are free—the warmth of the sun, the fish in the sea and the fruit on the trees. I must tell you, though, of our experiences, earlier, on the island of Raiatea, a place that is  
*(Continued on page 34)*



*The islands of Moorea (above) and Rangiroa (left) are two of the most exotic in the world. Lush, green palms sway to and fro against a background of snow-white sand. In the foreground, tiny, white sand crabs scurry about their business, while in the background, giant volcanic peaks rise majestically from the sea.*

## South Pacific

(Continued from preceding page)

straight from a South Seas novel. It is the comically beautiful story of French Polynesia.

Down by the town of Uturoa on the island of Raiatea the dock was piled high with gunny sacks as we came ashore. They were full of copra and were being loaded aboard an ancient, wheezing boat which had coughed its way down from Tahiti. Raiatea's islanders stood in the hot sun watching the workmen. What else does one do on an island so peaceful you are lulled to sleep by the sound of the sea and awakened by it when morning comes? On Raiatea you have your choice of two hotels: The fussy Bali Hai or the Hinano. It is like comparing the Cen-

ture Plaza with a boarding house in the Bowery. Only the Hinano has a character of its own. There are also a few characters crowding the bar. The bar faces one entrance. A pool-hall faces the other. In between the dining room is graced by tables with oilcloths spread over them. The floor is barren concrete. Crepe paper streamers hang limply from the ceiling. The walls are colorless—but the meals are magnificent. If Michelin would get out of France and go down to French Polynesia he would, I am certain, give Lo Kim four stars for his omlette Chinoise and his Fou You Ha, which is to say cabbage with ham and a glass of Hinano, (same name as the hotel).

The Hinano beer costs 50-cents a bottle, the bottle being the size of something that ordinarily holds Sparkletts. As for Lo Kim he is Chinese, as his name implies, and not Tahitian, even though he was born on Raiatea and considers himself a Tahitian. This his toothless grin indicates took place a rather long time ago. Besides acting as le chef he is also proprietor extraordinaire of Hotel Hinano. If there is a room bargain in all French Polynesia Lo Kim holds the key. Should you get giddy on Hinano and decide to stay the night, he asks a mere \$5 donation, this the total sum for a room containing one bed, one wash-bowl and a UTA airlines calendar which substitutes for a lack of pictures on the wall.

Next door the Ala Moana nightclub vibrates with such jukebox selections as "Estrangers dans le Nuite," and "La vie Parisienne" and "Zizi Twisteuse." While the records spin the entertainers appear on a TV screen locked into the jukebox. Thus we learned that Zizi la Twisteuse is a blonde, well endowed, who wiggles for her supper.

Well, sir, it is not that I wasn't taken by the charms of Hotel Hinano, but I chose the Hotel Bali Hai instead, primarily because the firewalkers of Apooiti were making one of their rare appearances. This they did for the benefit of passengers newly arrived off the Pacific Star. They are the only firewalkers left in the entire South Seas, save on Fiji. For centuries they have been giving each other the hotfoot. The village's Big Flame urges everyone on, proving his power over fire. About four years ago the former sorcerer died. Before flaming out, however, he passed on to his widow, Teiho Vahine, his fire-walking formula. In turn Teiho Vahine told Tuarii, the new sorcerer, teaching him how to play with matches without getting burned.

All this was demonstrated, not only by the chief sorcerer but by his entire fire brigade as well—both men and women. Prayers were offered up to the ancient gods of wind, sky and sea and the procession began. This, though, is no stupid sorcerer. Before strolling the path of red-hot stones, he sent ahead his No. 1 assistant. After this the brave performers re-

(Continued on page 42)

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CANADIAN PATENT NO. 637-543

# SportsAction

BY DON BACUE

## READY, AIM, PHOTOGRAPH!

WHETHER YOU'RE A professional photographer shooting 2¼" single lens reflex or a simple outdoors buff armed with trusty Instamatic, when the call of the wild beckons, *you* can answer... and record for future generations a host of prized wildlife photos from chipmunks and squirrels to condors and kodiaks.

For outdoor photography, your equipment can be as simple or as elaborate as you (or your pocket-book) dictate. You can even utilize that old "box camera" collecting dust in the closet for beautiful landscape shots... as long as the shutter works properly and it's light-free. For far-distance photography or action shots, though, you'll fare better with a more easily maneuverable, lightweight, all-purpose camera. Kodac makes an interesting little Instamatic reflex with interchangeable lenses; or you might want to look into a myriad of 35mm single lens reflexes (SLR's) currently enjoying the ultimate in popularity with U.S. sportsmen. They're lightweight, dependable, and hold from 20 to 36 exposures on a roll. In addition, many SLR's commonly accept from 24mm wide-angle to over 600mm telephoto lenses (which make a pea at 50 paces look like an oversized watermelon). They're absolute necessities for animal portraits and closeups.

Another piece of equipment you might find handy in the field (especially when using a telephoto) is a sturdy tripod. It will cut down on camera motion and resultant photo blur.

And, unless your camera sports a built-in light meter, don't overlook *that* handy little gadget, either, to help you avoid those seriously under- and over-exposed shots.

And don't forget to bring along plenty of film. (Check that date if it's color!) Take a few *extra* rolls. Film is cheap compared to that once-in-a-lifetime shot you're after. And you'll be surprised how often those "extra rolls" get used up

quicker than you might think!

Then, when it comes right down to getting out and shooting, remember—you don't have to go on safari to Africa to get some truly good pictures. Some of the most spectacular scenery in the world—along with the most interesting animals—is right here in America. Check out your area's local forest preserves for shrubbery, streams, deer, birds, and small mammals.

Our vast system of National Parks offers fine photo opportunities, too. Once, while shooting my way through Florida, I backed onto the tail of a sleeping six-foot 'gator. As it reared its head back, flashing sharp, white teeth and blood-red tonsils, I clicked the shutter; and—low and behold—a prize-winning photo! I was so pleased, I even forgot to be scared... for a minute!

In many National Parks, especially out west, bears are the biggest hams around—and often the most photogenic. But pay close attention to the signs. "Do not feed the bears" and "Stay in your car" warnings aren't posted for the *bears'* protection. Shoot through the closed car window, holding your camera flush to the glass to eliminate reflection.

And for those "hard-to-catch" animals that never seem to come within a hundred miles of man, you might want to set a "photographic trap." You can mount your camera so the animal, himself, trips the shutter while you spend the day touring Monmouth Cave or eating Baked Alaska. Many photo books, including Kodac's "Here's How," give detailed instructions.

All in all, outdoor photography combines the best in hunting with the ultimate in fun and relaxation. And the outdoor photographer truly comes closer than all other sportsmen to living up to the creed of the National Park Service: "Take nothing but photographs, leave nothing but footprints."

Are you ready to start leaving *your* footprints now?



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inside: FOR THOSE HEAVENLY ORDERS!

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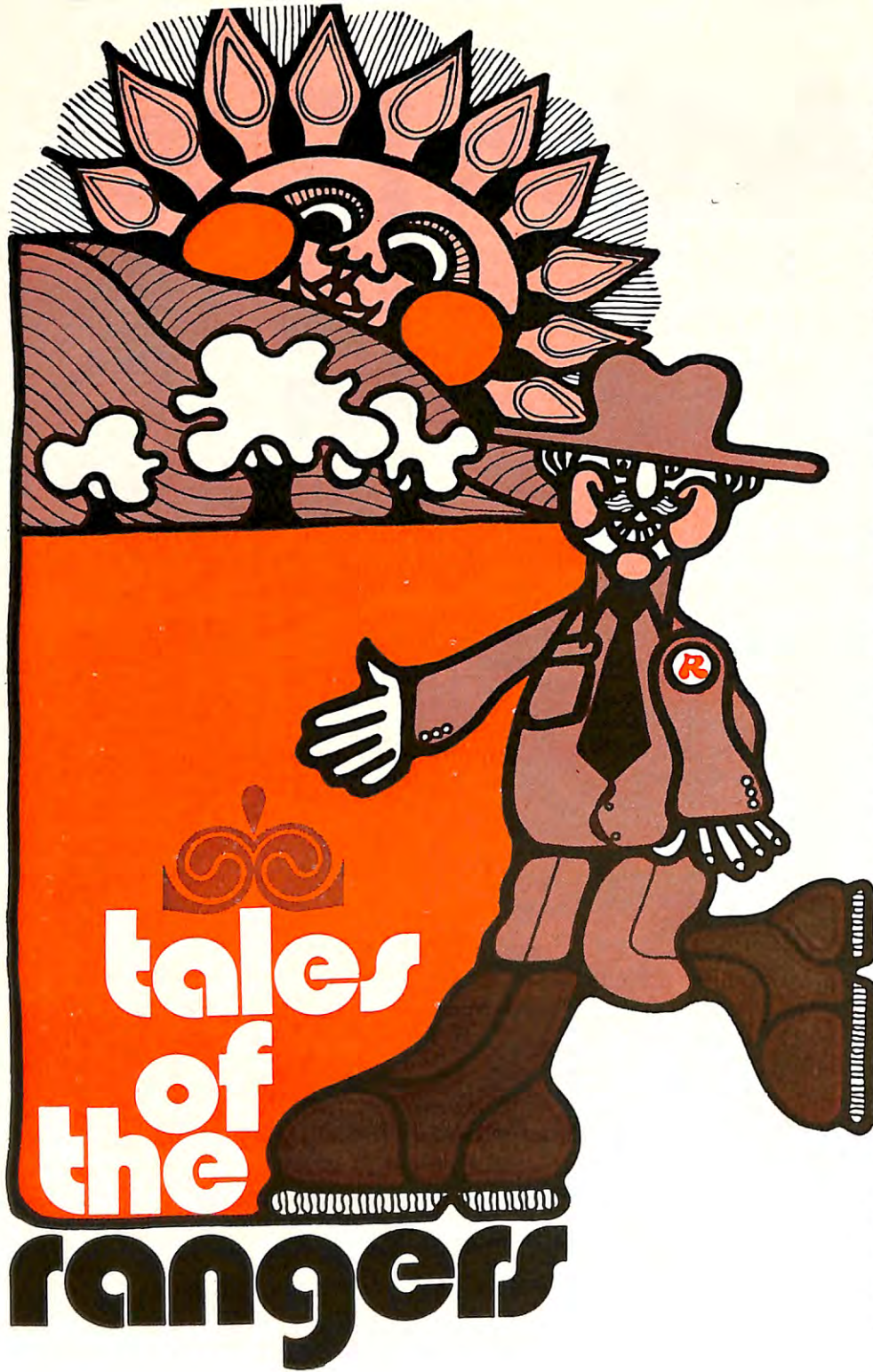
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AS THE RED-FACED tourist angrily approached, the ranger at Yellowstone's Old Faithful information desk knew he was in for trouble. "Young man," the visitor bellowed indignantly, "I'm overdue for a business appointment in Jackson Hole, and my wife refuses to leave until that geyser outside erupts. One of the rangers promised me it would go off six minutes ago. What's the matter with your organization anyhow?"

"Sorry Sir," the ranger replied, deciding to go along with the ludicrous question. "Maybe it's the new boys in the boiler room. They're probably stoking it with petrified wood again."

In National Parks from coast to coast the neatly uniformed rangers of the National Park Service have a barrel of stories—some in answer to foolish questions, and some that they regularly include in their lectures on nature's wonders. Doubtless the tales help the rangers to relieve the boredom of repeating a guide talk over and over again. And most tourists appreciate a humorous anecdote or two, and even a few puns—if they're not too corny.

At the Wind Cave in South Dakota, guides tell visitors that the Bridal Chamber acquired its name because a young lady promised her man-hating mother that she would marry no man on the face of the earth. "So the knot was tied down here," the rangers say, "but soon we had to call a halt to such goings on. We didn't want to run the institution of matrimony into the ground." One of the young ladies who repeated the nuptial vows in the Bridal Chamber named her first child *Caverna*—or so say the rangers.

Rangers at the Wind Cave National Park also tell of a pioneer who camped nearby where there was no wood to build a fire. "The fellow," the rangers say, "started the grass to burning, following the fire along while holding his frying pan over the flames. Then a right smart wind whipped up, but he kept on. By the time his bacon was cooked, he was 15 miles from camp!"

At Bryce Canyon National Park, many vacationists ask the ranger what a precariously-perched boulder on a certain cliff is called. "We call it *Poison Rock*," the ranger replies. "One drop will kill you!" At Grand Teton National Park, rangers delight in pointing out buck deer, and in Southern accents tell visitors, "It's a salesman deer—goes from doe to doe."

At more than one park, rangers sometimes ask a vacationist about to ride a horse whether he prefers an English or Western saddle. Many visitors don't know the difference, so the ranger explains that the Western type has a saddle horn and the English one doesn't. "But you won't be going near

the highway," he grins, "so you won't need a horn."

At Grand Canyon a ranger will occasionally point out Kaibab squirrels. "They're stupid," he says. "One of them plays checkers with a naturalist, but always loses." Someone invariably asks why the Kaibab squirrels have such lovely white tails. The ranger gives what scientific explanation he can, then adds, "There is, of course, an additional explanation but I can't swear to it. It's said that before I came here the squirrels were all a solid color, like the common squirrel. But in WPA days there was a big government project to paint these squirrels all white. They started on the tails, but before the men could finish the rest of the squirrels' bodies the government discontinued the project."

Zion National Park affords a good setting for other tall tales. On a ranger-conducted tour, the tourist sees the lush hanging gardens where, around a spring-fed cleft in a sheer rock wall, grow delicate shooting stars, columbines and other wild flowers. Someone usually asks where the dripping water comes from.

From trailside, the ranger picks up an oblong stone and gives it to his audience to examine. "I suppose you all think this is just a piece of rock," he says, and everyone agrees. "Well, it is no such thing. All of you will agree that this egg, for that's what it is, is an excellent imitation of stone. Notice how flat its sides are. Well, this also helps to preserve the species, for these eggs are deposited on narrow ledges on the face of these steep cliffs.

"You can easily understand that an egg-shaped egg wouldn't last very long in such a place. It might easily roll off, just as this one did. Nature endowed this egg with a stone-like hardness so that it wouldn't end up like Humpty Dumpty. That's why the Cliff-bird's eggs are so flat and hard."

"But what does all this have to do with the drippings?" one of the tourists asks him.

"Just be patient," the ranger says. "I'll get to that. The bird that lays these eggs has a peculiarly shaped bill that works very much like a push-drill. Using this drill-beak, it drills into the cliff-wall for fossilized worms, which were embedded in the rock while it was still soft. You might even call the cliff-bird a rockpecker."

"Well, in any event, the bird continues its slow and painful drilling until it reaches a fossil worm. After eating it, it drills farther until it has made a nest for itself. Here it sometimes stays for many years. The cleft that you see actually is a huge colony of such cliff dwelling rockpeckers."

"But you still didn't tell us where

the water comes from," someone reminds the ranger.

"Well, these rockpeckers, from the sudden changes in temperature, contact chronic colds, and their nostrils run constantly. While the drip from one bird's nose would hardly fill a teaspoon in a week, the combined drip from such a big colony easily enables the plants and flowers growing beneath the colony to get along famously."

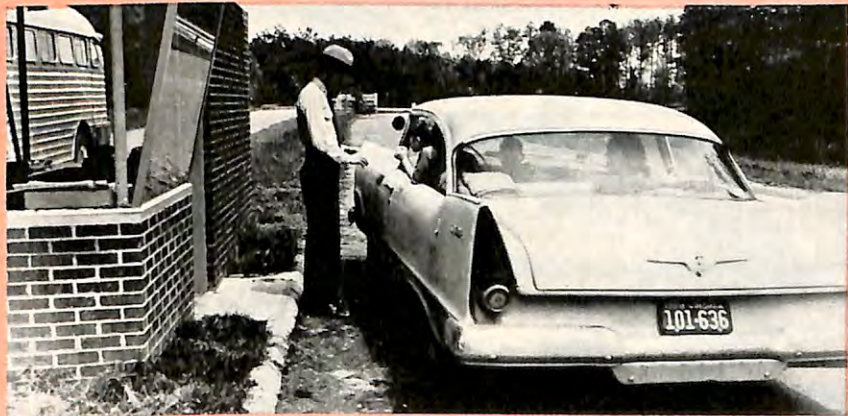
Tourists to Mesa Verde National Park frequently attend the Indian dances and the rangers' lecture at the beautiful stone outside amphitheater. Usually, someone remarks about the soft mats that are supplied free for visitors to sit in comfort. "Yes, that's so," someone else remarks. "But how come other national parks don't furnish mats, too?"

"Well," the ranger explains, "we recognize the need of mats because of

our research of the Indians who roamed the Mesa Verde in ancient times. From the discoveries made around these parts we concluded that in former times there were two interesting Indian tribes. To one of them we have given the name of Flatheads.

"We found that while the other tribe used a soft fiber cushion when they sat on the rocks, the Flatheads used none. This fact explains the queer shape of their skulls. So we figured that if the lack of cushions could so deform a human skull, why..." But by this time the ranger's voice is usually drowned by laughter.

Yes, rangers tell some tall tales. Perhaps the tallest comes from Everglades National Park. Rangers at this beautiful Florida refuge tell vacationists of the old-timer who crossed an abalone with a crocodile to get an abadile, "but got a crock of baloney instead." ■



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**EARN MONEY** working at Home! Details, send Self-addressed envelope, 25c. Happy—Box 1161, Battle Creek, Mich. \$500.00 MONTHLY possible—Clipping news at home. No experience. Send stamped, addressed envelope. American, Excelsior Springs, Missouri 64024.

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"These Colors Don't Run!" bumper or window sticker. American Flag with message on White background (4"x15 1/2"). Money back guarantee. One for \$1; four for \$3; eight for \$5. Beaco, Box 278K, Hoffman, Illinois 60250.

**PRACTICAL JOKERS CATALOG:** 20c (Refundable). IGH-RR2, Box 329-QOG, Salem, New Hampshire.

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# THE NEW ORLEANS CONVENTION

# PROGRAM

107th Session Grand Lodge, B.P.O. Elks  
New Orleans, Louisiana July 18-22, 1971

## REGISTRATION

**SATURDAY, JULY 17, 9:00 AM** and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Rivergate Auditorium, #4 Canal Street, New Orleans, La. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by the City of New Orleans, recommended restaurants . . . ladies information, sightseeing tours, etc.

## REGISTRATION HOURS

Saturday—July 17.....	9:00 AM to 5:00 PM
Sunday—July 18.....	{ 9:00 AM to 5:00 PM
	{ 8:00 PM to 10:00 PM
Monday—July 19.....	8:00 AM to 5:00 PM
Tuesday—July 20.....	9:00 AM to 5:00 PM
Wednesday—July 21.....	9:00 AM to 5:00 PM
Thursday—July 22.....	9:00 AM to 10:00 AM

## GRAND LODGE SESSIONS

All held at the Rivergate Auditorium as follows:

**SUNDAY, JULY 18, 8:30 PM**—Official Grand Lodge Opening Ceremonies. Addresses of welcome by State and City officials and Hon. William A. Wall, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler Glenn L. Miller.

**MONDAY, JULY 19, 9:00 AM**—Opening Grand Lodge Business Session. Election of Grand Lodge officers for 1971-72. Report of Americanism Committee.

**MONDAY, JULY 19, 2:00 PM**—District Deputies-designate—photos as per advance notification and schedule.

**TUESDAY, JULY 20, 9:00 AM**—Grand Lodge Business Session. Following business session, at 1:30 PM Grand Exalted Ruler elect's personal conference with Exalted Rulers and State Presidents in which the Grand Exalted Ruler elect will outline the Grand Lodge program for the coming year—Rivergate Auditorium.

(Note: Arrangements have been made for a special (no host) buffet luncheon at the Rivergate Auditorium for the convenience of all who wish to avoid travel to and from the Auditorium during the lunch time adjournment.)

**WEDNESDAY, JULY 21, Open Session** of Grand Lodge. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee.

## 11:00 AM MEMORIAL SERVICE

(Ladies invited and expected to attend Wednesday morning Session and Memorial Service.)

**WEDNESDAY, JULY 21, 9:00 PM**—Grand Ball—Rivergate Auditorium Grand Ball honoring Grand Exalted Ruler Glenn L. Miller and Mrs. Miller. All Elks and ladies invited. Admission by badge. Surprise entertainment. Refreshments available.

**THURSDAY, JULY 22, Final Grand Lodge Business Session.** Installation of newly elected Grand Lodge Officers (11:00 AM). Ladies invited.

**FRIDAY, JULY 23, 9:00 AM to 5:00 PM**—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler. State Association Presidents invited. Fairmont Roosevelt Hotel. This session will conclude at approximately 5:00 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

## RITUALISTIC CONTEST

**SATURDAY, JULY 17, SUNDAY, JULY 18, MONDAY, JULY 19,** Preliminary Contests—Grand Ballroom JUNG HOTEL.

**WEDNESDAY, JULY 21, Finals** Grand Ballroom Jung Hotel. Details of schedules will be available in final printed program of the Convention upon registration.

## EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration area—Rivergate Auditorium.



## It's Your Business (Continued from page 31)

practice which the small businessman *already* needs to be quite careful about.

### Advertising

Last March, Sen. George McGovern was moving to get Congress to pass a law requiring that manufacturers be able to provide documentary support for *every* claim they might make in *any* ad. This is just one example indicative of the trend toward putting advertising under tight inspection and control. The small businessman had better start being quite careful about what he says in his ads. Even such seemingly innocent claims as "Biggest Bargain Ever!" might soon be risky. And before long the businessman who tells prospective customers that with his product they will be able to "Make Big Money At Home!" may have to provide *solid proof* that they can do exactly that!

### Sales Practices

The use of high-pressure or misleading sales methods to get a prospect to *sign a contract* is becoming increasingly hazardous. (One recent important case involved door-to-door magazine subscription selling.) One consumerism proposal we've seen calls for the *buyer* to be allowed a three-day "cooling off period" in which he will be free to cancel any such contract. But even some quite routine retail-store sales practices may be affected by the consumerism movement. Stores that have a "No Refunds—No Returns" blanket policy may have to abandon or modify it. And customers who claim that a salesperson made exaggerated claims for a product may soon be able—even without being able to prove his contention—to obtain supporting action from some consumerism agency.

A customer who gets a bill for \$47.83 for a repair job which he feels really shouldn't have cost more than \$15.00 is not likely to bring suit. But in the near future such a customer may be able to bring his complaint directly to a local office of the Justice Department and have *them* look into it! A proposal to this effect was included in the package that President Nixon, last February, asked Congress to enact.

It is not the *rate* charged for services that is the target here—it's the practice of charging for *services not performed* (or for parts not installed, and so on). If the proposed legislation is enacted, such practices could result in fines of up to \$5,000.

### Things You Can Do

Be sure that your advertising doesn't contain any false, exaggerated, or otherwise misleading claims. (And if you're an ad *agency*, keep in mind the implications the consumerism movement may have for *your* role.) Do you have a sales staff? See that they are well trained. Check up on their sales methods. Make it clear to them that you do not condone the use of any that could bring The Wrath Of Consumerism down upon you.

Carefully review *all* of your business operations and practices that directly relate to your customers or prospective customers—your advertising, your sales operations, your pricing, your sales-contractual terms. Ask your *lawyer* to review your "consumerism vulnerability," especially with respect to such tricky matters as "implied warranty."

*Build up your customer goodwill!* You might even gain yourself some new customers at the expense of *big* business!

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Get back in the swing of things — enjoying everything you really like to do: dancing; playing bridge; hunting; going to the theater; attending a lodge meeting; listening to or singing a favorite song.

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## Around Washington

(Continued from page 25)

**EISENHOWER DOLLAR**, now coming into circulation, revives a coin which was popular years ago. It bears a profile of the late President and five-star general on its obverse side while the reverse shows a bald eagle, symbolic of the Apollo 11 "Eagle" spacecraft, landing on the crater surface of the moon. Before they began to be released to the public, 300 million Ike dollars were produced. Officials hope this volume production will prevent the new dollar from disappearing from common use, as the John F. Kennedy half dollar did, because it was put aside by speculators and collectors.

**RAZOR BLADES** in newspaper ads stirred up a national controversy. A sample free blade, wrapped in a tough plastic pouch, was glued to the ad. So many protests were made by persons in various cities claiming the blades were a safety hazard, particularly to children, that the Federal Trade Commission went into action. After its threat of a court injunction against further newspaper distribution of the blades, the safety razor company involved in the dispute decided to remove them from the ads voluntarily. It defended the safety of the packaging but said it wanted to still any fears, however unfounded they might be.

**NUDE SWIMMERS** will not be able to use the beach they wanted for this summer—near the Western White House. The California State Parks and Recreation Department turned down a request of the Western Sunbathing Association that a beach in the San Clemente area be reserved for skinny-dipping.

**COLONIAL STATUS** has been partially ended for residents of the District of Columbia. They now have their own representative in Congress for the first time in a century. The Rev. Walter Fauntroy, a 37-year-old Baptist clergyman, was elected on March 23 to be a non-voting delegate, a position authorized by Congress last year. Although not allowed to vote on the House floor, he votes in committees, makes speeches and receives a full congressional salary of \$42,500. He and other advocates of self-government for the nation's capital feel that District voters should be permitted to vote for more officials than only the President, the school board, and a non-voting congressional delegate. The city is now run by a mayor and a city council, all

appointed by our President Richard M. Nixon.

**HEALTH CLUBS** with all-girl staffs who massaged male customers did a booming business in the quiet Washington suburb of Falls Church, Va. The bubble burst when the Falls Church City Council, responding to citizens' complaints, unanimously adopted an ordinance which outlawed massage salons "where any physical contact is provided by a person of the opposite sex."

**WASHINGTON** has become an increasingly popular place for folks to visit, according to the Washington Convention and Visitors' Bureau. The number of visitors, which had been an estimated 16.8 million in 1967, dropped to 15.3 million in 1968, the year of the riots. But the number rose to 17 million in 1969 and 17.4 million in 1970. The city plans to contribute \$266,000 in Fiscal 1972 to the convention bureau's \$600,000 budget, which will be used to attract visitors and conventions. It's money well spent. Last year, the city received an estimated \$25 million in taxes from \$650 million spent by visitors to the seat of government.

**SERUM HEPATITIS**, a dangerous liver disease, has been infecting an estimated 200,000 Americans a year. But a protection against the disease which is transmitted by contaminated blood used in transfusions and by contaminated needles used by drug addicts may be on the way. A group of New York University scientists has conducted the first successful vaccination against serum hepatitis. They regard this as preliminary evidence that a commercial vaccine could be developed in a few years.

**18-YEAR-OLDS** have been given the right to vote in all elections by a constitutional amendment passed by Congress in March. If the necessary 38 state legislatures approved it in time, as expected, it will take effect in the 1972 election and avoid the confusion and expense of dual registration and voting procedures. Congress passed an 18-year-old voting law in 1970. But the Supreme Court ruled it was valid only for national elections of the President and Congress and that the voting age for state and local elections could only be lowered by a constitutional amendment or by the individual action of each state. ■

# Let Freedom Ring The Liberty Bell,

an historic relic of the American Revolution, is on display in Independence Hall. First hung in 1753, the bell was ordered from England by the Pennsylvania Assembly on the fiftieth anniversary of the Penn's Charter. It cracked during testing shortly after arrival, was recast at least once, and was finally installed in the State House tower.

The Continental Congress convened in the hall below the tower, and in July, 1776, the bell rang out, proclaiming adoption of the Declaration of Independence.

On July 4, 1971, let bells peal forth everywhere to proclaim to all that freedom, the birthright of America, will never perish from the earth.

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

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

**1:00 P.M.** Central Time Zone

**12:00 Noon** Mountain Time Zone

**11:00 A.M.** Pacific Time Zone

**9:00 A.M.** Hawaii and Alaska Time

Cooperate with local celebrations and enter an Elks float, band, drill team, or scout troop if there is a local parade. Some cities may plan to sound horns and sirens at noon, local times, on this patriotic day.

Edward L. Harbaugh, Chairman  
GL Americanism Committee

## FORWARD THE FOUNDATION

CONTRIBUTIONS TO THE Elks National Foundation set several records in the year ended March 31, and we record them with pleasure.

As a measure of the concerned generosity of Elks, individual contributions to the Foundation have shown a steady growth in recent years and this year reached the all-time record of \$827,344.

Contributions by our lodges likewise reached an all-time high of \$242,830.

A third record was set by the total contributions of individual Elks, Elks lodges and state and district associations at the aggregate figure of \$1,097,918. This was the second time that the total from these sources surpassed a million dollars, the first having been in 1969 when these gifts totaled \$1,071,167.

Grand total of contributions for the year, including \$17,426 in bequests and some \$2,000 in miscellaneous gifts, was \$1,115,344. It was the fourth time that annual gifts exceeded a million dollars. In two of those years, however, it was substantial bequests that enabled the total to reach and exceed the magic million.

We don't mean to look down our nose at bequests. They are welcome, indeed, and every Elk should make it a point to include the Foundation in his will, for this is a certain way of insuring that a bequest will yield human happiness throughout all the years to come.

Our purpose is not to denigrate bequests, but to underscore the happy fact that Elks are digging down deeper and more often in their pockets each year in individual acts of generosity. This is the basic source for the sound and sustained growth enjoyed by the Foundation.

This growth is further pointed up by the fact that 41 of the 50 States showed an increase in their donations over 1969-70.

There are good reasons for this splendid record in addition to that mentioned above. From its beginning in 1928, the Foundation has shown that it is interested only in those charitable programs that serve a sound, constructive purpose, that serve long-range human needs.

Elks who give their money to the Foundation know also that each year the Trustees earmark a large portion of its funds to be turned back to the State Associations in support of their major philanthropic projects. A gift to the Foundation comes home with interest.

If every Elk knew these things, he would join his Brothers who are steady givers to swell the Foundation's gifts by many millions, which would mean that the Foundation would be able to return just that much more money to help our State Associations aid the crippled, to save children's sight and hearing, to teach them to speak and for all of the many other good works that distinguish the Order of Elks.

## ABOUT OIL AND VIETNAM

AMERICANS PUZZLED BY the sudden emergence in recent weeks of oil as an element in the Vietnam war controversy will be interested in the explanation offered by FREEDOM'S FACTS, monthly publication of the All-American Conference To Combat Communism.

It seems that last September a California organization that calls itself "Mothers for Peace" learned that oil prospectors some time ago had found indications of large undersea oil deposits stretching from Malaysia to Japan. This information was a propaganda gift not to be neglected.

According to FREEDOM'S FACTS, the group's January newsletter asked: "Do we continue to sustain the highly unpopular Thieu-Ky regime in order to allow U.S. oil companies to obtain the offshore oil leases? . . . Is petroleum the reason we are so slow in getting out of Vietnam?"

No charge there, just the hint, but that was good

enough for PRAVDA, official communist newspaper in the Soviet Union. Under the heading, "The War and Oil," this stalwart champion of peace charged that our Armed Forces' mission in Indochina was to "defend the selfish interests of U.S. monopolies interested in plundering the tremendous natural resource belonging to the people of that peninsula."

Taking its cue without a quiver, the GUARDIAN, New York radical weekly, went further. It carried a story under a headline that made the flat charge: "Oil Profits Prolong the War," on March 6.

With this genesis, one would think that the American press and our public officials would avoid giving the allegation currency or credibility by refusing to identify themselves with it, or better yet would kill it by publicizing its origins. That, unfortunately, was not the case, and so another myth has been created that will further confuse and divide Americans and aid the Communist aggressors in Vietnam.

## South Pacific

(Continued from page 34)

turned to their village, carrying with them a huge keg of firewater for use in warming up to the occasion.

Meanwhile at the Hotel Bali Hai guests are accommodated in huts standing on stilts out of the lagoon. It is a pleasant way to begin and end the day—diving off your front porch into the lagoon. Bungalows at Bali Hai are \$17 single and \$35 double or \$40-\$58 with meals. The sum also includes free bicycles, free outrigger canoes for actives, free motorized canoes for inactives, free snorkels, masks and scuba gear. Water skiers are towed around a sleepy islet rising out of the lagoon. Others take boats, sailing inland on rivers where wild pigs come down to drink of the meandering waters. Raiatea is an island of golden waterfalls and soft green hillsides. The branches of buro trees spread their shade across the rivers and the mountains rise up like monuments, squarecut and towering.

Uturoa, Raiatea's "big city" is a single umbusy street bisected by a dusty path leading to the dock. Lining it are Chinese stores with tin roofs selling dry goods and canned bamboo shoots, liver pate and perrier. Coconut palms cascade down the mountainside to the street and in the distance, on the far horizon, white spray rises up against the reef. Meanwhile, down the block at Hotel Hinano, Lo Kim flashes his toothless grin. He's found his own Bali Hai in this small town, just as others have found theirs on the island of Bora Bora, which you can see from Lo Kim's front door, an island of incredi-

ble beauty rising on the distant horizon.

There was only one hotel on Bora Bora in the beginning, the Tiare Tahiti. It was off in the village of Vaitape: six rooms, no ceiling. It was damn wet when it rained. After the tourists started coming to Bora Bora the owners rebuilt it. They put on a roof. Other rooms were added. Before long it was jammed. But not with tourists. The owners operated as all Tahitians do. They let their relatives freeloader. Instead of rich Americans the rooms were filled with

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**Dominating the entire scene is the peak of Temanu. It rises hundreds of feet into the coolness of the clouds.**

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poor Tahitians. Poor but happy, of course. Another thing was wrong. The bar wasn't making any money. While the relatives freeloaded the booze in the bar, the other customers brought their own drinks with them. They bought beer at a Chinese store and danced at the bar. Pretty soon the owners were broke. That's why they had to close down the Tahiti Tiare. There were no more francs in the till. Just a house full of free-loading relatives.

Meanwhile, the fussy Hotel Bora Bora is packed. It is built like a native village. Polynesian bungalows with thatched roofs bring \$40 a day single and \$55 double with meals. The overwater ones cost \$55 and \$70. Visiting natives from the U.S.

take their meals in a circular restaurant poking out of the palms. They dabble in such delights as oysters on the half shell, marinated mahi mahi and Camembert flown from France. Alec Bougerie, an ex-New Yorker, is the bossman. He arrived at Hotel Bora Bora when it opened 10 years ago. He came on a yacht and got off and never went home. He says he doesn't miss New York with its subways and crowds and pollution. In his brochure he stole a song title: "On a clear day you can see forever." It is no exaggeration.

Offshore, perhaps a mile, immense waves, sometimes 30 or 40 feet high can be seen pounding the barrier reef. They strike furiously but they are unable to reach the island itself. The reef sees to that. From the shore to that reef is an incredible liquid rainbow: waters blue and green and yellow. An absolutely clear lagoon swimming with tropical life. Then there are the islets with their palms bending in the gentle blow of the trade winds. Dominating the entire scene is the peak of Temanu. It rises hundreds of feet into the coolness of the clouds. Below this coconut palms spread themselves downslope to white sand beaches which spill into the rainbow waters of the lagoon. No one exaggerates the beauty of Bora Bora. It would be an impossibility. Michener wrote of it: "The most beautiful island in the world is Bora Bora. Everybody who has seen it wants to go back. It is a scene of positively dazzling beauty."

(Continued on page 43)

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## Obituaries

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**PAST DISTRICT DEPUTY** Henry J. Salvail, an honorary life member of Nashua, N. H., Lodge, died March 16, 1971 at the age of 75.

Brother Salvail served as Exalted Ruler for 1948-1949 and as President of the State Elks Association for 1955-1956.

He was appointed District Deputy Grand Exalted Ruler for 1956-1957. Brother Salvail was a GL New Lodge Committeeman for 1962-1963.

**PAST DISTRICT DEPUTY** Dr. P. B. Munson,

a member of Webb City, Mo., Lodge, died recently at the age of 59.

Brother Munson served as Exalted Ruler in 1957-1958 and in 1963-1964. He was appointed District Deputy Grand Exalted Ruler of his state's Southwest District in 1965-1966.

**PAST DISTRICT DEPUTY** William T. Haddy, a longtime member of Mason City, Iowa, Lodge, died December 19, 1970, at the age of 58.

Brother Haddy served as Exalted Ruler of Mason City Lodge for 1957-1958, and was appointed District Deputy Grand Exalted Ruler of his state's Northeast District for 1965-1966. He also served as State Vice-president for 1964-1965.



**STATE PRESIDENT** of the Florida Elks Association, Robert B. Cameron, an honorary life member of Holiday Isles, Fla., Lodge, died March 11, 1971.

He served as Exalted Ruler of his lodge and was appointed District Deputy Grand Exalted Ruler of his state's West Central District for 1960-1961.

Brother Cameron was a Special Deputy Grand Exalted Ruler from 1961 until his death, serving the Panama Canal Zone, Puerto Rico, Louisiana, Mississippi, and Florida.

## Service Serves Science

(Continued from page 9)

This service, and its value to the entire nation, is recognized at the highest levels of government. In the Foreword to the observers handbook, John T. Connor, then Secretary of Commerce, wrote "Three decades ago, a group of outstanding scientists advised President Franklin D. Roosevelt that the work of the cooperative weather observers '... is one of the most extraordinary services ever developed anywhere and probably nets the public more per dollar expended than any other government service in the world.'"



Gathering useful weather information.

And in celebrating the 100th anniversary of the founding of the National Weather Service in 1970, Mr. Richard Nixon had this to say about the volunteer observer program:

"The observations you record are vital to the agriculture, industry and commerce of our country. They help reduce loss of life and property from tornadoes, hurricanes, floods and other weather hazards. Collectively, your records constitute the climactic history of the United States, an irreplaceable and unparalleled heritage of weather knowledge."

Words such as these show the feeling held by Uncle Sam for this dedicated group of Americans and the service they render. ■

## South Pacific

(Continued from preceding page)

Thousands of ex-sailors recall it with a haunting melancholy. During World War II Bora Bora was a refueling base for U.S. warships. It was an incongruous scene: vessels of destruction in such a peaceful setting. Now the tourist business is growing. Hotel Bora Bora is adding 24 bungalows. The others are the Hotel Maitai (\$22 single, \$34 double with meals), and the Noa Noa which has been taken over by Club Mediterranee. At the Maitai guests are given free masks and canoes for exploring the lagoon. As it stands, Bora Bora hasn't changed a great deal since the first tourist waded ashore. But trouble is coming. A Honolulu-based company intends to build a 250-room hotel. Bora Bora's first high rise.

There is really no need for a big hotel on Bora Bora. The islanders are all employed. They don't need the jobs. They pay no income taxes. There are no property taxes. No one much cares about the outside world.

Perhaps 70 percent of the islanders have never been away. A trip to Tahiti 125 miles away would be the same as going to New York. Going clear to Honolulu would be like flying to the moon.

There is practically no electricity on the island. Houses having electricity must operate their own generators. If the owner has more electricity than he needs he sells it to a neighbor. The neighbor pays so much a light bulb. It is a simple way of figuring the bill.

On Bora Bora the people wear suits only on Sunday to attend church. Either that or when they attend a funeral. If you wish you may live as they do. Suzanne Loussan, who is Chinese and operates the island's biggest store, rents houses for \$15 a day. They have butane gas and kerosene lamps, a private beach and a sailing boat. And when you awaken in the morning you can see forever. ■

CONGRATULATIONS to all 1971-72 lodge officers. Remember **The Elks Magazine** has limited editorial space; therefore, photos of officer installations are unacceptable except when the Grand Exalted Ruler is present, or when a relative of one of the new officers conducts the ceremony.



PAST GRAND EXALTED RULER Edward W. McCabe recently performed a very special ceremony at Nashville, Tenn., Lodge No. 72, his home lodge. He had the honor of installing his son, C. Eddie McCabe (left) as Exalted Ruler of the lodge for the coming year.



**THE LARGEST CLASS** of Eagle Scouts in the Lincoln, Neb., Lodge area received Eagle and flag awards at a dinner at the lodge home. All the scout officials of the troop are Elks. They are (front row, from left) Scott Agnew, scout executive of the Cornhusker council; Leo Hill, chairman of the Eagle program; ER Richard Blomgren; Ron Tornbloom, president of the Cornhusker council of Boy Scouts; PDD Vincent R. Collura, and Don Huffman, chairman of the local scout program.



**RECOGNITION BANQUET** at Owatonna, Minn., Lodge was an occasion to present ten various awards. The Citizen of the Year, chosen by the lodge, was Cliff Sommer (right). ER Chet Hoven awarded a plaque to Brother Sommer for his service to the community and the lodge.



**OFFICERS** of Mattoon, Ill., Lodge assisted ER James W. Stewart (right) to initiate his son, Third Class Petty Officer William Lee Stewart. Helping perform the ritual were (from left) Treas. Charles Wyrick; Trustee William Grimes; Est. Loyal Kt. Norman Elers; Est. Lead. Kt. T. Donald Craig; Chap. Thomas Bramlett; In. Cd. Harold Stiff; Secy. Joe Kewley, and Est. Lect. Kt. Robert Trick.



**BELLEFONTAINE, Ohio,** Lodge recently initiated a large class into the Order. The new Elks are (first row, from left) George Davis, Bill Hempker, Marshall Hill, Edward Sparks, (second row) La Verne Pearson, Byron Fullerton, Dr. James McGriff, David Kotterman, Bill Rose, Dan Willoby, and (third row) ER Gary Graham, Joseph Manor, Dr. Donald Lanese, Gerald Nicholl, Don Fry, Douglas Carter, Howard Morgan, Phillip Needles, and PER Dr. William W. Doup.



**107 NEW ELKS** have been initiated into Greencastle, Ind., Lodge in observance of the opening of the lodge's new home. Among the initiates were five family members, (from left) Keith Monnett, Don Monnett, John Inman, Jerry Monnett, and Cliff Monnett.



**"HAWAII IN MINNESOTA"** was the setting at Hopkins, Minn., Lodge's Luau. ER William T. Zenk, SP Dr. Verdie M. Gysland, DDGER James J. Leigh of St. Cloud, Russ Sorenson, and Tom Sutherland helped roast a pig for the event in the Hawaiian setting made in the snow outside the lodge home. The temperature was about -10 degrees.



**LUBBOCK, Texas,** Lodge saluted all residents of Lubbock as "Citizens of the Year" for their unselfish efforts in rebuilding the city after it was devastated by a tornado May 11, 1970. Mayor James Granberry accepted a plaque in honor of "all Lubbock citizens" from PGER George I. Hall (left) and ER Don Heath (right). Ricky W. Alexander was honored as the outstanding citizen in the youth division. To herald the event the Mayor proclaimed Thursday, February 25, 1971 as Outstanding Citizen Day.



**OLD TIMERS NIGHT** at Cincinnati, Ohio, Lodge honored those members who have been Elks for more than 25 years. Some of the special guests were (first row, from left) Art Lenning; PER Charles B. Ginocchio; Edward Anderson; C. J. Gfroerer; Robert Jennings; Frank H. Hazeltine, and (standing) James Byrnes; PER Robert C. Gfroerer; C. M. Kelley; Jack Kenney; Al Piechuch; Harold Schallich, and PER and PSP Walter G. Springmyer. Twelve other members with more than 40 years of membership were also present.



**THREE RIVERS, Michigan,** Lodge presented certificates to its honored guests at the Law and Order dinner at the lodge home. Sheriff Neubert Balk of St. Joseph County (left) and Jesse M. Younts, Three Rivers police chief, received their awards from ER H. A. Voorhees and District VP Ray Vande Vusse.



**FESTUS-CRYSTAL CITY, Missouri,** Lodge was recently visited by PGER Edward W. McCabe (standing, center). A class of candidates (seated) was initiated in his honor. Also present were PDD Arthur C. Bone, VP Galen Marr, ER Donald J. Hecktor, PSP Earl Toulouse, and several PERs of the lodge.



**BAY CITY, Michigan,** Lodge was host for the Michigan Elks Association East Central District ritual contest. Among the guests were (from left) ER Jim Robbins; SP Howard Emerson, Jackson; VP-at-large Carl Blood, Owosso, and Secy. Frank Vincent.



**THE ARTHUR CHRISTENSEN CLASS** has been initiated into Williston, N. D., Lodge. The class was named for Brother Christensen (seated, left) because he recruited all the 14 new members, who live nearly 100 miles from the lodge in the Plentywood, Mont., area. ER Arthur Garass (fourth from left) performed the ritual.



**COLUMBUS, Mississippi**, Lodge was recently visited by PCGER Edward W. McCabe. Welcoming him were (from left) Brother M. S. Proffitt, Brother Chalma Whitaker, PER David Boyd, DDGER Bradley T. Williamson, Canton, and PSP and PER John D. Laws.



**CHAMPIONS** of the 1971 Elks basketball free-throw contest of Indiana are Donnie Jack (left) and Rick Jenkins who were sponsored by Greenfield, Ind., Lodge. Presenting the trophies were (from left) Pleas W. Loveland Jr., Jeffersonville, state youth activities chairman; Winston Keller, lodge youth activities chairman, and SP Clyde M. Martin, Bloomington.



**THE GRAND LODGE** certificate of merit has been presented to Miss Joyce Noeth (left) and her homeroom 7A class of Salem Junior High School by Trustee Dale Holloman (left), Americanism chairman of Salem, Ill., Lodge. The class raised funds to purchase facilities to display the American flag in front of the school. The GL Americanism Committee recognized this as "a job well done and a sincere display of patriotism." ER George J. Black assisted in the presentation.



**AMERICAN HERITAGE CORNER** of Kalamazoo, Mich., Lodge was donated by Harold Crafts (center), Americanism chairman, and his son Dan (second from left). It was dedicated in honor of Brother Craft's father-in-law, Brother Burr R. Wheeler (left). Est. Lead. Kt. Fred Tornquist (right) and ER Robert Freemire accepted the gift on behalf of the lodge.



**EAGLE SCOUT AWARDS** were presented to (from left) Don Dumson, John Riser, Kurt Faust, and Woody Childress by Scoutmaster William Riser. These boys are the first in Troop No. 5, sponsored by Shreveport, La., Lodge, to earn the Eagle Scout award.



**MID-YEAR CONVENTION** activities of the Alabama Elks Association were held at Roebuck Lodge. At that time a contribution of several thousand dollars was made by the state association to its major project—Elks Memorial Center, Montgomery, for rehabilitation of the handicapped. Representing the association were (from left) Chairman T. J. Denney, VP Richard Burke, PCGER Robert C. Pruitt, and SP Robert C. Grant, Cullman.





**NEW ORLEANS, Louisiana,** Lodge recently inducted 37 new members and dedicated the group as Grand Exalted Ruler Glenn L. Miller's Initiation Class. ER A. L. Lincoln led the ceremony.



**ILLINOIS ELKS BOWLING ASSOCIATION'S** 21st annual handicap tournament was held in Peoria for the first time since the tournament originated. The 479 five-man teams represented 65 of the state's 101 lodges. Peoria Mayor E. Michael O'Brien (left) was introduced by ER Everett L. Johnson. The mayor welcomed the visiting Elks and rolled the first ball to open the tournament.



**GRAND EXALTED RULER** Glenn L. Miller recently visited Selma, Ala., Lodge. At the lodge he was accompanied by (from left) W. H. Stewart, GL Auditing and Accounting Committeeman, Auburn-Opelika; SP Robert C. Grant, and PGER Robert Pruitt.



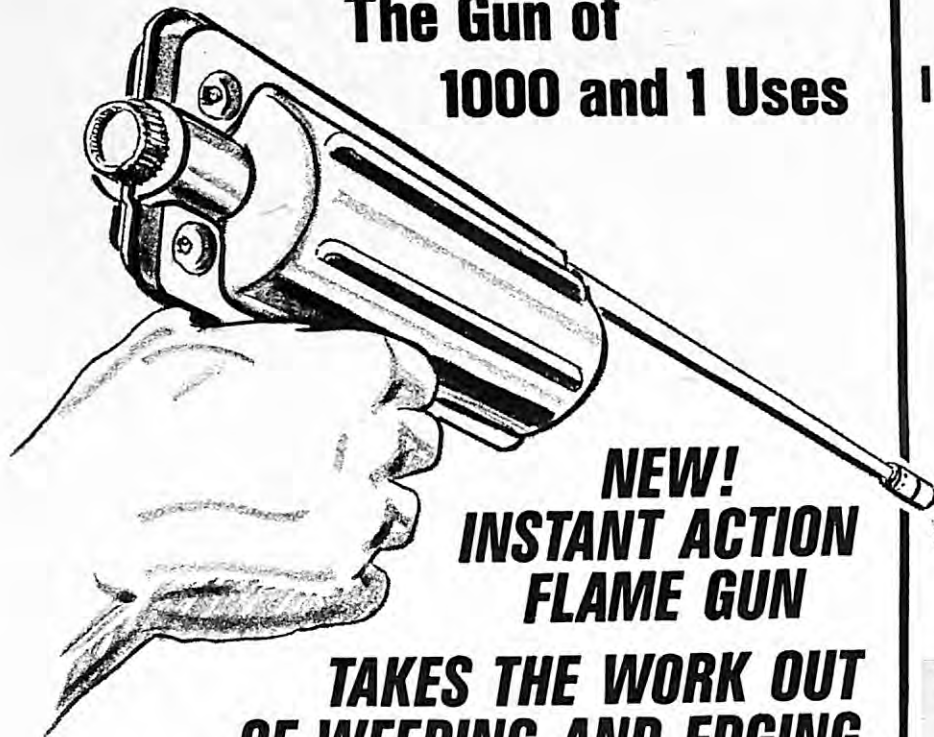
**THE FATHER** of ER Fred Lauher (right) has been initiated into Bloomington, Ill., Lodge. Forrest Lauher was congratulated by his son. This was believed to be the first time an Exalted Ruler of Bloomington Lodge had the honor of initiating his father.



**JEFFERSON COUNTY, Alabama,** Elks have presented canteen books to each patient in the Birmingham Veterans Hospital. W. G. Clanton, Fairfield; PDD Harry Erdberg, Mountain Brook; Tipton Burnette, Fairfield, and Henry Greenberg, Mountain Brook, helped pass out the books.



**EAGLE SCOUTS** from eight area troops were honored at a dinner at Alliance, Ohio, Lodge in observance of Boy Scout month. Each scout received a flag and a scroll. ER Glenn Sponseller read the American creed and William Crissman, Americanism chairman, made the presentation speech. Eight scoutmasters from the represented troops were also present.



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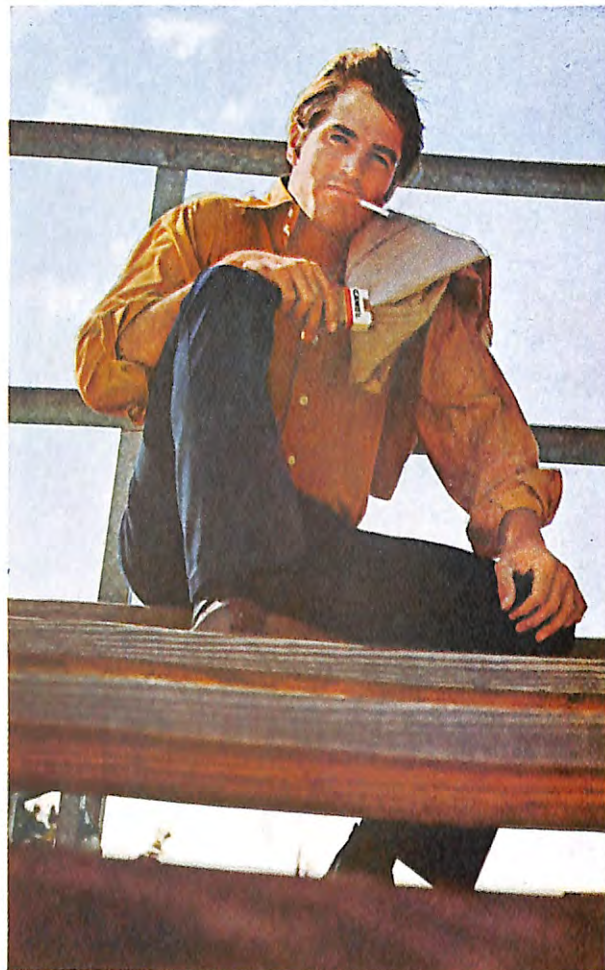
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