

the
Elks
magazine
August 1971



in this issue
DRUGS:
mainline to the grave

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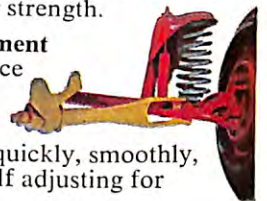
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"Build Pride of Elkdom" A Message from the Grand Exalted Ruler.....	3
Drugs... Mainline to the Grave.....	DON BACUE 4
Elks National Foundation—"The Joy of Giving".....	7
News of the Lodges.....	9
It's Your Business.....	J. L. SLATTERY/R. GOSSWILLER 14
Aviation Hits the "Ground Barrier".....	ARTURO F. GONZALEZ, JR. 15
Elks National Service Commission.....	17
News of the State Associations.....	18
For Elks Who Travel.....	JERRY HULSE 22
Around Washington	25
SportsAction	DON BACUE 31
Elks Family Shopper.....	32
Biggest Engineering Mistake in America's History.....	DR. IRWIN ROSS 38
Revival of a Steamboat Romance.....	PHYLLIS TAMOR 44
Digest of Annual Reports.....	47
The Elks Magazine Editorials.....	52



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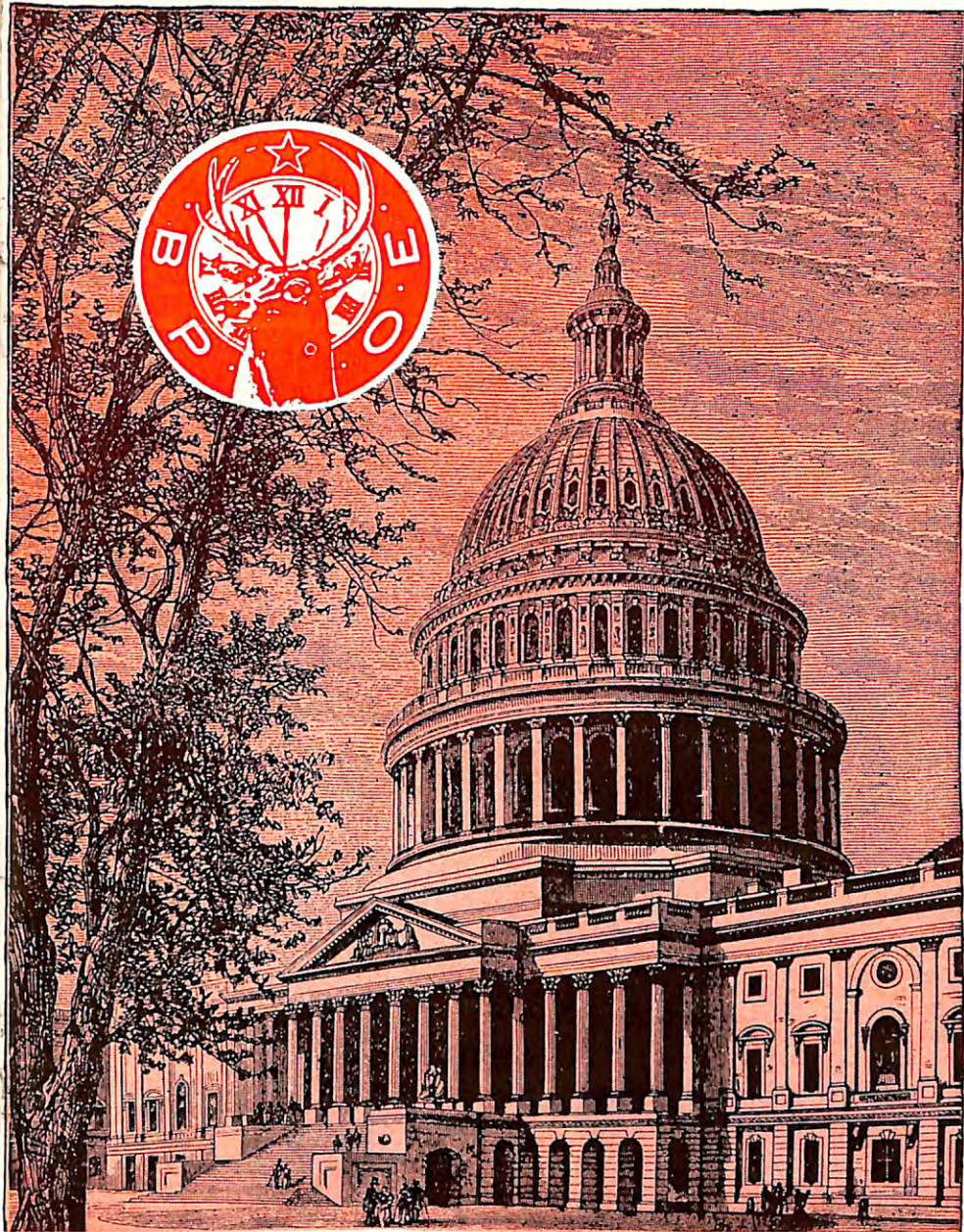
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Build Pride of Elkdom

A Message from the Grand Exalted Ruler

MY BROTHERS:

You have chosen new Grand Lodge Officers and like their illustrious predecessors they will dedicate their every faculty toward the greater glory of our fraternity and strive to Build Pride Of Elkdom.

Pride and anticipation fill their hearts as they take their first steps together in the implementation of this year's program. For our Order to make still further progress toward our ultimate goals will require the renewed dedication of every one of us because we must move forward from high ground.

Long ago we learned that as Elks we travel

the same course as our beloved country. As America is buffeted by elements of disharmony and hate, we suffer the same cruel winds. Our greatest service will be to temper these mindless and emotional storms with reason and more stringent attention to justice for all—achieved through the law of the land as applied by an orderly populace.

E. Gene Fournace
Grand Exalted Ruler

“BUILD PRIDE OF ELKDOM”

DRUGS...MAINLINE TO THE GRAVE

by Don Bacue



"PEOPLE WHO THINK anything at all about drugs think that 'fixing' is just a straight-forward, clean, ten-second injection: needle in, liquid pumped in, and needle out.

"That's not how it is.

"A 'fix' literally is what the word means, it 'fixes you up', it makes you feel better, it satisfies the craving for drugs. The liquid pumped from the syringe takes no time at all, but first you have to find a vein and this is after tourniqueting the upper arm to make the veins stand out before prodding for a vein. It may take as much as thirty minutes, with the needle under the skin, to find the vein. Then most 'junkies' like to play around with their blood. They pump the liquid into the vein, draw out blood, pump it in again, out again, in again, and so on, maybe as many as a dozen times or more. Then they take the needle out and clean the syringe. Then they put the blood clots on the skin or somewhere, and just play with them."

That is part of the biography of a "junkie," a drug addict. At the time he told his story to reporters, he was 20 years old and had been shooting heroin for four years. But it couldn't happen in your home... or could it? Most addicts started on drugs not through the dark-alley pusher and hard narcotics, but through everyday visits to the family medicine chest, instead—those cabinets crammed with "mild" pills and liquids we so often take for granted. They started with "harmless little pills," but they didn't stop until much, much later.

"I cannot exactly explain this for you because it is something you have to see the full horror of to understand. Most "junkies" fix behind a locked door of a toilet and use water that comes from the toilet for the actual fix. This water is generally not fit for a dog to drink let alone to be pumped straight into your blood stream. As a result, most 'junkies' get jaundice or pleurisy or some other sort of blood disease that can be contracted through using dirty needles and dirty water, yet they still go on using the same water. It's pathetic.

"I remember I got so bad I tried to commit suicide at one stage. I took an overdose. Everything went into a white flash and blue haze. I could hear nothing and see nothing. Then I lost consciousness.

"I was very lucky, though, because I was with two or three other people. They realized that I had overdosed, for there was I, lying back on the deck

with the needle still in my arm, eyes WIDE open and bulging for the first time in months, and apparently unconscious. They injected some salt water into my veins, slapped me until I woke up and then forced me to walk and walk and walk. They would not let me go to sleep for forty-eight hours. They took me to a hospital where they told what had happened and what steps they had already taken, and the hospital gave me another salt-water injection after testing the amount of heroin in my blood stream, then a stomach pump."

The problem of illegal drugs and drug abusers today is appalling. And nowhere is that problem more apparent than in the United States, where, according to Washington Congressman Lloyd Meeds, the increase between 1960 and 1969 in the number of teenage arrests alone for drug offenses was 2,540 percent.

Likewise, the federal government's seizure of stimulants (amphetamines) jumped more than 600 percent in the one year from 1967 to 1968, while the seizure of opiates (including heroin) during that same period more than doubled.

Yet, many parents are still horrified at the mention of the word, "drugs." They live in constant fear that their children will turn to drugs, abuse them, perhaps even develop a dependency on them... without realizing the dangers that lie as close as their own medicine cabinets.

We live today in a pill-popping society. All around us are advertisements for one type of pill to relieve tension, another to ease headache pain, and still another to put us to sleep, to keep us awake, to make us less grumpy, or to squelch stomach nausea... in fact, the list is endless. If there's an illness or a discomfort a person can contract, there's a pill he can take to relieve it.

As a society, we are pill oriented. Rare is the person who still rubs peppermint drops on his forehead to ease a throbbing head, instead of popping a pill... or two, or maybe even three, if the headache is bad enough. And that's not wrong... in itself. After all, most doctors recommend the pill approach to alleviate pain.

But problems arise in a pill-popping society when people build up tolerances to mild drugs (even aspirins are drugs), requiring larger and stronger doses to effect relief from pain. Problems arise, too, when youngsters, witnessing their parents' dependence on drugs, become "drug conscious" with increasing frequ-

ency and at increasingly younger ages.

Today's youngsters are impressionable; they're imitative of peers and parents. They learn from example very early in life that pills can be good. They make you feel better when you're seriously ill; and they can even make you feel better when you're *not* so seriously ill. What youngsters all too often fail to learn are the *facts* about proper drug use (when prescribed by doctors), mixing drugs (with other drugs or with alcohol), and overdosing. Thus a teenage girl having problems with her school studies might take a relaxant or two to help ease her tensions and allow her to "think straight." Then she might take a pill before going out on a date to make her "more sociable." She might even wish she had one of those "joints" or "bennies" she heard some of the kids at school talking about... might even meet someone willing to *sell* her one.

Thousands of today's young drug addicts started down the road to addiction innocently enough by frequent visits to overstocked and carelessly guarded medicine chests. Many more started as this young Chicago girl did:

"It was easy to get diet pills (containing drugs). The pharmacist in the drug store where I worked gave me my first ones. I'd go from doctor to doctor to get prescriptions. I'd go to different towns. The doctors didn't ask too many questions. I'd just tell them I felt bad and was tired all the time and wanted to lose weight. It would be obvious I was depressed. I looked young and innocent and I played off this. They assumed it was okay.

"Sometimes I'd even write my own prescriptions on blank paper with made-up doctors' names. I never had any trouble getting them filled."

Today this girl is 28 years old and undergoing some of the most horrifying days of her life, trying to "break the habit" at Chicago's Gateway House, a treatment center for drug addicts. She may make it... she may not. Statistics show that "cures" for drug addicts are all too often merely "postponements;" for, the addict will remain "hooked" for the rest of his life, forever susceptible to developing dependence on drugs.

Speaking before a civic league audience investigating the causes of drug abuse and the effects drugs have on the human body, Joseph Prince, biochemist-toxicologist for the Office of the Attorney General, said, "Kids grow up in homes where Mom pops a pill in the morning, pops another pill at night, and Dad has to have three martinis before



dinner. So what can you expect?"

He went on to say that hallucinogenic drugs (principally marijuana and LSD) may damage the body's chromosomes, affecting one's biological makeup. Likewise, *all drugs* modify the chemical reactions in the body, alter the functioning of the nervous system, and damage the brain's reasoning powers.

Furthermore, deaths from drug overdose, according to official Cook County (including Chicago) Coroner's Office statistics, soared from six in 1967 to 277 in 1970.

But what can parents do to stop spiralling drug abuse? How can they protect their children from unscrupulous "pushers" and the deadly effects of drugs? Most authorities agree on a two-part plan: Education and Action. No parent can ever hope to impress his children with the dangers of using drugs when he, himself, is painfully ignorant of the facts. It is with this in mind that this article is written, aiming to educate, so that parents every-

where can in turn educate their families and awaken them to the reality of the dangers of drug abuse at hand.

GENERAL INFORMATION

Before examining some of the different drugs youngsters frequently abuse today, it is necessary to have an understanding of certain terms that appear regularly in drug context. Following are several definitions:

1.) *Addiction*. The body's need for a certain substance. It can be physical (in which denying the body drugs can cause physical displeasure) or psychological (in which denying the body could result in mental strain).

2.) *Dependence*. The need, especially psychologically, for drugs which prompts the addict to seek fulfillment of his craving at *any cost*.

3.) *Depressants*. The classification of drugs which slow down the functions of the central nervous system (commonly used as sleeping pills). These include barbiturates, most of which end in the letters, "al" as in Seconal.

4.) *Tolerance*. The tendency for the

body to build up resistance to a drug, therefore prompting the addict to take larger and larger dosages to achieve the desired effect.

5.) *Mainlining*. Injecting drugs directly into the vein.

6.) *Narcotics*. The opium-based drugs and "synthetic" drugs whose physical effects greatly resemble those of opiates. While it is interesting to note that marijuana is still classified by law as a narcotic, it is actually a hallucinogenic, based upon its effects.

7.) *Opiates*. The classification of drugs derived from the opium poppy. These include morphine, heroin, codeine, percodan, dilaudid, paregoric, and demerol.

8.) *Stimulants*. The classification of drugs which speed up activity, reduce the appetite, and induce anxiety (commonly used as "stay-awake" pills). These include amphetamines, most of which end in the letters, "ine" as in Benzedrine.

9.) *Hallucinogens*. The classification of drugs which distort the senses. These include marijuana, hashish, peyote, mescaline, DMT, and LSD.

DEPRESSANTS

BARBITURATES are drugs often prescribed by doctors to settle or calm patients and to induce sleep. They've been proven invaluable, when used under proper medical guidance, but can be deadly when abused, especially when taken in conjunction with alcohol. For this reason, according to the National Law Enforcement Academy, barbiturates are the leading cause of accidental deaths in the United States today. Don Trujillo, Drug Education Coordinator for the San Jose Police Department, said recently of barbiturates and youth: "There has been a catastrophic increase in drug overdose cases brought to the attention of the police in San Jose area high schools. These are youngsters who were so intoxicated they were unable to walk, talk, or otherwise function normally. Most had ingested Seco-barbital, commonly referred to as 'reds'. Statistical analysis indicates that during the first four months of 1969, 16 students came to the attention of the police for drug overdose. This figure jumped to 194 during the first four months of 1970."

Effects. The effects of barbiturates abuse are similar to those of alcohol, only often more severe, depending on the amount ingested and the quality of drugs. These effects include slurred speech, drowsiness, clouded thinking, staggering, and lack of muscular coordination.

Barbiturates are also referred to as "barbs," "goofballs," "downers," or by their color ("reds," "yellows," "yellow-jackets," etc.).

(Continued on page 8)



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Peekskill, N. Y., Lodge is distinguished by two members who have each donated \$1,000 to the Elks National Foundation. ER George J. Shutt (left) and PER Gregory Emery (right), lodge and district chairman of the Elks National Foundation, presented honorary founder certificates and cuff links to Brothers Bill Puff (second from left) and Isadore Birman. ER Shutt is holding the commendation presented to the lodge at the 1970 national convention in appreciation of the outstanding donations made to the Foundation by Peekskill Lodge during the 1969-1970 lodge year.



The goal of donations to the Elks National Foundation at Mahwah, N.J., Lodge was reached. DDGER Bernard Zwiebel filled in the board indicating the achievement. Mahwah Lodge contributed an average of \$19 per member during the past lodge year.

Miami, Ariz., Lodge has purchased a membership certificate in the Elks National Foundation in memory of Roy Dorsett (second row, second from right), who was killed in Vietnam, and presented it to his father ER Russell Dorsett (right). The rest of the Dorsett family—(first row, from left) daughter Sally, wife Phyllis, (second row) daughters Angie and Jeri—also joined to complete the family record.

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OPIATES are the narcotics derived from the opium poppy (or synthetically) which readily lead to physical addiction and increased dosage due to the abuser's developing tolerance. Opiates include such drugs as morphine, heroin, and codeine. According to police, heroin, one of the most severely physically ad-

dicting drugs, is also one of the most easily obtainable, especially on the West Coast.

Since most opiates come in powdered form, abusers most frequently dissolve the drugs in a tablespoon of water, heating the solution over a candle or a cigarette lighter. This mixture they then draw into a hypodermic syringe or an improvised "outfit" consisting of a needle attached to the end of a common eyedropper for "mainlining."

One long-time heroin abuser currently undergoing treatment confessed to being so hooked on heroin that, when no needle was available, he cracked the tip of an eyedropper off, drew the drug into the bulb, then forced the jagged tube under his skin. His arms and legs were so badly scabbed and infected he had to turn himself in . . . he could no longer find a vein.

Effects. The effects of opiate abuse are drowsiness, slurred speech, constricted pupils, and, in cases of severe addiction, sunken eyes and pale or yellowish skin. In addition, withdrawal from an opiate is usually excruciatingly painful, such side effects as nausea and vomiting being common.

Heroin is often referred to as "H," "Harry," or "morpho."

STIMULANTS

AMPHETAMINES are drugs that speed up the actions of the central nervous system (just the opposite of depressants) and are most often prescribed as "stay-awake" pills by physicians. They also play a valuable role in appetite-control programs . . . under careful medical supervision. Unfortunately, it is estimated that at least 40 percent of all amphetamines manufactured in the U.S. each year are sold illicitly and eventually fall into the hands of drug abusers—often 10- and 12-year-olds seeking "kicks." Amphetamine abusers develop tolerance to the drug, though, and may develop physical dependence.

Effects. The effects of amphetamine abuse are dilated pupils, restlessness, excessive perspiration, and, with prolonged use, frequent hallucinations and emotional breakdown.

Amphetamines are also often referred to as "pep pills" or "speed."

COCAINE is the powerful narcotic derived from the cocoa plant (from which it draws its name) and is most often inhaled by abusers. Physical dependence rarely results from its use, though the psychological dependence is so great that several cases of mental strain and paranoid psychoses have been reported of abusers.

Effects. The effects of cocaine abuse are loss of appetite, digestive illness, nervousness, sleeplessness, and hallucinations. Prolonged use, according to physicians, could lead to physical and mental deterioration.

Cocaine is also known as "C," "Coke," or "Cecil."

HALLUCINOGENS

MARIJUANA (or **MARIHUANA**) is the drug which comes from a sturdy, self-seeding plant that often grows innocently enough in prairies and open fields. Other sources are through smugglers from Mexico and, most recently, Vietnam. This drug is usually smoked in a pipe or in cigarettes called "reefers," "sticks," or "joints."

Effects. While marijuana affects no two people in the same manner, tests have shown commonly recurring reactions in abusers. Talkativeness, giddiness, carelessness, and distorted sensations are some. Others include anxiety, occasional hallucinations, and hypertension (the very thing from which abusers often try to escape).

And for those who insist marijuana is no harsher and no more harmful than alcohol, a short quote from an article published recently in *The National Enquirer* is in order. It's a note from a 14-year-old "pothead" to her fellow classmates:

"I'm going to give you some advice. Don't let life get you down like it did
(Continued on page 13)

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NEWS

OF THE

LODGES

THE GRAND OPENING of Kankakee, Ill., Lodge's new facilities began with the official ribbon cutting ceremony. Watching the ribbon drop to the floor were (from left) Trustee Vernon LeSage, immediate PER Gene Phillips, and ER Michael Harshbarger.



GRAND CHAPLIN Rev. Francis A. White (center), Plattsburg, was a guest speaker at a recent testimonial dinner at Keeseville, N.Y., Lodge. The dinner honored VP Charles Finnegan (second from right). Among those welcoming the guests were (from left) PER Hugh McKee, ER Leo Bergeron, and PDD Harold W. Bracken.



DEDICATION CEREMONIES for Wauseon, Ohio, Lodge's new quarters included GER Glenn L. Miller as guest speaker. He was welcomed to the lodge by ER Dan Smith (right), who later presented Brother Miller with two fishing rods and reels.

AN ELECTROCARDIOGRAM UNIT was donated by Willcox, Ariz., Lodge to the Northern Cochise Community Hospital. The machine was purchased with funds raised by the lodge's annual auction. Taking part in the presentation were (from left) Mary Jo Drake, RN; PER Glen Stephens; ER Jack Hawes; PER Walter Clayton, and Dr. Marvin Combs, cardio-pulmonary chairman.





A FATHER-SON BANQUET was one of the recent activities at Jamestown, N. D., Lodge. (From left) Est. Lead. Kt. Jack Brown welcomed special guests Errol Mann, place-kicker for the Detroit Lions and member of Wahpeton Lodge, and Jim Christ, who holds the door prize he won. ER David Nething added his greetings during the annual event.



SILVER TOWERS CAMP for exceptional children—the major project of Vermont Elks—received \$4,050 from Brattleboro, Vt., Lodge for future camp activities. Making the presentation were (from left) Camp Chairman John R. Carlson; PER Henry Gates; SP Dennis Brooks, Springfield; PER Stephen Kendrick, and PDD J. Paul Bushnell.



A DISTINGUISHED CITIZENSHIP AWARD was presented to Ralph Niffenegger (left) by Bradenton, Fla., Lodge. The retired Army colonel received the award from ER Harold Brookshire during ceremonies held at the county court house.

ELKS' LADIES of Passaic Valley, N. J., Lodge ended the year with a donation of \$5,000 to aid lodge programs. Mrs. Eleanor Cuccinelli, ladies president, turned over the check to outgoing ER Joseph Cuccinelli to bring the total donated by the ladies in past years to over \$40,000.



FOUR MEMBERS of the Windholz family now belong to Hays, Kan., Lodge. (From left) ER Gordon Simmons and Est. Lect. Kt. Oren Windholz welcomed the two new Elks, Glen and Guy Windholz, who were joined by their father, Isodore, a charter member of the lodge.





ELKDOM IS A FAMILY AFFAIR for the 14 members of the Rosini family who are members of Shamokin, Pa., Lodge. The seven fathers and seven sons include (inserts, from left) Jack, John Jr., Robert, and (seated) Emilio, Odone, Anthony, Evoldo, Charles, John, and (second row) Donald, Kenneth, ER Frank, James, and William. The lodge's corps of officers (back row) was present for the initiation of ER Rosini's son, Anthony.

LODGE NOTES

PASCO, Wash. The lodge recently presented surgical equipment to both of the hospitals within its jurisdiction. Proceeds from the Lodge Circus, Pancake Breakfast, and other charity projects were allocated to this donation. ER Walter A. Briggs and Est. Lead. Kt. Harry Couch made the presentation.

CLAWSON-TROY, Mich. Handicapped children from Oakland Training Institute were guests of the lodge for a party held especially for them. They were treated to a magic show, a clown act, balloons, and other goodies. Boy and Girl Scout troop members, sponsored by the lodge, helped supervise.

WILLISTON, N. D. Youth leadership and scholarship winners were awarded U.S. Savings Bonds during ceremonies at the lodge home recently. In scholarship competition Mark Andre was awarded an \$800 bond by the Elks National Foundation, plus \$100 from the lodge. Stephanie Hornstein received a total of \$475.

ARLINGTON, Tex. Dorothy Kennimer has donated a one carat diamonette and emerald ring to the lodge. It was a door prize at the Lodge's Sweetheart Dance.

CLAWSON-TROY, Mich. Winners of the local Youth Leadership and Most Valuable Student contests were honored at the lodge's annual awards dinner recently. ER Gerald Whiting presented \$100 bonds to Russell C. Custer and Sandra J. Vasu. Mayor Charles Palmer presented \$100 checks to Lee W. Andrew and Marilyn Holland.

ALEXANDRIA, La. Residents of the Masonic Home for Children were entertained recently by the Elks' ladies at the lodge home. Mrs. Al Bardin was in charge of the party.

WATERVLIET, N. Y. SP Robert M. Bender, Albany, recently attended the lodge's Past Exalted Ruler's Day observance. PER William P. Maloney and ER Charles Rayher were among the guests.

MASSACHUSETTS State Congressional Representatives PDD Joseph E. Brett, Quincy; PDD Peter G. Asiaf, Brockton; PDD George L. Woods, Franklin; Brother John J. Toomey, Cambridge, and PDD William F. Hogan, Everett, have filed a resolution commending the Order for establishing the annual tribute to the flag on June 14.

LAKE WALES, Fla. Honoring GER Glenn L. Miller, a class has been initiated at the lodge in his name. This class was the lodge's second largest.

TAMPA, Fla. Two "extremes" are currently serving among the lodge's officers. ER James N. Beeler, 32, is the youngest member in the lodge's history to ever serve in that office. Brother G. Neville Waters claims to be the shortest Chaplain in all of Elkdom. He's 4'11".

WATCHUNG HILLS, N. J. A class of candidates was initiated into the Order in honor of GER Glenn L. Miller. ER Cavanaugh E. Brown led the ceremony.



A HELICOPTER was the mode of transportation for the Easter Bunny—alias Brother Art Dittmer—when he arrived at Chicago (North), Ill., Lodge. A total of 2,000 baskets were distributed by Brother Dittmer through the lodge. Welcoming him to the egg hunt during the children's party were (from left) Assistant to the Grand Secretary Paul Zimmer, Grand Secy. and Mrs. Homer Huhn, Grand Trustee George Hickey, and Mrs. Zimmer.



CHARTER MEMBER Claude Swink was honored by Cozad, Neb., Lodge for his 60 years of membership in Elkdom. Brother Swink originally joined Rocky Ford Lodge in 1909. ER Carl York presented him with a plaque after five new members were initiated in his honor.



GOLF TROPHIES were won by Whittier, Calif., Lodge's golf team in two recent tournaments. (From left) Golf Chairman Clayton Stevens and Brother Harry South admire the Fullerton-Whittier Lodge Match Play trophy, which is held by ER J. Eric Horner, and the Westminster Lodge Invitational trophy, won by Brother Merlin Vangen.



HONORARY CITIZENSHIP in the city of Greenville, S. C., was bestowed on GER Glenn L. Miller recently. (From left) Greenville ER James B. Miller, Est. Lead. Kt. M. J. Arledge, and Secy. C. John Collins joined in presenting the document during the Grand Exalted Ruler's visit to a meeting at Florence Lodge.



MISS LYNN ELKS—the winner of the contest sponsored by Lynn, Mass., Lodge—is Leanne Angelucci. (From left) ER Donald A. Davies, second runner-up Michelle Wetherbee, and first runner-up Wilma Anderson watch as Wendy Mitchell places the crown.

Drugs . . . Mainline to the Grave (Continued from page 8)

me . . . Some more advice . . . don't take drugs. They started me on my period of depression and black moods . . . I suppose I'd never have done this if it weren't for the grass."

Shortly thereafter, the girl, a high school freshman, raised her father's pistol to her head and shot herself.

The question of whether or not marijuana is habit forming is a subject of great debate. Some people who smoke "pot" never go on to anything stronger, never get hooked; some even tire of the "kicks" and break away. But countless scores of others openly admit that, after smoking grass, they went looking for something "just a little stronger." And the pushers, all too eager to accommodate them, sold them heroin. After all, it's just common sense. If you were peddling grass at a quarter a joint, wouldn't you prefer to see your "customers" switch to heroin at five dollars a pill? Pushers aren't the most moral people in the world, but they're not the dumbest either.

Marijuana is commonly referred to as "pot," "grass," "tea," or "weed."

LSD, lysergic acid diethylamide, is the most potent, and the most dangerous, of all drugs. It is found in a fungus that grows on rye and wheat and can be manufactured synthetically easily.

Effects. Among the drug's varied effects on abusers are nervousness, depression, confusion, psychosis, anxiety, dilated pupils, increased heart beat, and severe hallucinations. Also, one of the most alarming effects of LSD is that hallucinations may not take place until months after taking the initial dose. An LSD abuser, in other words, might take a mild dosage in early May and suffer extreme delusions and hallucinations in November, even though he may not have dosed in between.

One such example, noted by *Law and Order* Editorial Director W. Cleon Skousen, was that of Tommy.

"His problem was acid—lysergic acid, formula 25, called LSD. A close friend told him LSD was psychedelic or mind-expanding. Said it would give him fantastic new sensations and thrills. So Tommy tried it and his friend was right. At first, the LSD made him sick to his stomach, but then Tommy began to hallucinate.

"The air began to be filled with rainbows. The very atmosphere seemed to be a moving current of multi-colored particles which came streaming down around him. When he listened to the stereo, he saw colored particles floating out from the speakers. When he looked at the walls they seemed to be melting. The pictures on the walls became liquified with their colors running down like waterfalls. It was sensational.

"Inside himself Tommy felt sublimated—sort of suspended in space. He had a euphoric feeling of wonderful well being. Then he looked in a mirror and something horrible happened. First, it seemed that half of his face was rotting away. Then he looked around the room and all the people in it were becoming monsters. Everybody knew what was happening to Tommy because he began screaming and describing what he was seeing.

"Tommy had the feeling he wanted to smash his head against the wall to bring himself out of his stupor. He did

it. Blood spurted from his nose and a large cut bloodied his forehead. But he felt no pain. Then he pounded his head on a doorpost. Someone in the room tried to stop him. He felt they were his enemy so he jerked away. He ran into the next room where an open window looked out on a roof across the street. It was eighteen stories to the ground. Tommy thought to himself that the roof across the street was really but a few inches away. He could jump to it and thereby escape. He tried it.

"Tommy is dead."

More people than Tommy have found drugs to be a one-way ticket to
(Continued on page 21)

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IS THE MOTEL BUSINESS FOR YOU?

IN 1969, AT THE Fourth International Conference on Franchising, Burton M. Sack, vice president of the Howard Johnson Company, said: "To achieve our immediate goal of 500 motor lodges within the next few years, we are taking the licensing route." He added that the fee for getting a Howard Johnson motor lodge franchise would be \$20,000 and that this would be "supplemented by a continuing royalty payment of \$8.50 per room per month or 5% of gross sales, whichever is higher."

You remember the little "Mom and Pop motel" in the movie *It Happened One Night*? The whole thing probably could have been built for \$20,000! Back in those days, the per room construction cost for a 10-room motel was in the \$1,500-\$3,000 range, and its 10 little "cabins"—and its parking space—would be all that such a motel amounted to.

"Those days are gone," says the Small Business Administration in its excellent 70-page booklet on *Starting and Managing a Small Motel* (available for 30 cents—from the Superintendent of Documents, Government Printing Office, Washington, D. C.). The SBA warns that it's no longer possible to get into the motel business just by putting up "a few room-and-bath units in a likely spot" along some highway and waiting for motorists to stop by overnight.

Did you know that in 1967 the construction costs alone of the average new motel amounted to \$238,739? Or that it's unusual today for a new motel to have fewer than 100 units? You can see why putting up and operating a new motel is no venture for a semi-retired couple these days. It's an enterprise that calls for the resources and know-how of such big and heavily financed motel companies as Holiday Inns, Howard Johnson Motor Lodges, Marriott Motor Hotels, Ramada Inns, and so on.

Nevertheless, Albert E. Kudrle, of the American Hotel & Motel Association, has stated that "Roughly, nine out of 10 motels in business today are independent." But he warns that "The smallest cluster of roadside cabins—the Mom and Pop motel—is fast disappearing from the American scene."

There were some 60,000 motels in the U.S. in 1963—but only about 44,000 in 1969. But the total motel industry annual income rose from about \$1.7 billion in 1963 to about \$3.2 billion in 1969. The trend has been toward fewer motels but toward bigger and more luxurious ones. The Bank of America's Small Business Advisory Service has said that to meet the demands of this trend "many family-run motels are upgrading and expanding their operations to fit the new motel concept of the larger number of rooms plus food service plus an increasing array of other services."

There definitely is still a place for the small operator in the motel business—but not for the one who's not capable of being a really professional motel manager. Motel management today calls for plenty of physical stamina, the willingness and ability to put in long hours of hard work, and a

range of managerial aptitudes and skills that were seldom found—since they were seldom needed—in motel operations in The Good Old Days. The students who take the full 4-year course in motel management offered by some colleges have plenty to learn. So complicated has motel management become, in fact, that since 1960 the motel industry has even had its own specialized accounting systems!

How—and why—did the motel business change so greatly from what it was back in the years when it offered low-capitalization income-producing opportunities to quite a few inexperienced semi-retired man-and-wife teams?

The Big Transformation

Back in the 1930's there was a clear distinction between a "hotel" and a "motel". The typical motel was simply a little group of overnight cabins—with parking space—at some spot along the highway. In 1939 there were 13,521 motels, averaging about 12 rooms each, with a total of 159,846 rooms available per day, and bringing in a total income of \$36.7 million and an average per-room income of \$230. By 1965 there were 41,600 motels, averaging about 27 rooms each, with a total of 1,139,840 rooms available per day, with a total annual income of \$1.77 billion and an average per-room income of \$1,554.

During World War II motel construction came to a halt, of course. But it resumed after the war, and in the 1950s it developed into almost a Gold Rush frenzy. There was a great boom of free-swinging speculative investment in motel land and construction—largely in order to take advantage of favorable tax-avoidance strategies that had become available.

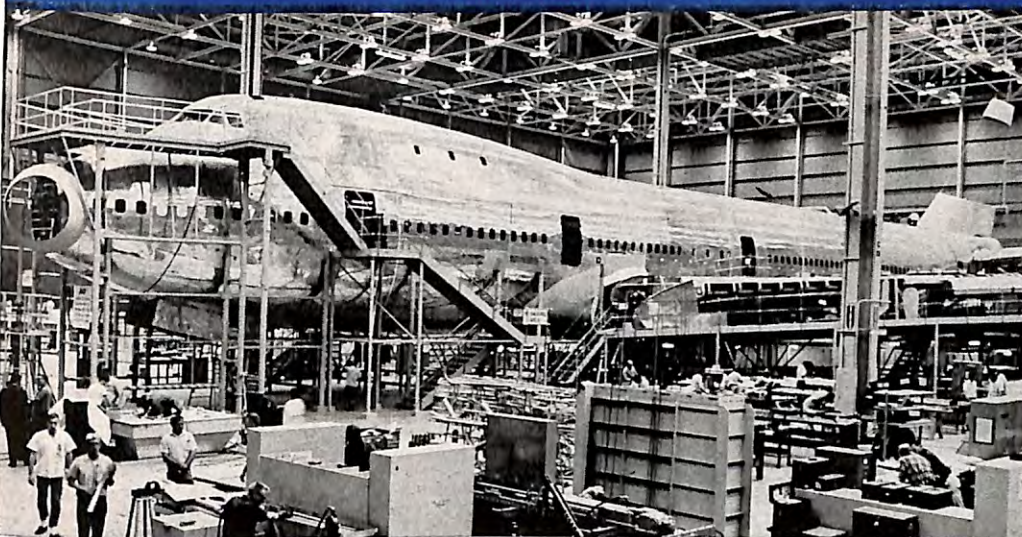
In the later 1950's, the big hotel chains—who did very well during the war years and were in an excellent financial position for expansion—began entering the motel field in a big way. And they brought a new and more demanding standard of management into that field.

The original motels were almost invariably for "transient" business—motorists stopping overnight along the highway. But for many years now the dominant trend in motel construction has been toward the "terminal" motels, those catering to vacationers, conventions, couples and families who are visiting friends and relatives in a nearby town, and so on.

As applied to guest-services establishments that provide free on-premises parking, the distinction between "motel" and "hotel" has become academic, as has the distinction between "motel," "motor hotel," "lodge," "court," "inn," and the other pet terms.

Finally, remember that the motel business today is full of bewildering legal and financial complexities and hazard. Don't even think of making a serious move into it without good legal, accounting, and financial guidance. The simple "Good Old Days" motel has its place today only in memories—and on the late-late-show TV movies.

Aviation Hits the "Ground Barrier"



Forty years of progress in aircraft design and passenger comfort make a difference. The Ford tri-motor (upper right) was one of the world's foremost airliners when operated by United Air Lines in the early 1930s; but its stark, unadorned interior and hard wicker seats appear primitive in contrast with the carpeted, upholstered, and smartly furnished first-class cabin of United's newest jet, the Boeing 747, below. The giant aircraft carries 335 passengers, compared with 12 on the Ford tri-motor, has a cruise speed of more than 600 m.p.h. (six times faster than the 1930 plane), and offers conference rooms for businessmen and in-flight movies for pleasure travelers.

by Arturo F. Gonzalez, Jr.

THREE DECADES AGO, brave test pilots risked their lives against that mysterious flying phenomenon, the sound barrier, which shook planes vigorously as they moved up towards 700-miles-an-hour speeds. Science prevailed, however, and the barrier was broken.

Today, world aviation faces an even bigger problem. No human lives are involved—but the crisis is costing governments, air travelers, and airline executives plenty of lost sleep. It is the dilemma of the "ground barrier"—how the world's airports, woefully inadequate already, are handling the hordes of passengers and cargo in the new generations of aircraft now beginning to set down on landing strips around the globe.

Early in 1970, a mammoth new plane carrying close to 400 travelers

started crossing oceans and continents. These Jumbo Jets are increasingly a common sight on global airstrips. Within a decade Boeing estimates that one of its 747 Jumbo Jets will be taking off or landing from one of some 138 different airports every 51 seconds. These Jumbo Jets can be expected to explode global air passenger travel by the mid-seventies.

According to a spokesman for the Air Transport Association of America (ATA), the Federal Aviation Administration has certified 747s to carry a maximum of 390 passengers; but once the economy tour operators begin buying them, payloads of 500, 600, and 700 people will not be out of the question.

Right behind the Boeing Jumbo Jet is the Lockheed L-500, a civilian ver-

sion of the military's C-5A, a plane five times as big as the 707, designed to carry 900 passengers on three decks, looked after by some two dozen stewardesses. The first military C-5A's are already in the air with Lockheed now considering a civilian model for sale. The C-5A is so big that Orville Wright's first flight could have occurred *inside* its cabin! Greyhound buses can drive inside the plane, two abreast. An 8-lane bowling alley would fit comfortably in its cargo compartment.

And even bigger things are on the way. General Laurence Kuter, former Pan Am Vice-President, recently made a speech on the next natural evolutionary stage in passenger flying—an aircraft weighing 1,000 tons and carrying 1,000 passengers, which could be in production within 15 years.

All of this means revolution for the

flying business. "This is not just another advance in air travel," sighs an Israeli airport official. "It's an upheaval."

The number of passengers who will have to be served is soaring out of sight. In 1969, an estimated 310 million people went through the boarding gates of the world's major airports; by 1979 this total is expected to climb to 1 billion passengers.

Groans an airline executive, "It's one thing to make enough room for parking all these new planes and quite another to realize that there are from 3 to 5 times as many people inside each one of them." Boeing's designers complain that the whole point of Jumbo Jet air travel is lost if "the ground side of it"—check-in counters, waiting areas, loading ramps—is not geared for maximum efficiency in handling these great numbers of persons at one time.

Warns George W. James of the ATA, "it is obvious that when two or three Boeing 747's arrive at an airport at one time and disembark more than 1000 passengers, the time for solving the problems of airport congestion is past. Solutions will have been found and put into practice by the early 1970's when over 100 of the giant 747's will be in service, and if they are not, we are all in serious trouble—passengers *and* airlines."

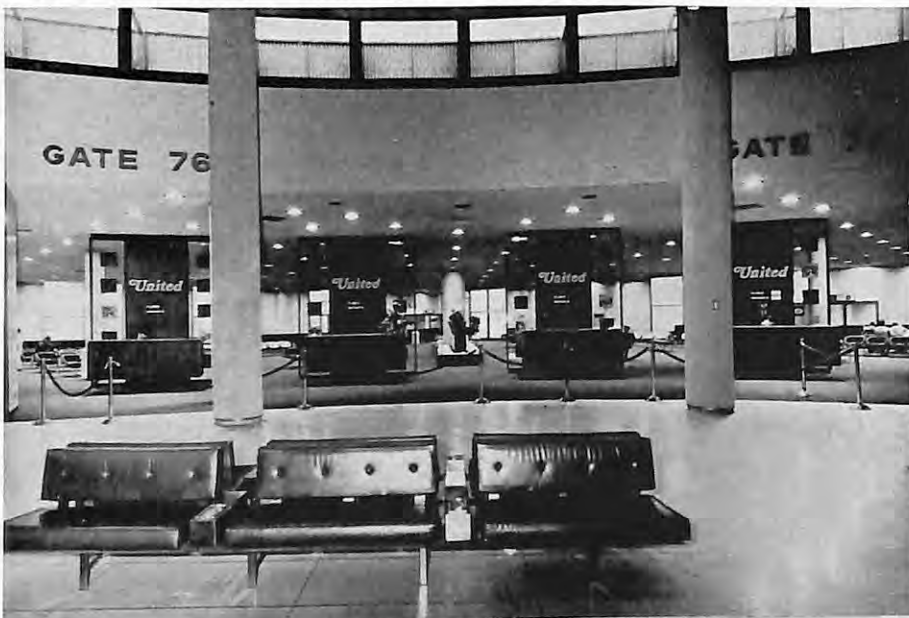
What is happening as these Jumbo Jets begin dumping up to 400 passengers plus as many as 1,000 pieces of baggage into overcrowded airports at one time is already a major problem. It is a pinch being felt in Copenhagen and Brussels and London, just as in Chicago and Dallas and New York. Few airfields are ready. Some months ago, when asked what he would do if a 747 arrived at his field, a Munich airport operator admitted "I would shoot myself." An official running a strip in the U.S., when asked whether his field was ready for Jumbos, simply burst into laughter. One expert, not long ago, calculated that the Nairobi airport in Kenya would need roughly 24 hours with its current equipment to unload the baggage in the belly of a fully-loaded 747.

Some airports—on the drawing boards, under construction, about to be opened, or being fully refurbished—are imaginative. Los Angeles is planning an international airport 60 miles north of the city, covering a desert area about the size of Boston, to handle 250 million passengers a year by 1985. This \$900,000,000 airport is scheduled to open in 1980.

Three new terminals seem beautifully designed to keep passengers from missing connecting flights, enduring flat feet because they have to walk a long way to planes or suffering nervous breakdowns due to overcrowding at departure gates. Houston International, Tampa International and Kansas City's Mid-Continent International all feature decentralized terminals in a circular formation which permit planes to belly up close to departure areas; a mechanized people-moving system; and parking lots for private autos very close to the terminals. No passenger has to walk more than 600 feet from car to plane—a sharp departure from the most infamous U.S. passenger "cattle run" of more than a mile between the furthest ends of fingers projecting from the central terminal at Chicago's O'Hare Airport.

This elimination of the long walk to the plane is very important in new airport design. One airline has perfected a system of elevating parked

(Continued on page 21)



Four check-in counters (above), and beyond them, 11,500 square feet of seating area (below) await passengers at the new Boeing 747 facility of United Air Lines at Los Angeles International Airport. The \$2.2 million addition to United's gate position at Satellite 7 is geared to handle two 747 flights simultaneously.



Bay Pines, Fla., Veterans Administration Hospital's first-place entry in the nationally sponsored Elks arts and crafts contest was made of ice cream sticks and created by a blind patient. The distinguished committeemen examining the art work were (from left) Est. Lead. Kt. William Skinner, St. Petersburg; the late SP Robert B. Cameron; PGER William A. Wall; John Carr, Bay Pines VA Hospital director of voluntary services; Chap. Elmer S. Hutchins, veterans committee chairman, St. Petersburg; PGER George I. Hall, and Bryan J. McKeogh, Elks National Service Commission director.



A portable remote control television set was given to the Veterans Administration Hospital of Wilmington, Del., by Wilmington Lodge. PER Millard V. Petticord (second from right) presented the gift to H. A. Kuscher, hospital director of volunteer services. Other Wilmington Elks present were (from left) Brothers E. V. Topkis, M. O. Bader, Denny Petrillo, and Harry Threath.

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News of the State Associations



St. Joseph ER Gilbert L. Burnham (right) welcomed members from throughout the state to the Missouri Elks Association convention. A special greeting was extended to (from left) PGER Edward McCabe, GER Glenn Miller, and PSP Richard Martin.



GER and Mrs. Glenn L. Miller—special guests during the Missouri Elks Association convention—paused during the festivities to chat with (from left) SP Galen Marr, Warrensburg; PGER Edward W. McCabe; PSP Richard E. Martin, St. Joseph, and Grand Trustee Wayne A. Swanson, Marysville.



The new state officers of the Ohio Elks Association were elected at the convention in Cincinnati. They are (seated, from left) SP Earl E. Sloan, Elyria; VP L. L. McBee, New Lexington; State Trustee F. H. Niswonger, Dayton; Trustee Sam Fitzsimmons, Van Wert; Trustee Irving W. Davies, Lakewood; and (standing) VP Floyd Shambaugh, North Canton; VP Robert J. Kennedy, Dover; State Secy. Frank D. O'Connell, Marietta; Sgt.-at-Arms Edwin Wagner, Sidney; Chap. Robert Glessner Jr., Shelby; In. Gd. James Eckelberry, Delaware; Tiler Leonard Nethers, Newark, and PSP Walter G. Penry, interim board member.

OKLAHOMA ELKS gathered at the Fairmont-Mayo Hotel in Tulsa for their 64th annual convention. More than 450 Elks and their ladies attended the April 16 to 18 meeting.

GER Glenn L. Miller and PGER Robert C. Pruitt with their wives were honored at a special luncheon and entertained by the winner of the Tulsa Elks talent show during the second day of activities.

Major Project Chairman George Auld announced the establishment of a special trust fund. The trust will provide higher education for the children of Oklahoma peace officers killed in the line of duty.

The first-place winner in the national Youth Leadership contest, Robert H.

Henry, accepted the state's award of \$350. Henry was sponsored by Shawnee Lodge and received his \$2,000 national award during the Grand Lodge convention along with other top national winners.

The new slate of officers for the coming year includes SP Robert L. Smith, a PDD, McAlester; President-elect Russel W. Arterburn, Oklahoma City; VP Leon Eno, Okmulgee; VP Arthur Bartunek, Ponca City; VP Homer Wright, a PDD, Oklahoma City, and VP Wesley Carter, Sulphur-Davis.

Duncan Lodge, winner of the state ritualistic contest, represented Oklahoma in the national competition.

Oklahoma City Lodge is scheduled to host the 1972 convention.

THE MISSOURI Elks Association convention was another of GER Glenn L. Miller's visits. He addressed the Friday evening session of the three-day meeting, which was held in St. Joseph, April 30 to May 2. PGER Edward W. McCabe was another of the VIPs in attendance.

The highlight of the convention was the announcement to expand the state major project—dental care for handicapped children. A check for \$20,000 was presented to Children's Mercy Hospital in Kansas City for the completion of a permanent dental clinic in the new hospital.

The new officers installed during the session were SP Galen Marr, a PDD, Warrensburg; VP-at-large Donald C.



Conrad, Washington; State Secy. Luther L. Gregg, Warrensburg, and State Treas. R. M. Frye, St. Joseph. Vice-presidents for the state included PER Clarence Lindgren, Kansas City (Northland); PDD Jesse O. Edwards, Springfield; PER Stanley Aloian, St. Charles; PDD W. H. Stewart O'Brien, Festus-Crystal City, and PDD Al Elbert, St. Louis.

The association's fall convention will be held in Jefferson City with the tentative dates set for September 10-12.

THE LOUISIANA ELKS ASSOCIATION met at Shreveport Lodge April 16 to 18 for its 35th annual convention. More than 300 members attended.

Among the honored guests were PGER William A. Wall, a special speaker; GL Credentials Committeeman Richard W. Glaholt, Shreveport; Grand Forum Justice Willis C. McDonald, New Orleans; DDGER Harry S. Hover Sr., Morgan City; Grand Esq. Martin F. Moe Jr., Slidell; ritualistic judges A. Scott Bennet Jr., Atlanta, Ga.; L. G. Knapp, Ft. Lauderdale, Fla., and Ruby J. Fremen, Gainesville, Fla. They were met by city officials at the airport and escorted to their hotel.

Shreveport Mayor L. Calhoun Allen Jr. gave a welcoming address on behalf of the city.

The state major project—support of the Southern Eye Bank of New Orleans—received \$23,032. Opelousa Lodge presented the state association its pledge for 1971-72, amounting to \$1,131 to be used by the eye bank. Baton Rouge Lodge presented \$100 to the state association for the Elks National Foundation.

Slidell Lodge was named winner of the ritualistic contest for the fifth consecutive year and also won the award for the most outstanding lodge activities program.

Dr. James Basco, a PDD, Shreveport, was elected State President for the coming year. His fellow officers include VPs Roberto Arango, Baton Rouge, and Judge Guy E. Humphries, Alexandria. Ellis Ponthieux, Shreveport, is the new secretary, replacing Secy. Emeritus E. F. "Gene" Heller Sr., Alexandria, who retired after 22 years of service. Reelected treasurer is C. W. McGill, Slidell. The association's Trustees are PSP Samuel D. Sullivan Jr., Slidell; PSP Henry L. Riser, Shreve-



Three peace officers attended the Oklahoma Elks Association convention in Tulsa to express their appreciation for the scholarship fund established by the state major project. The fund will help provide higher education for the children of Oklahoma peace officers killed in the line of duty. The group included PSP Kenneth Morrow (foreground) and (from left) Dale Moxley, peace officers association president; Lt. Don McDaniel; PGER Robert G. Pruitt; O. K. Bevins, peace officers' secretary; GER Glenn L. Miller, and Major Project Chairman George W. Auld.

port; PER Myron Leidinger Sr., New Orleans; PSP Richard W. Glaholt, and PSP Chrales R. Champagne, Plaquemine. Appointed officers included Sgt.-at-Arms G. Van Heuval, New Orleans, Tiler Frank Hromadka, Alexandria, and Chap. Theo. J. Duhon Jr., Baton Rouge.

Alexandria Lodge will host the association's mid-season conference during October, 1971. New Orleans was chosen for the 36th annual convention site during April, 1972.

OLD TOWN LODGE was host for this year's convention of the Maine Elks Association, May 21 through 23. Grand Trustee W. Edward Wilson of Newton Lodge addressed the 176 members who registered during the meeting.

A report was issued on the progress of the state's Sunshine Club. Under this program every member in the state contributes a dime to the Elks National Foundation for each day of sunshine in the month of February.

PER Joseph W. Cummings, Millinocket, will lead the new officers as State President for the coming year. His co-officers include Vice-presidents Paul Simard, Brunswick; G. Anthony Jones, Waterville; Paul E. Reny, Biddeford-Saco, and Granville MacMillan, Old Town. State Secy. Edward R.

Twomey was reelected to his 44th term.

Maine Elks will reconvene at Waterville Lodge August 14 and 15 for their summer meeting. The next annual convention will be held at Rockland Lodge.

PGER RAYMOND C. DOBSON was the main speaker at the Iowa Elks Association convention May 1, 1971. Davenport Lodge hosted the meeting. In attendance were 219 delegates and 182 Elks' ladies.

Muscatine Lodge's ritualistic team won the state title. Boone Lodge took second place, and Dodge Lodge was third.

Conventioners elected PDD Harry J. Carney Jr., Perry, as their new State President and PDD Leo Youngblut, Waterloo, as President-elect. Elected as Vice-presidents were Edwin L. Morgan, Boone; Merle W. Chaplin, Iowa Falls; Robert D. Moore, Fairfield, and Virgil L. Long Sr., Jefferson, all PERs. Other officers chosen were reelected State Secy. Sanford H. Schmalz, Muscatine; State Treas. James Tait, a PDD, Boone, and State Trustee B. F. Wiplinger, a PDD, Waterloo.

The mid-winter meeting will be hosted by Mason City Lodge, November 5 to 7, 1971.



During the Ohio Elks Association convention three members were honored for their outstanding service to the Order. Awards were presented to (from left) PER Leslie A. Douglas, Martins Ferry; PSP M. B. Letzelter, Steubenville, and SDGER John D. Quinn, Sidney. State Trustee F. H. Niswonger of Dayton made the presentations.

HONOLULU LODGE was host to this year's California-Hawaii Elks Association convention, May 19 to 22. More than 5,100 Elks attended, including GER Miller and PGERs William A. Wall, Horace R. Wisely, and R. Leonard Bush.

The Exalted Ruler's March netted the largest amount ever received for the state major project: \$582,000. Almost 35,000 home therapy visits to handicapped children were made during the past year under the major project, it was reported, and 280 children were provided with hospital care at Elks' children's clinics. More than \$818,000 was spent on major project functions during the last fiscal year.

PDD and former GL Lodge Activities Committeeman Walter J. Schween Jr. will serve as State President for the coming year. The 17 district Vice-presidents include E. Lee Graham, San Leandro; Alfred A. Alford, Livermore-Pleasanton; Frank E. Leino, Fresno; Roy Kastner, Barstow; Harry J. Lamphere, Van Nuys; Harlan Clark, Red Bluff; Robert E. Mason, Marysville; Arnold W. Bandlow, Clear Lake; W. B. Dannenhauer, Fullerton; Carl R. Russell, Brawley; Donald V. Brandt, Compton; I. Joseph Camilli, Hawthorne; Speedy Nutz, Chula Vista; Ken Moore, Corona; Roy E. Goodwin, Sunnyvale; Paul A. Jensen, San Luis Obispo, and PDD Martin B. Crehan, Honolulu. State Secy. Edgar W. Dale, who has served in that office since 1940, was reelected.

The corps of officers from Big Bear Lake Lodge took first place in the ritualistic contest.

The mid-term conference will be held November 13 at Redding Lodge. San Diego Lodge is scheduled to host next year's convention, May 17 to 20.

ILLINOIS ELKS convened at Kankakee Lodge May 21 through 23 for their 68th annual state convention. PGER Lee A. Donaldson addressed the meeting of 800 Elks and their guests, including a number of the state scholarship and leadership winners. PSP Sam Ryerson, Rock Island, who recently celebrated his 90th birthday, was also present to celebrate his 50th anniversary as Past President.

PDD Harry E. Richards of Carmi Lodge became the new leader of Illinois Elks. He will be assisted by his two Vice-presidents Clyde Dial of Decatur and Raymond J. Sheahen of Highland Park, both PDDs. PDD Irwin H. Stipp, Springfield, is the new state secretary, and the state treasurer is PER Russell Lindstrom, DeKalb.

The Crippled Children's Commission, part of the state major project, issued \$17,500 in scholarships to 24 physical therapy students during the past year, it was announced. In addition, 89 scholarships worth a total of \$52,700 were presented to winners of the Most Valuable Student competition and other contests in the state.

The annual memorial services honored PSP Donald Patton and Past State Secy. Jack Sullivan, who both died during the past year. Brothers Robert Caukin of Sycamore and George Ross of Centralia delivered the eulogies. Murphysboro Lodge won the state ritualistic contest; Urbana Lodge placed second.

The fall meeting will be held at Decatur Lodge September 17 through 19, and Champaign Lodge will host the mid-winter meeting the first weekend in February. Next year's annual convention is set for Springfield Lodge.

OHIO ELKS gathered April 29 through

May 2 at the Sheraton-Gibson Hotel for the 73rd annual convention of the Ohio Elks Association, which was dedicated to youth. More than 1,060 persons attended, surpassing all previous attendance records.

Top students and youth leaders were honored at a Youth Week luncheon organized by PER and Secy. Peter A. Goudreau of Berea. Approximately \$21,000 in Elks National Foundation and Youth Leadership awards were presented. The two first-place state Youth Leadership winners were John Edward Wassem of Alliance and Linda Charlene Whiteman of Berea. Each received a total of \$1,000 in cash and savings bonds. Janice Csokmay of Warren won the first place national award—a \$2,500 grant—in the Elks Most Valuable Student contest for the second time in three years.

The featured speaker was GL Youth Activities Committeeman Gerald L. Powell of Peru, Ind. Other distinguished guests and speakers were PGER Lee A. Donaldson, Grand Trustee E. Gene Fournace, and GL Americanism Committeeman Dan Davis of Van Nuys, Calif.

Delegates at the convention donated \$16,445 to the treatment and training of cerebral palsied children, the state's major project. Ohio Elks reportedly spent more than \$160,000 on community welfare projects, including heart research, YMCAs, YWCAs, the Red Cross, teenage activities, Boy and Girl Scouts, crippled children, and Little League teams.

Lima Lodge won the state ritualistic championship. SDGER John D. Quinn of Sidney was named to the Elks Hall of Fame. PER Leslie A. Douglas of Martins Ferry also received an award for his outstanding service.

PDD Earl E. Sloan of Elyria was elected and installed as State President for the coming year. Other new officers are PDD L. L. McBee of New Lexington, First Vice-president; PER Floyd Shambaugh of North Canton, Second Vice-president; PDD Robert J. Kennedy of Dover, Third Vice-president; PDD Frank D. O'Connell of Marietta, Secretary-Treasurer, and PER Irving Davies of Lakewood, Trustee.

Other officers appointed during the convention were PER Edwin Wagner, Sidney, Sgt.-at-Arms; PER Robert Glessner Jr., Shelby, Chaplain; PDD James Ekelberry, Delaware, Inner Guard; PER Leonard Nethers, Newark, Tiler, and PSP Walter G. Penry, Delaware, interim governing board member. PDD C. M. Burns, Lakewood, was elected president of the state PERs Association.

Ohio Elks will meet in Columbus August 20 through 22, 1971, for their fall conference. ■

(Continued from page 16)

aircraft, lifting some up to second-story loading gates, thus allowing many jets to load and unload very close together, wing over wing, reducing the long passenger hike from ticket counter to loading gate.

But as good as these new airport plans are, some feel they are already inadequate for the Jumbo Jet era. Says one executive of the new Houston Airport, "We in the industry have always underestimated both the size of the planes and the number of passengers. This new airport is no exception. We asked for five gates per loading satellite. We need ten now."

TWA is the only Jumbo Jet-using airline which was ready for the new era, having built a special terminal for handling Jumbos at JFK in New York, a terminal about a year ahead of other facilities going up at this airport. The terminal is modern in every aspect. "We stopped thinking in terms of a definite shape for a terminal and started thinking about the flow of passengers using it," says J. E. Harington, TWA's Vice-President for advanced program integration.

Questions Senator Warren Magnuson of some day, perhaps not too far off, when a half dozen Jumbos land at a single airfield all at one time, "Can you imagine 5000 people all crowding into a terminal, grabbing phones, porters and cabs . . . with 8,000 to 10,000 suitcases tumbling into the terminal at once?" "The problem," says John Steiner, Boeing's Vice-President of Product Development, ". . . is enough to cause every airport operator to spend his nights looking at the ceiling."

Passport and Custom formalities will have to be altered. Suggests one U.S. executive, "The international transportation industry should press vigorously for a system which computerizes passenger certification formalities with perhaps a small plastic card carrying the traveler's *bona fides* which can be checked electronically in microseconds." If implemented, this suggestion would ease the complaints of a travel executive at a recent New York seminar who groaned, "Why cross the ocean in 2½ or 3 hours to spend an additional hour or more in the 'welcoming terminal'? Can't the red tape be eliminated for the *bona fide* business traveler or tourist?"

Some countries are taking the hint. Customs officials at Heathrow in London, as at several other European airports, are experimenting with an 'honor system' of Customs clearance. Passengers having nothing to declare go through a 'green' gate where only occasional

(Continued on page 28)

the grave. Yet they, like Tommy, continue to experiment; many of them are youngsters, many right at home, behind closed doors. And if parents don't soon do something about it, those sky-rocketing national statistics on drug abuse will someday reflect their own sons' and daughters' involvement . . . statistics from "first conviction" right down the line to "coroner's report."

Exactly *how* can parents help? By educating themselves, for one thing, and by educating their children, too. (A heart-to-heart, open conversation will work wonders. Try it.)

Parents can help, too, by sponsoring drug-education programs in the classroom. Not just ten-minute animated films shown during recess, but a complete drug-education course designed to meet the needs of the community, drawing on the experience of teachers, doctors, and police. In fact, why not call on your child's principal today? Find out if the school *has* a complete drug course; and, if not, find out what you can do to help initiate one. Who knows? Maybe all the administration has been waiting for until now is the parents' support.

But don't stop there. Clear your medicine cabinet of old or potentially dangerous medicine. If you're not certain, ask your pharmacist. He'll know. Keep all pills containing drugs under careful surveillance—under lock and key, if necessary—especially where children are concerned.

But most of all, act now!

If you walk away from reading this article ready to act tomorrow, we've failed. But if you walk away ready to act today! Well, as the song so aptly states, "the world will be a better place" . . . and a safer, healthier place, too.

EDITOR'S NOTE

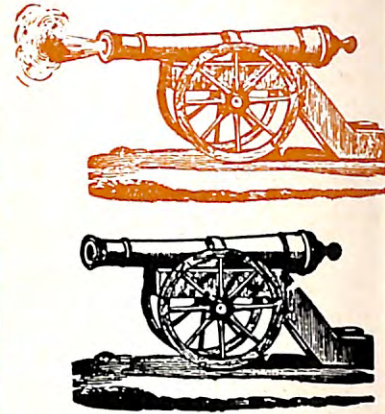
The statistics used in the article, *Drugs—Mainline to the Grave*, were supplied with the aid of the National Law Enforcement Academy.

The opening quote came from a pamphlet published by the Church of the Final Judgment in England; sources of other quotes and statistics are indicated within the body of the article.

Special thanks go to Sgt. Don Trujillo of the San Jose Police Department for permission to excerpt from his pamphlet, *Marijuana and Other Poisons*.

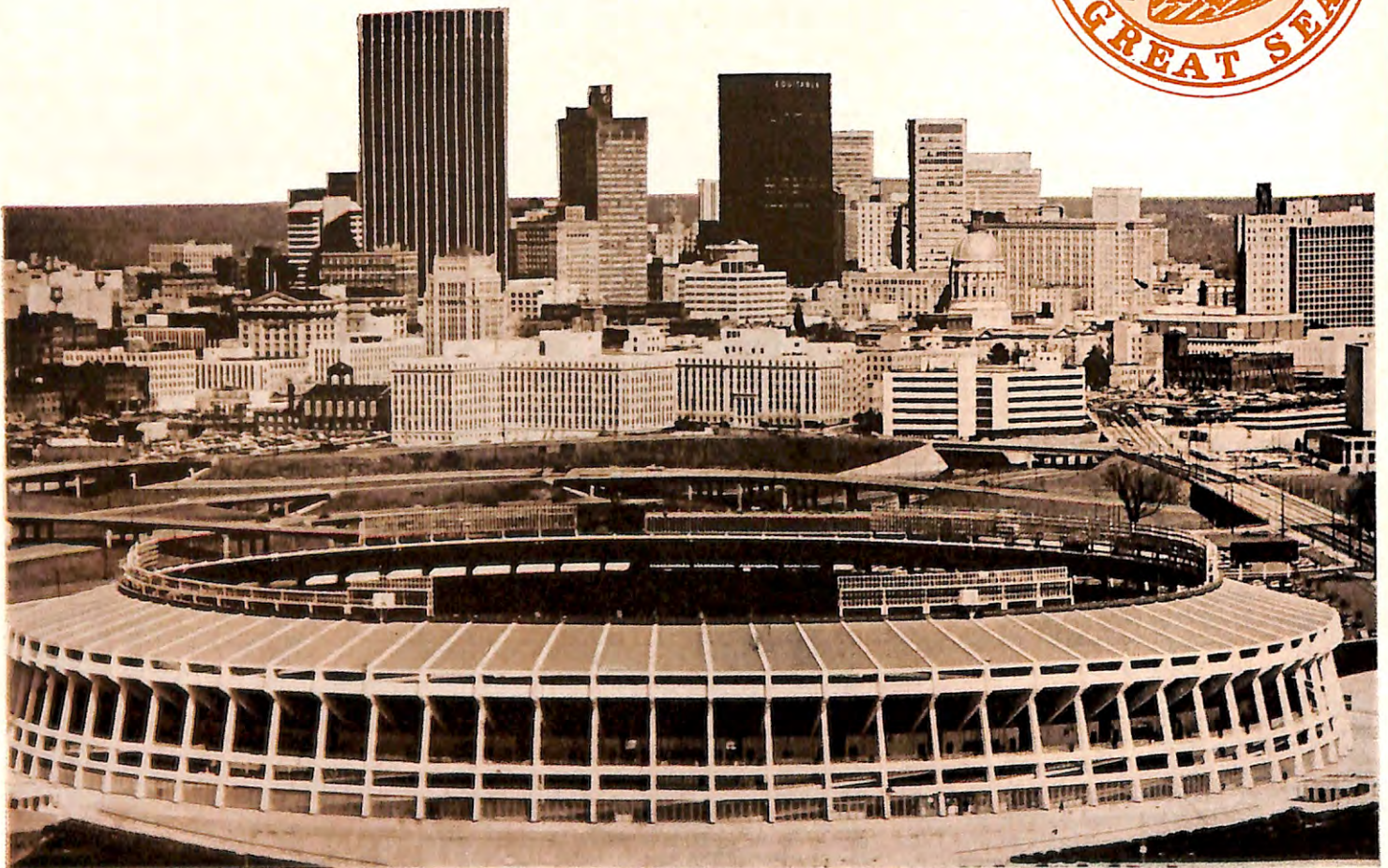


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atlanta

CROSSROAD TO THE SOUTH



ATLANTA'S 1970 skyline looms tall behind the city's \$18 million stadium and 100-acre expressway interchange where three major interstate highways connect. This aerial view looks south to north. The stadium was completed in 1965 in a record 51 weeks

and is the home of baseball's Atlanta Braves and football's Atlanta Falcons. The Georgia State Capitol with its gold dome is at right center. The tall building in left center is the 41-story First National Bank Building, tallest in the Southeast.

FOR ELKS WHO TRAVEL

By Jerry Hulse

■ IT WAS A TIME of death in Atlanta. The month was July, 1864. Union troops were moving toward the city, marching through Ringold, Big Shanty, Marietta and Peachtree. The town which Sherman was determined to destroy had taken root in 1837 when a civil engineer drove a stake into the ground, marking the southern terminus of a brand new railroad to Chattanooga. By 1856 more than 100 trains were thundering into Atlanta daily. As a result of the railroads Atlanta was a prime target in the Civil War. The city was the key to Sherman's march to the sea. So it was that on July 22, 1864 the doom of the Confederacy was to be sealed in immense bloodshed. In that single day more than 5,000 men would die. Besieged, occupied and burned to the ground, Atlanta was left smoldering as Union troops continued their march. The South, though, would rise again . . .

Slowly out of defeat, Atlanta began to rebuild. Through bitter years of poverty the resurrection occurred. No one, though, could foresee a city so totally destroyed in those desperate, closing days of the Civil War coming to life again, reaching out once more to become one of the South's leading cities. During the last 10 years alone a second growth has taken place as more than 50 new buildings have appeared against the skyline.

In the beginning no one really had in mind Manhattan-style skyscrapers—the block-upon-block of concrete office buildings and new hotels. Indeed, more has risen than Gen. Sherman ever dreamed of burning.

Presently no less than two dozen downtown projects or complexes are under construction or in the planning stages for the 70's. Atlanta's growth reaches out everywhere. The city's huge modern airport ranks as the fourth busiest in the world in total passengers and second nationally in the numbers of domestic passengers embarking. Because of its geographical position, Atlanta is a natural crossroads of the Southwest. On a straight line from New York City to New Orleans and from Chicago to Jacksonville or Miami, Atlanta stands right on target.

Among its major new developments is Atlanta Stadium—built in a record-breaking span of 51 weeks, an \$18 million home for the Atlanta Braves, the Falcons, the soccer Chiefs and the National Basketball League Hawks. The latest sports-designed project is a

\$16 million coliseum which will become the official home of the Hawks starting with the 1972-73 basketball season.

In downtown Atlanta there is a peachy new complex called Peachtree Center, the south's answer to New York's Rockefeller merry-go-round. What with high-rises cluttering the skyline and a new underground movement afoot, the rebels claim they've only begun to fight. Locals sound off en-

The eighth wonder of the world, it turns out, is a monstrous pile called Stone Mountain.

thusiastically about the city's huge cultural strides, the big-time sports razzmatazz and a natural attraction they allude to as the eighth wonder of the world.

The eighth wonder, it turns out, is a monstrous rock pile called Stone Mountain. One of the largest exposed masses of granite on earth. Long before the first tourist showed up, Stone Age tribes were stoning one another at Stone Mountain. They stoned others, too. Tribal rites were bloody affairs. Later when humans less disposed to violence appeared on the scene a decision was

made to make a monument of Stone Mountain.

Now etched into its face are the mounted likenesses of those Confederate heroes Stonewall Jackson, Jefferson Davis and Robert E. Lee. "The ninth wonder magnificently etched into the eighth," is Atlanta's modest claim.

The hammer and chisel brigade refer to their stony creation as the world's largest sculptured art work. To get an idea of its size, during rainy spells workmen chipping away on Jackson, Lee and Davis sought shelter inside the mouth of Gen. Lee's horse. The figure of Lee stands eight stories high astride a horse the size of five locomotives. It is, if you please, the Mt. Rushmore of Dixie. Only bigger. The efforts of artist Augustus Lukeman are bannered by Atlantans as the largest sculptured figures, modern or ancient, in the world. Backing up their claim is their declaration that the 58-foot sword worn by Lee—if cut from the figure—would weigh in excess of 100 tons.

Stone Mountain sculptors first appeared on the scene in 1923. At dedication frolics last year the chap who has cut a few records himself, only with a golf club, Spiro Agnew, paid tribute to Atlanta and the men who took part in the 47-year-long project. Now visitors take shelter at Stone

The Stone Mountain Memorial Park, a 3,800-acre recreational area owned by the State of Georgia, has become one of the nation's top tourist attractions with more than three million annual visitors. The park surrounds Stone Mountain, the world's largest granite monolith. Covering 583 acres, the mountain is more than 200 million years old. On its face is the largest carving in the world—a memorial to Confederate heroes Robert E. Lee, Jefferson Davis, and Stonewall Jackson.



Mountain Inn (\$14-\$24 daily) or else make camp at \$3.50 a night. Golfers play "The Impossible," a name given to Stone Mountain's 18-hole course which workmen blasted from solid granite and covered with turf. Melodies boom from the world's largest carillon; also playing to the visitor is "the world's biggest park railroad" powered with engines from the Disney movie "The Great Locomotive Chase."

Running to the 783-foot summit of Stone Mountain is an aerial tramway and beneath all this boats sail on a lake the color of cafe au lait. The park's 3,200 acres is Georgia's answer to Disneyland, complete with an antebellum village, a Civil War museum and Indians staging mock attacks during the locomotive runs.

Besides the world's largest sculpture, Atlanta lays claim to the world's largest painting, the famed 50-foot cyclorama portraying with startling effect the bloody beginning of the Battle of Atlanta. Visitors also march on "Six Flags Over Georgia"—a \$15 million family entertainment center, the Disneyland of Atlanta encompassing more than 275 acres of Disney-like adventures, rides, shows and other attractions. The park's various areas depict Georgia's history under the flags of the English, the French, Spanish, the Confederates, Georgia and the U.S.

As Atlanta recovered from the Civil War a new city took shape, created over the old railroad tracks by elevating the downtown street system by one level. Ground-level stores closed their doors as shopkeepers moved overhead. For years a ghost town lay beneath the city, the gloom of old Atlanta sealed in

cobwebs and darkness. Finally in 1968 a group led by Harriett Speer of Delta Air Lines proposed a revival of Underground Atlanta, which is the name given to the city's liveliest new attraction—Atlanta's answer to Chicago's Old Town and New Orleans' French Quarter, a subterranean world of old-time saloons, gift shops, boutiques and restaurants, including Dante's Down The Hatch, Kelly Malloy's, the Blarney Stone Pub on Old Alabama Street, Gone With the Wits and Ruby Red's, a cave filled with jazz, sawdust and beer.

Harriett Speer and her broom brigade had intended to sweep out and reopen underground Atlanta only for the city's annual Dogwood Festival. After this a couple of entrepreneurs, Jack Patterson and Steve Fuller, dollar signs flashing in their eyes, recognized the fortune buried beneath the city. Now gaslights burn along the shadowy avenues, jazz flows from old-time saloons and the cash register rings a merry melody for the team of Patterson and Fuller.

While life stirs underground, Atlanta continues to grow overhead with the creation of dozens of downtown office and hotel buildings as well as a \$13 million art center, a memorial to 122 members of the Atlanta Art Assn., killed in a jet crash in Paris, nine years ago. The citizen responsible for Manhattanizing Atlanta, architect John Portman, also takes credit for the Regency Hyatt Hotel, built around the world's most unusual lobby. The result is a 23-story skyscraper whose ivy-covered balconies face down—all 23 stories—on the lobby. Meanwhile lobby

patrons are entertained by watching guests ride back and forth in lighted glass elevators. One of the capsules pokes through the roof delivering guests to the revolving Polaris restaurant top-side. The five elevators, traveling outside their shaft, move up and down like starlit birdcages.

Besides elevator watching, lobby patrons observe the cocktail ritual in a bar suspended above the lobby like some hovering flying saucer. Beginning with 200 rooms, the Regency has grown to 1,000 rooms—including a cylinder-shaped annex known as The Tower. Architect Portman designed the hotel after visiting St. Peter's in Rome and the sidewalk cafes of Paris. While it's not exactly Europe, it has Atlanta whistling Dixie.

Visitors to Atlanta travel 70 miles north into the Appalachian mountains where, for the record, the first big gold strike took place in America. Thousands lusting for quick riches poured into the hills near the little town of Dahlonega. The earth turned up untold millions in gold. In Dahlonega a U.S. mint was established. Fortunes in gold were coined. Later as the Civil War mounted the mint became a prison for Union soldiers.

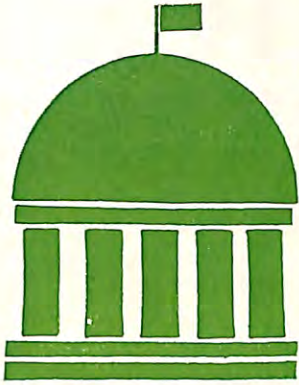
The glory of the gold rush is perpetuated with displays inside the old Lumpkin County Courthouse, a red brick colonial building resting on the town square. It stood during days when the Georgia militia rallied beneath the elms, outside, marching away to engage Northern forces at Bull Run.

Tourists crowd Dahlonega of a summer, panning for gold and taking their meals at Smith House, a 19th-century frame farmhouse with rooms priced at \$6 and \$8 a night and a groaning board that would put the Scandinavians to shame. Meals are served family style, the table sagging under the weight of candied yams, corn, fried chicken, navy beans, baked squash, stewed squash, turnip greens, potatoes and gravy, beets, salad, beef, fried eggplant, chicken and dumplings, grits, spinach, cornbread, string beans and hot biscuits, plus apple cobbler. All this for \$2. Second courses are free.

In the autumn North Georgia turns golden and the town square in Dahlonega is closed to traffic during Harvest Weekend. Hill people arrive with sweet corn and sugar cane, great golden pumpkins, fresh squash, jars of sourwood and gallberry honey, home-smoked country hams and sausage. They bring hooked rugs, calico quilts and other handicraft. Country fiddlers play and homemade pies and cakes are sold along with currant jelly, blackberry jam and peach preserves. It's where Atlanta's citizens find peace in Georgia's quiet hill country. ■



The \$10 million Atlanta Civic Center has helped to propel Atlanta into one of the top 10 convention cities in the United States. Although it opened only in 1968, the center's exhibition hall (right) is already too small. Plans are being developed to enlarge its 70,000 square feet by additional 100,000 at a projected cost of \$11 million.



AROUND WASHINGTON



AUGUST this year is a month when the senators can escape the Senators. So can the representatives. Congress is taking an August vacation. For those of us who have to stay here and mind the store, there's no relief from the heat or the frustrations of following the disappointing performance of our local baseball team.

BIG WORRY of the administration is what may happen in the Senate Finance Committee to the major reform of the welfare system put together by the House Ways and Means Committee. The heart of the \$8.8 billion bill is a Family Assistance Plan. President Nixon endorses it even though it has been changed considerably from what he originally proposed. A family of four would be guaranteed an income of \$2,400 a year and the federal government would relieve the states of a large share of the welfare burden, if the measure finally becomes law. But the Senate committee under its chairman, Senator Russell B. Long of Louisiana, could be a tough hurdle again as it was last year.

SEX EQUALITY. There are now three girl pages in the U.S. Senate. The first ever to serve in Congress, their appointments were finally approved after a six-months' battle waged by their sponsors, Senators Charles H. Percy of Illinois, Jacob K. Javits of New York, and Fred R. Harris of Oklahoma. The girls are required to wear dark colored pants suits. Their sponsors signed statements

assuming responsibility for their safe transportation to and from the job and for lodging "with strict supervision."

IT'S SO TREMENDOUS that the human mind can not comprehend it. That was how Senator Allen J. Ellender of Louisiana, chairman of the Senate Appropriations Committee, used to describe the national debt of nearly \$400 billion. Now, aided by some figures worked out on a computer by his staff, Ellender discloses that it would take the Bureau of Printing and Engraving about 171 years to print 400 billion in \$1 bills while the 100 members of the Senate, working an 8-hour day for 260 days of the year, would require about 267 years to count them. Put end to end, Ellender adds, they would make a path 160 bills wide to the moon.

SUMMER VISITORS have been flocking to Ford's Theater to see a musical they can take the children to, "You're A Good Man, Charlie Brown." Apparently, however, a lot of tourists want something different than this for "Hair" which is playing all summer at the National has also been packing them in.



HARD UP on a salary of \$42,500. This is the complaint of nearly all U.S. senators except the handful who have private wealth. To break even, they make speeches for fees at colleges and conventions of special-interest groups. Some get anywhere from \$1,000 to \$2,500 for a single speech. Reports filed with the Senate Ethics Committee

show that their outside earnings in 1970 came to a total of \$634,976.

DEBT OF GRATITUDE. That's what two Maryland senators, Charles McC. Mathias and J. Glenn Beall Jr., contend the U.S. government owes the town of Frederick, Md. They have introduced a bill that would give the town \$6 million representing repayment with compounded interest of a \$200,000 ransom paid a Confederate general 107 years ago to keep him from burning down the town. The Frederick banks took a day to raise the money and this delay may have saved Washington from falling, the senators say, as it gave Union reinforcements time to reach the city on the same day as General Jubal A. Early. The banks were repaid with Frederick bond issues finally retired in 1951.

NEW EYE COMFORT. The FDA has approved a new idea in contact lenses. They are made out of plastic and cling to the eye by absorbing moisture from it. These soft contacts are reported to be much more comfortable than the hard kind. They will also cost an estimated \$50 to \$100 more.



GROCERY SHOPPING up to midnight is possible now in most of the Washington supermarkets. The major food chains decided to keep their stores open until midnight because of the success enjoyed for years by "convenience stores" which stay open until 11 p.m. Store managers say their evening customers appreciate the chance to shop in a store that is not jammed with people.

HE IS SO DISCREET that many of Milton Pitts' customers in the Sheraton Carlton barber shop do not know that they are getting their hair cut by the President's barber. Pitts, who comes from Greenville, S. C., is popular with young men who wear their hair long and pay him \$6.50 to style it, as well as with the older generation who cling to the conventional length. He goes to the White House to attend the President and several key members of his staff, but rarely talks about it.

Special Limited Enrollment Period Ends Midnight, September 15, 1971

TAX FREE CASH FOR ELKS MEMBERS

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

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

Money back in full if not 100% satisfied. No age limit. Join NOW-Introductory offer ends September 15, 1971

NOW ... you and your family can join this Cash Income Hospital Plan with no red tape, no questions to answer, no medical examination, no age limit, without having to see a salesman and without any qualifications whatsoever. But you must mail your Enrollment no later than midnight, September 15, 1971.

Why you Need this Cash Income Hospital Plan in Addition to Ordinary Hospitalization And Medicare

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

How long could you stay in the hospital without worrying about the pile-up of daily expenses? Who will pay for the expenses of costly X-rays, doctor bills, drugs and medicines? And how about the expenses like these, could you avoid having your savings wiped out and your family life upset?

Even If You Are Over 65
This Cash Income Hospital Plan Pays you Cash in Addition to Medicare and Other Insurance
An absolute must now that YOUR share of hospitalization costs has increased 10% under Medicare!
Even though Medicare will pay most of your hospital expenses, it just can't cover everything. Your Cash Income Hospital Plan helps solve this problem by paying \$100.00 a week, in cash, direct to you, for as long as 100 weeks . . . and gives you the privilege of spending this money any way you want to. With your total benefit amount to \$10,000.00 you'll keep your financial independence and enjoy the peace of mind that this Plan's TAX-FREE CASH will give you.

Absolutely NO LIMIT On Age

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

vides service and treatment you need and want. You may even have enough left over to help REPLACE any income you lose because of your confinement.

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

To introduce you to this remarkable new Plan we are making this unusual offer with a Money-Back Guarantee.

FORM 4083

Age at Enrollment	Monthly Premium	Yearly Premium
0-18	only \$2.50	\$25.00
19-39	only \$3.80	\$38.00
40-64	only \$4.80	\$48.00
55-64	only \$5.80	\$58.00
65-74	only \$6.80	\$68.00
75 & over	only \$9.10	\$91.00

You can save TWO full month's premium if you pay by the year! Instead of paying month by month, just send your check or money order for the "12 Months" premium shown. You'll then be protected for the next full year -- and enjoy twelve months protection, a real savings to you of two full month's premium!

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

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

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

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

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

**TAX-FREE CASH Gives Peace of Mind and Security,
Helps Replace Lost Income**

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

National Home created this low-cost Hospital Income Plan to help cover your UNCOVERED expenses while hospitalized . . . to put TAX-FREE CASH in your hand for bills from the doctor, the surgeon, the nurse, the druggist or anyone else who pro-

17 Important Questions Answered

THAT TELL YOU HOW THE \$100.00—A—WEEK CASH INCOME HOSPITAL PLAN GIVES YOU THE PROTECTION YOU NEED—AT AMAZINGLY LOW COST!

1. How much will this policy pay me when I go to the hospital?
You will receive \$100.00 per week.
2. When will my hospitalization benefits start?
The day you enter the hospital.
3. Will I be paid if I am in the hospital for less than a full week?
Yes. This Plan pays if you are in the hospital for only a day, or a week, a month, a year.
4. Does this policy have any "waiting periods" before I can use it?
No. It will go in force on the very same day that we receive your payment for the first month's coverage.
5. How long will I continue to receive benefits?
For every day you are hospitalized for as long as 100 weeks for every covered accident or sickness.
6. Is there any red tape to join?
No. We only ask you to complete and mail your Enrollment Form. No questions to answer. No salesman will call.
7. Suppose I collect benefits for a certain sickness or accident. What happens if I am hospitalized again for the same condition?
You go back to collecting your \$100.00 a week until you've been hospitalized for a total of 100 weeks and have collected \$10,000.00. Then if the same condition puts you back in the hospital after you've resumed your normal activities for 90 days, you become eligible to receive \$100.00 a week again, for up to 100 additional weeks. Any new condition will be covered immediately, of course.
8. How may I use these benefit payments?
You may use them any way you wish—for hospital and doctor bills, rent, food, household expenses or anything else. You alone decide how to use the money.
9. Why do I need your CASH INCOME HOSPITAL PLAN in addition to my other insurance?
Chances are your present hospital insurance won't cover all your hospital and medical expenses. Even if it did, you will still need extra cash to cover all your household expenses.
10. May I join if I am over 65?
Yes. You are welcome to join no matter what your age is. This Plan has no age limit.
11. Can you drop me? Can you raise my rates?
No. We will never cancel or refuse to renew your policy for health reasons so long as you make your premium payments on time. Also, we guarantee that we will never adjust your rate unless we take the same action with regard to all policies of this type in your state. You, of course, can drop your policy on any renewal date.
12. What is not covered by this policy?
The only conditions not covered are hospitalization caused by mental disorders; act of war; pregnancy, childbirth or miscarriage. You are even covered for any chronic ailment or pre-existing condition after your policy has been in force for only two years. Everything else is covered.
13. Can other members of my family take advantage of this special offer?
Yes. Just add their names to the Enrollment Form when you fill it in.
14. Do I need a medical examination or a statement from my doctor?
Definitely not. Just fill in the Enrollment Form and send it off today.
15. What other advantages are there of joining this Plan now?
By joining now you do not need to complete a regular application — just the brief form enclosed. There are no other qualifications—no "waivers" or restrictive endorsements can be put on your policy.
16. How does the Money-Back Guarantee work?
Examine your policy carefully in the privacy of your home. If for any reason you are not completely satisfied, return it within 15 days and we will promptly refund your money. Meanwhile, you will be protected while making your decision.
17. How do I join?
Fill in the brief Enrollment Form (be sure to sign your name) and mail it with just \$1.00 for the first month's protection to: National Home Life, Health Division, 614 Merle Hay Tower, Des Moines, Iowa, 50310. (California residents remit \$1.00 per adult member covered plus an additional \$1.00 if dependent children are included).

UNDERWRITTEN BY

NATIONAL HOME LIFE ASSURANCE COMPANY

How Can We Offer All this Protection for So Little?

If you're lucky, you can buy ordinary insurance at any time and pay regular rates. But NOW — with just a stroke of your pen you can get National Home's \$100.00 a week (\$14.28 per day) Cash Income Hospital Plan. And how is this possible? BECAUSE NATIONAL HOME ENROLLS A LARGE NUMBER OF PEOPLE AT ONE TIME . . . direct by mail. This highly efficient "mass enrollment" cuts our costs to the bone. We are able to issue thousands of policies in a few short days. By this method, our overhead expenses are reduced drastically. These savings are passed on to you! Bear this in mind: the rate you pay now will never be increased because of changes in your health or age — nor will your benefits ever be reduced.

A Nationally Respected Company

As important as the cash income itself, the low cost and ease of enrollment, is this one vital fact: Your policy is backed by the resources, integrity, and national reputation of National Home Life Assurance Company of St. Louis, Missouri.

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

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

Do not delay. Fill out—and mail Enrollment Form today with your Monthly or Annual Premium.

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

National Home Life Assurance Company
4255 West Pine Boulevard
St. Louis, Missouri 63108

OFFICIAL ENROLLMENT FORM

NAME (Please Print) MR. _____ MRS. _____
MISS _____ First Middle Initial Last
ADDRESS _____ Street or R. D. #
CITY _____ STATE _____ ZIP _____
DATE OF BIRTH _____ AGE _____ SEX Male Female

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

	NAME (Please Print)	RELATIONSHIP	SEX	DATE OF BIRTH			AGE
				MONTH	DAY	YEAR	
1.							
2.							
3.							
4.							
5.							

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

I hereby apply to National Home Life Assurance Company, St. Louis, Missouri, 63108, for the Cash Income Hospital Plan, Form 4083. I understand the policy is not in force until actually issued and paid for. If for any reason I am not completely satisfied with this new protection I may return my Policy for cancellation within fifteen (15) days and my payment will be promptly refunded.

SIGNATURE X _____ DATE _____
4083 En. Sign—do not print

Aviation Hits the "Ground Barrier" (Continued from page 21)

spot checks of baggage are being made.

American red tape has long been among the worst but the Yanks are beginning to improve things. At some airfields, the U.S. is now combining the three check-points of Customs, Passports, and Health so that they are performed by a single official. Customs is no longer conducting its usual search-and-destroy act with luggage. Government officials estimate that 8 out of 10 passengers should be able to go through this improved routine quickly without any further checks.

One new baggage system being developed involves unloading the 28 baggage bays of the new 747 into a miniature electronically controlled railroad that will zip luggage to a variety of drop-off points: out at the parking lot, near the rent-a-car counter, next to the taxi stands. Each passenger's baggage check will be coded electronically, inserting it into a slot; the arrivee will direct his baggage to the precise pick-up point he desires. And all within three minutes.

Also on the drawing boards is a

computerized ticket system whereby the customer will insert his credit card into a slot, press buttons to indicate his destination, seat preference and fare basis, and have his ticket issued automatically, the bill arriving in the mail later on.

Cutting down on well wishers at airports will become another important task. Today, some airports run unnecessary amusement arcades, kiddie rides and souvenir shops which turn the community's aerial gateway into a miniature carnival. Confesses one airport executive, "When we don't have something to entertain the kids they write all over the walls. You do it as a defensive measure."

Says Najeeb Halaby, President of Pan American, "The engineers can design, the manufacturers can build, the pilots can fly, the bankers can finance, and the managers can administer all this rapid growth and technology. The big question is whether the national or the local governments can manage the growth of airports and airways to keep up with the public demand and the industry's growth and technology."

Clearly, the burden rests on informed public servants and informed voters who see the importance of airport design when they cast their ballots on bond issues. The big problem is, of course, that a new airport appears sometimes to be an expensive project with a low priority. As William E. Downes, Chicago's Aviation Commissioner, summed things up in a statement made recently, "The airport is, at best, one of the smallest of the hungry children at the city-hall table. The others—bigger and more hungry—include highways, education, welfare and public safety."

Clearly needed are more enlightened air age chief executives like New York's Mayor La Guardia of 30 years ago. He understood how important aviation could be to his city's economy. Aggressively, he fought for community airports. Once, when flying from Chicago to New York, his plane landed at Newark, New Jersey—then the only commercial airport in the area. The Mayor flatly refused to get out. "I bought a ticket to New York and I'm going to sit right here until you take me there," he told a startled crew. The plane with the Little Flower sitting in lonely splendor eventually flew to Floyd Bennett Naval Air Station in Brooklyn. Not long afterwards, New York had its own first civilian airport—which today bears the Mayor's name.

With a few far-sighted men like the Little Flower in charge, the world should be able to master the airport needs of the Jumbo Jet era in the long run. ■

ACCENT ON SPAIN

THOSE COB-WEBBED, ancient Spanish monasteries have been slowly fermenting their special white grapes for centuries—fermenting and blending—to provide the regal touch for those evenings of regal Moorish feasting. And why not? What more savory

union can there be than between steaming Iberian food and chilling Spanish sherry? So whet your Spanish appetite and fire-up your hearth. And prepare yourself for some mouthwatering Spanish food. After all, 10 million caballeros can't be wrong!



4 eggs, separated
1¼ cups sifted flour
1 clove garlic, minced
1½ teaspoons salt
½ teaspoon freshly ground black pepper
¼ teaspoon thyme
½ cup milk
8 fillets of beef cut ½ inch thick
1 cup salad oil

Batter-Fried Beef (serves 8)—Beat the egg yolks until thick and light. Sift in flour, mix with garlic, salt, pepper, and thyme until smooth. Stir in the milk. Beat the egg whites until stiff and fold in; then put the batter aside. Heat salad oil in a large skillet until it bubbles. Coat beef fillets with batter and fry each side for 3 minutes or until browned.



1 cup rice
1 large onion, sliced
5 tablespoons butter
1—4 oz. can mushrooms
pinch of thyme
3 cups (approximately) tomato juice

Rice Espanole (serves 4)—Brown the onion and mushrooms lightly in the butter and then add the rice. Cook over low heat 4-5 minutes, stirring frequently. Pour tomato juice over rice. Add thyme. When liquid comes to boil, cover pan and simmer for about 45 minutes or until rice is tender and liquid absorbed. Stir frequently. (If liquid is absorbed before rice is tender, add small amounts of water.)



AMERICA'S REAL SPACE-AGE COLUMBUS

by D. J. Herda

THINK FAST now. Who was this nation's first successful pilot into outer space? Alan B. Shepard, you say? Walter M. Schirra? Better guess again, friend. You're a million miles off.

Actually, America's first successful space traveler wasn't a man at all, but a cute short-haired, brown-eyed female! Little Miss Baker, an adorable year-old squirrel monkey, made the trip 10 years ago to the day last May 28.

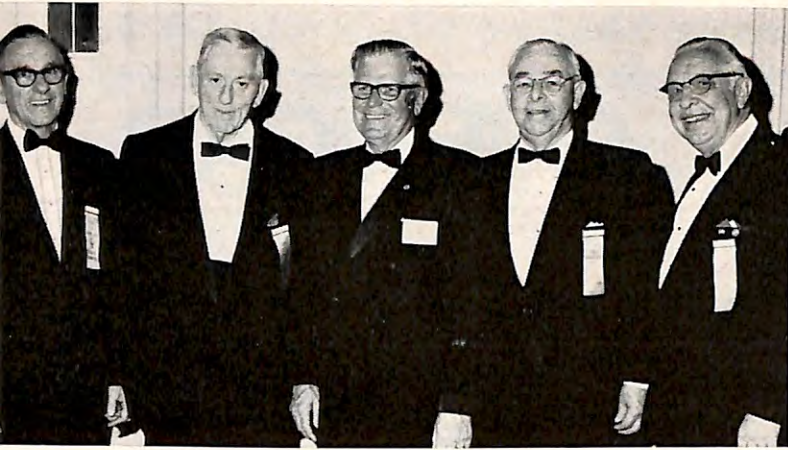
Miss Baker, along with a dozen or so other monkeys, was chosen for intensive indoctrination and training at the Naval School of Aviation Medicine at Pensacola, Florida. To accustom the monkeys to the rigors of close quarters confinement during actual space flight, they were trained in simulated capsules for periods of from one to 24 hours. Some, of course, simply could not adapt well at all, preferring the roominess of their zoo homes and the tastiness of their grapes and bananas to rigid military discipline.

But the scrappy little Miss Baker and several others stuck it out right down to the end—through all the simulated flights and a maze of laboratory tests, during which tiny electrodes were attached and impulses monitored continually day and night.

As lift-off day approached, all monkeys' records
(Continued on page 46)

Little Miss Baker, our nation's first successful space traveler, will soon have a new home—the Alabama Space and Rocket Center in Huntsville, Alabama. An 11-year-old native of Peru, America's "First Lady of Space" is especially popular with young school children who read books of her exploits and send her fan mail by the score.

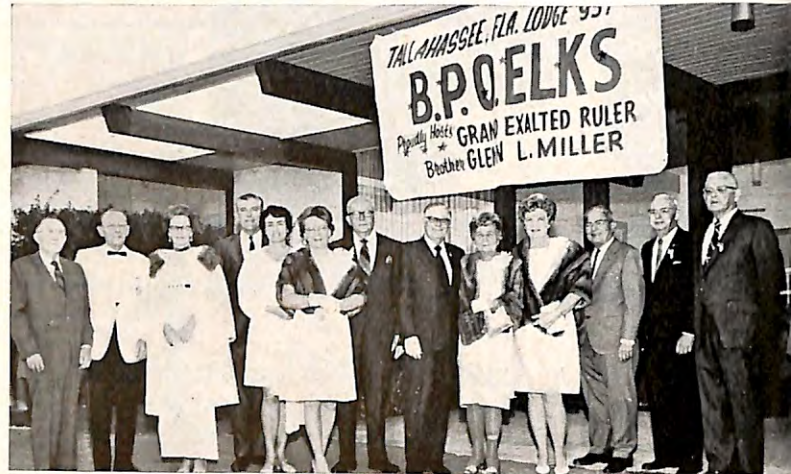




Boston, Mass., Lodge members held a dinner-dance at the Sheraton-Plaza Hotel in honor of GER Miller's visit. Among the 600 Elks and their ladies attending were (from left) SP Edward O'Brien, Springfield; PGER John E. Fenton; Brother Miller; SDGER Edward A. Spry, and Grand Trustee W. Edward Wilson, Newton.



Alabama SP Robert Grant (left) and his wife were on hand to welcome GER and Mrs. Miller to Selma Lodge. PGER Robert Pruitt joined them for a visit to the Alabama Elks Memorial Center in Montgomery.

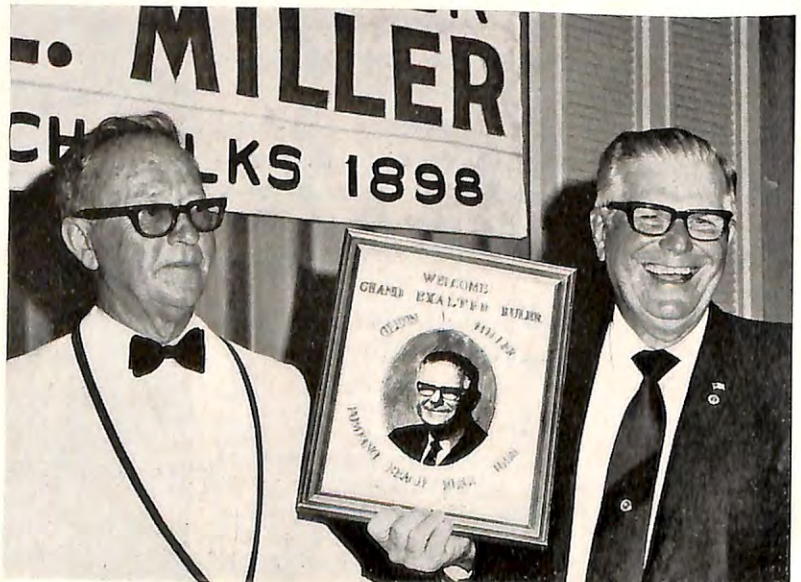


At the entrance to Tallahassee, Fla., Lodge Brother Miller was welcomed by a number of distinguished members and their wives. They included (from left) PDD L. M. Strickland; ER and Mrs. Walter Channing; GL Judiciary Committeeman and Mrs. Robert Grafton, North Palm Beach; DDGER and Mrs. Reece Brown, Live Oak; GER and Mrs. Miller; PGER and Mrs. William A. Wall; PSP Julian C. Smith, and PSP Russel Saxton, New Smyrna Beach.

Lodge Visits of Glenn L. Miller



ER Wilfred Weed greeted Brother Miller when he arrived at Pompano Beach, Fla., Lodge and presented him with a special portrait. The Grand Exalted Ruler's three-day visit also included a fishing trip (below). Displaying their catch were (standing, from left) ER Weed; PER John Bennett; Brother Ed Updyke; GER Miller; Capt. Ralph Moony; PGER William Wall, and (kneeling) DDGER Clarence Gumm, and Capt. Charles Bodean.



SportsAction

BY DON BACUE

FLOAT FISHING

"SO WHAT'S so hot about float fishing?" That's what several people have asked me over the past few years, and my answer is always the same—nothing. Nothing, that is, unless you like leisurely fishing from a comfortable chair, an ever-changing panorama of breathtaking scenery, and the greatest accessibility to any river's hottest hot spots available...that's all.

Float fishing is most popular in Southern America. There the peo-



ple seem to have learned to relax a little more fully than we Yankees, even in their recreation. But I took a float fishing trip down a mighty pretty Wisconsin river recently; and I can't remember the last time I had enjoyed myself so much.

Float fishing is, of course, exactly what the name implies. While you settle back in a comfortable deck chair, your boat (a flat-bottomed john boat or, for the expert, a canoe) drifts lazily downstream, carrying you into unpopulated paradise...unwrapping new horizons around every bend. Each cast you make lands in a new spot, and the most rewarding shore-line drop-offs and submerged logs and boulders are yours for the finding. In fact, with a good knowledgeable guide at the helm steering you right, there's not a spot on the entire river inaccessible...and he'll even help you find the very best.

My guide, for example, knew of a good crappie hole near the east

bank; and, after three or four unsuccessful casts, pow! a four-pound largemouth hit and ran and for the next few moments put on an aerial show like you've never seen in the movies. I finally did bring him to net, though I played him longer than necessary to prolong the pleasures of the moment. Later that evening, I gave the bass to the cook at the small hotel where I was staying and she prepared it for dinner—for a very nominal price—and threw in some potatoes and fresh beans, as well.

Expensive? Hardly. My guide, a local college student working through the summer, was recommended to me by the innkeeper down the road; and with boat, chairs, and even live bait included, he charged me six dollars for a full day's trip. And some guides furnish all your tackle for only pennies more a day, though I prefer lugging my own...for sentimental, even if not practical, reasons.

If you've scheduled your float fishing trip to run into dusk, don't forget to bring along a warm change of clothes, including a heavy wool shirt or jacket. Once Old Sol goes down, life on the river can be a very bone-chilling affair, indeed. Also, include a good gas lantern on your list of "unforgettables" if you're planning on fishing after dark. It's no fun trying to tie a hook by moonlight.

So for one day or one week, if you're seeking an unusual and productive variation for your next fishing trip, leisurely floating down the river might be just the answer you've been searching for.

SPORTSMEN: If you have any questions or problems relating to your favorite sport...or any comments in general...why not write the author in care of The Elks Magazine? From time to time, he'll try to incorporate your thoughts into available "SportsAction" columns.

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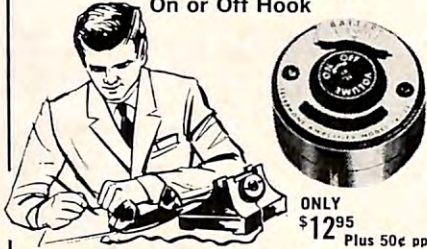
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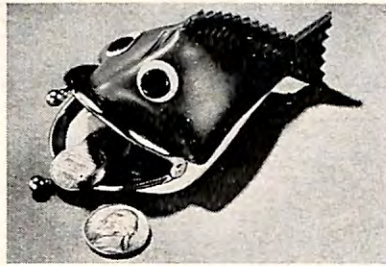
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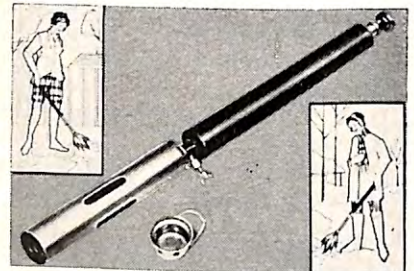


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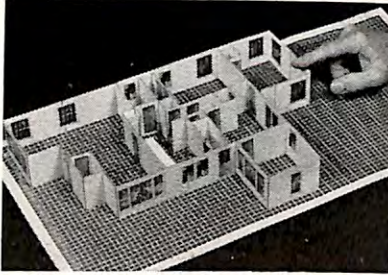


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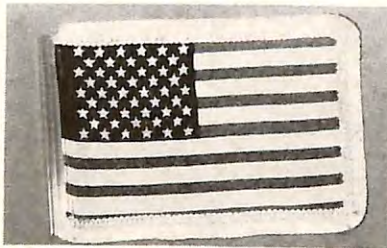
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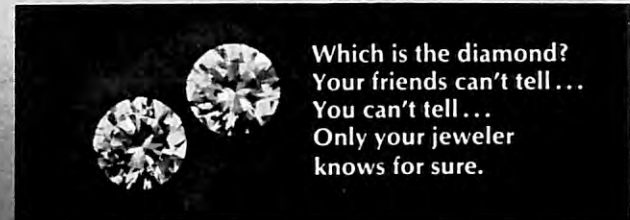
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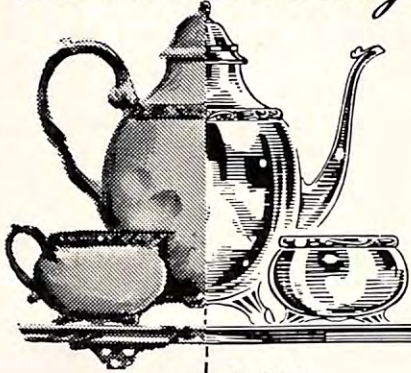
Carat Size	Item	Shape	Ladies' Rings	Men's Rings
<input type="checkbox"/> 1 carat	<input type="checkbox"/> Ladies' ring	<input type="checkbox"/> Round	<input type="checkbox"/> 14K white gold	<input type="checkbox"/> "Savoy"
<input type="checkbox"/> 1½ carats	<input type="checkbox"/> Men's ring	<input type="checkbox"/> Marquise	<input type="checkbox"/> 14K yellow gold	<input type="checkbox"/> "Florentine"
<input type="checkbox"/> 2 carats	<input type="checkbox"/> Pendant	<input type="checkbox"/> Pear-shaped	<input type="checkbox"/> With baguettes	<input type="checkbox"/> 14K white gold
<input type="checkbox"/> 2½ carats	<input type="checkbox"/> Earrings	<input type="checkbox"/> Emerald-cut	<input type="checkbox"/> No baguettes	<input type="checkbox"/> 14K yellow gold
<input type="checkbox"/> 3 carats	<input type="checkbox"/> Unmounted stones		<input type="checkbox"/> "Bouquet"	
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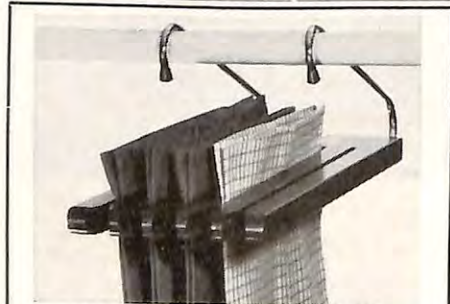
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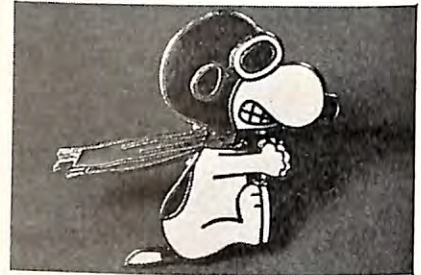
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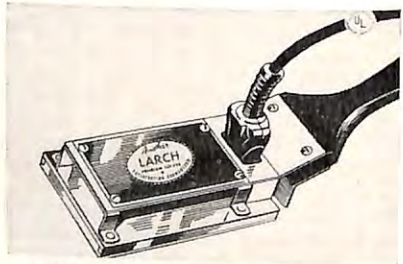
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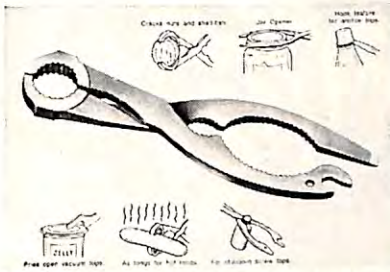


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Like most other cigarette smokers I just couldn't tolerate the goo, the bitterness, the tongue bite, and that stale, foul, after-taste that results from smoking an ordinary pipe. As a result I dedicated hundreds of hours searching for the ideal pipe—buying all the disappointing gadgets, and never finding a single, solitary pipe that would smoke hour after hour, day after day, without bitterness, bite or sludge. In disgust I gave up and went back to cigarettes—and of course back to COUGHING, WHEEZING, CHOKING.

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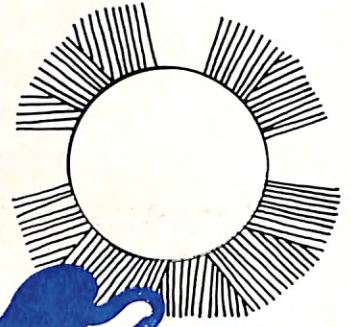
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by Dr. Irwin Ross

READERS WHO PICKED up the Los Angeles newspapers one day in 1906, found themselves confronted by shocking headlines. All of Southern California might slip into the Pacific Ocean!

Down in the Imperial Valley, a strange and unbelievable event was taking place. Where there had once been only dry desert, a vast inland sea had appeared and was now growing with alarming swiftness. Somehow, cried the newspapers, water was seeping in through some subterranean passage from the ocean. Before long, Southern California might be part of the sea floor.

Though the reporters turned out to be wrong about their explanation, they were right about the menace to a huge area of California. A disaster that would soon grip the attention of the nation was in the making, and it was going to lead to one of history's strangest battles between man and nature. What gave it an odd twist was that man, not nature, had started the trouble, with an engineering mistake.

It all began in the late '90s when adventurous promoters set out to turn the Imperial Valley into a garden spot by building a canal from the mighty Colorado River. As lifegiving water poured in, so did thousands of settlers, and the desert, which had been virtually uninhabited, sprang into life. By 1904 it boasted a population of 15,000, with more coming every day. Imperial, Holtville, Brawley, El Centro, Calexico sprang up overnight. Lavish crops of alfalfa, cotton, melons, and grapes were making the valley an agricultural wonderland.

For a few years the Colorado rolled calmly through the canal, a red and sleepy giant, willing to play along for a while with this man-made scheme. But there was trouble ahead. Its waters were carrying tons of sand into the opening of the canal, building up a giant levee, 20 feet high, 20 feet wide, and a mile long. Finally the first four miles of the canal were blocked and Imperial Valley's water supply was almost cut off.

Meanwhile the merciless sun continued to beat down, shriveling the

crops. Frantic farmers threatened to lynch the development-company officers who had lured them into the desert with promises that there would always be water.

Something had to be done fast, and that something was to dig a ditch that by-passed the blocked section of the canal. Later, the engineers figured, they would build a control gate; the need for water was too desperate to worry about that now. Right there came the mistake that cost millions, frightened all Southern Californians, and almost destroyed the richest agricultural valley in the world.

More and more water began to flow into the ditch. By August, 1905, the stunned engineers were able to see catastrophe taking shape. The Colorado River, which for millenniums had flowed into the Gulf of California, had changed its course. The whole river was now roaring through the ditch, thundering along, not south but north—into Imperial Valley. The engineers had to get the river back in its original course—but how?

Development officials begged the Southern Pacific Railroad, with its big stake in the Valley, to step into the picture. The railroad had already given some financial help, but more was desperately needed. E. H. Harriman, famed head of the railroad, sent an engineer to take a look. When he saw the red tide ripping through the cut, he sent a frantic wire to Harriman. The job would cost millions. "Stop it at any cost!" Harriman wired back.

So the fight began. They tried several dams, with no success. Then, engineers based their hopes on a scheme to dig out the original channel with a giant dredge from San Francisco. But on April 18, when the dredge was loaded in a flatcar, ready to be shipped, nature struck at that city with the great earthquake and fire. Tumbled under tons of debris was the dredge so desperately needed in the Imperial Valley.

Numbly, the engineer in charge stared at the telegram from Southern Pacific headquarters. "Deeply regret this act of God destroys your hopes. Advise you to fight on as best you can."

By now the waters had created a

vast lake, called the Salton Sea, which covered almost 800 square miles. Reporters sent out disturbing reports of what was happening, among them the theory that all the water couldn't be coming just from the river, but must be seeping in from the ocean. Fifty top engineers reported that the job was too big for the railroad—maybe too big for anybody.

Harriman roared with rage at that verdict, and sent a new engineer, Harry Cory, who plunged into the job with furious urgency. He wasn't sure he could lick the Colorado, but nobody was going to say he hadn't tried. He would need a railroad first, a branch line from Yuma to haul in supplies. In six weeks it was built. At the scene of the river break, workmen's barracks, a hospital, a roundhouse were set up. Labor was scarce so Cory brought in six tribes of Indians from Mexico and Arizona. For a time, it seemed, he was winning. He even got a gate installed in the face of the tearing current—only to see a flash flood wash it away.

As the situation grew more desperate, mass meetings of angry citizens were held. Heated telegrams began to pour into Washington, landing on the desk of Theodore Roosevelt. Angrily he sent a wire to Harriman. Why hadn't the railroad stopped the river?

Harriman shot back a wire saying that the railroad had already spent more than a million dollars of stockholders' money. It would spend no more. Why didn't the government do the job?

For days the telegrams went back and forth, while the nation looked on in amazement at this strange tug of war between a famous businessman and the President of the United States. Finally Harriman gave in, and the President gratefully promised to do all he could to get Congress to reimburse the railroad.

Harriman himself rushed to the scene. He shook his head when he saw the fury of the waters as they rushed through the cut. Then he whirled to face his engineers. "Turn it at all costs," he said shortly. "Forget the money. Stop the river!"

(Continued on page 46)



PAST EXALTED RULERS of Rochester, Minn., Lodge installed 10 new members into Austin Lodge recently. The occasion was PER Night at Austin Lodge. DDGER Donald Ritland (first row, left) was the honored guest.



THE HERITAGE CORNER, a new addition to Cozad, Neb., Lodge, was exhibited recently by ER Carl York and his wife (right) for DDGER Kenneth Muirhead (left), who was accompanied by his wife. Brother Muirhead's visit was highlighted by the initiation of a class in his honor.



THE \$500 MEMORIAL scholarship—a gift from Bellefontaine, Ohio, Lodge—was presented to Steve Foreman, son of Brother and Mrs. Herbert Foreman, at the commencement exercises of Benjamin Logan High School. PER Dr. William W. Doup made the presentation.



AN ENGRAVED PLAQUE was presented to PER Joseph A. Siegl (right) when he retired as secretary of Waukesha, Wis., Lodge, an office he has held since 1960. ER Emil E. Havlik made the presentation. A class of 22 new members was initiated in honor of Brother Siegl.

WILLISTON, N. D., Lodge recently initiated a class (top row) in honor of Mandan, N. D., Lodge. The Mandan Lodge officers, led by ER Patrick G. Schleicher (first row, fourth from left), performed the ceremony. The Williston Lodge officers were headed by ER Arthur Garass (second row, fourth from right).





THE SAFETY AND COURTESY AWARD of Marquette, Mich., Lodge was presented by ER Robert J. Nesbitt (second from right) to Sgts. Walter K. Hood and David L. Ogden of K. I. Sawyer Air Force Base. Patrolman Alfred Gochanour (left) recommended the men for the honor because of their assistance at the scene of a traffic accident.



GIRL SCOUT TROOP No. 2691 is sponsored by St. Charles, Mo., Lodge. Shirley Leistner (second from left) and Lois Richie (third from left) are co-leaders of the troop. ER William Francis (right) and a contingent of officers welcomed the girls to the lodge.



PORT CLINTON, Ohio, Lodge has donated a vibraphone, a musical instrument similar to a marimba, to the music department of the Port Clinton High School. Trustee Raymond Raypole (left) and ER Albert N. Grover (right) watched David Randels, music instructor, demonstrate the use of the instrument.



FIFTY YEAR MEMBER Harold Haas (second from left) of Perry, Iowa, Lodge was presented a 50-year pin by his son, PER and Treas. James Haas (right). Also at the presentation were ER Max R. Conaway (left) and grandson Marty. The three generations of Haases represent approximately 78 years of membership.

NEWCOMERTOWN, Ohio, Lodge treated the area high school basketball team to a steak dinner at the lodge home. The team won the sectional championship and was a runner-up in the Eastern Ohio District tournament for Class A schools. With the team members are Coach Gary Caviness; ER L. Tom Hart; DDGER Graham E. Marshall, and Assistant Coach Ernest Art.





ELK OFFICIALS gathered for the presentation of a check for \$20,000 to expand the state major project and establish permanent dental clinics for handicapped children. PSP George E. Murray, chairman of the Missouri Elks major project committee, St. Charles, gave the funds to officials of Children's Mercy Hospital in Kansas City, Mo. Distinguished Elks present were (from left) SP Richard E. Martin, St. Joseph; ER Dale A. Anderson, Grandview-Hickman Mills; PER J. Carl Inman, Grandview-Hickman Mills; DDGER Bernard M. Watters, Kansas City; PGER Edward W. McCabe; GER Glenn L. Miller; Grand Trustee Wayne A. Swanson, Maryville; DDGER Elwin Barisch, St. Louis; SP-elect Calen Marr, Warrensburg; ER Melvin C. Peterson, Kansas City, and PSP Thomas F. Briggs, Macon.



THE TRUSTEES of Bloomington, Minn., Lodge gathered to show off the lodge's charter during the dedication ceremony of the lodge. The trustees are (from left) Deane Mundy, Donald Boker, Omer Tholkes, Russell Sorenson, and Ernest Taylor.



HOUSTON, Texas, Lodge is proud to have sold the most raffle tickets since the fund was established for the support of the state major project—the Texas Elks Crippled Children's Hospital. The main shopping centers in the city provided booths in their malls each Saturday for a month. ER Ben J. Brookman (right) and Esq. Herbert W. Hardung exhibit one of the booths.



OHIO WINNERS of the Youth Leadership contest were awarded \$1,000 in cash and savings bonds recently. At the presentation of awards were (from left) GL Youth Activities Committeeman Gerald L. Powell, Peru, Ind.; John Edward Wasem, first place boy, Alliance; PGER Lee A. Donaldson; Linda Charlene Whiteman, first place girl, Berea; PER Peter A. Goudreau, Berea, and PDD Michael A. Mihalick, state youth leadership chairman, Mansfield.

GUESTS OF HONOR—Rosa Lee Melchor; Darlene Majors; Mrs. Sally Miller, hospital administrator; ER Paul E. Taylor (left), and ER-elect William A. Guinn—arrived together at Arlington, Tex., Lodge's eleventh charity ball. The children and Mrs. Miller represented the Texas Elks Crippled Children's Hospital, Ottine. SP J. D. Biffle and SP-elect T. O. Wilkins also attended.



BENEVOLENT BROTHERS of Columbus, Ohio, Lodge contributed \$1,000 at a dinner benefit recently held for Tony Neutzling (right), the lodge manager, to help defray his wife's hospital expenses. PER Frank Wilkins (left) presented Tony with a check from the lodge. ER J. Franklin Harmon (center) returned the money Tony had given to buy a ticket for what he thought was a party to raise money for the ritualistic team. Contributions were made by 100 of the lodge's members.



ST. JOSEPH, Michigan, Lodge hosted more than 300 varsity athletes, cheerleaders, coaches, and their wives from the area high schools recently during the lodge's annual All-Sports Banquet. Johnny Dee (left) former head basketball coach of Notre Dame University, spoke with John Brintnall (center) and "Packy" Ryan, two prep basketball players.



A NEW LODGE in Swanton, Ohio, received donations of lodge equipment from other lodges in the area. PDD Kenneth Kidd, district new lodge chairman, Bowling Green, was responsible for the project. SP M. B. Letzelter (second from left), Steubenville, presented the lodge's membership in the state association. Alvin C. Kahle (third from left) is the lodge's first Exalted Ruler. DDGER Richard J. Baker, Findlay, presented the dispensation.



EXALTED RULER William H. Wyrick Jr. of El Reno, Okla., Lodge presented a check for \$763.75 to George Auld, president of the Oklahoma major project. The money will be used for work in the Youth Camp, the hearing and sight screening unit, and the cerebral palsy center.

RITUALISTIC CHAMPS of Ohio are the Lima Lodge officers. With their trophies are (seated, from left) Est. Lead. Kt. Art Stimmel; PER Edward A. Shirey; Est. Loyal Kt. Donald Prochnow; Est. Lect. Kt. Charles Dale, and (standing) PER Howard H. Brinkman; Esq. George Miller; Chap. Jack Fummi; In. Gd. Ralph E. McClain, and PDD Richard B. Taylor, coach.



Revival of A Steamboat Romance

by Phyllis Tamor

■ IF IT'S TRUE that love is better the second time around, the romance between America and the Steamboat Delta Queen is happily on again.

The Delta Queen was to be retired at the end of her 1970 season and could look forward to nothing more exciting than being a floating restaurant or an excursion boat. Those who loved her resented America's one remaining vacationing steamboat being included in the 1966 Safety-at-Sea law, designed for ocean-going vessels.

The law, which made it mandatory for ships carrying 50 or more overnight passengers to be constructed of steel, provoked millions of former passengers, steamboat buffs, travel writers, and interested citizens to write to their Congressmen, President Nixon and the chairman of the Merchant Marine Committee to protest. They insisted that

"their" beautiful steamboat Delta Queen, with a steel hull but a teak and mahogany superstructure, should not be classed with the larger ocean-going ships.

The Delta Queen, they insisted, was always in sight of shore, as she plied the Ohio, the Tennessee, the Cumberland and the Mississippi Rivers. She could reach the riverbank in less than five minutes, should an accident occur. They argued that the grand old stern-wheeler was sprayed with fire-retardant paint, was patrolled 24 hours each day and held fire drills for passengers and crew with constant regularity.

But, alas, it appeared that the pleas of the would-be savers of the last remaining paddlewheeler would be to no avail. The 91st Congress was about to adjourn and the bill to save the boat was not brought before Congress. The

"Save the Queen" campaign, the lapel pins, the bumper stickers, the dozens of editorials and countless letters—all seemed to be for a lost cause. But romance—and justice—always triumph in story books and this time they won in the Congress of the United States, too! The Delta Queen received a reprieve.

The U.S. House of Representatives, at the 11th hour, passed a bill by an overwhelming majority. The Delta Queen had won a three-year right to cruise the inland waterways. On New Year's Eve, at Camp David, Maryland, President Nixon signed the Delta Queen bill into law.

And the grand lady herself? She began a program of safety improvements in preparation for her 1971 season.

Among the improvements are the NASA-tested fire retardant materials



Once doomed to oblivion, the proud Delta Queen is now destined for immortality.

which will be applied to the Queen. In addition, her hull section will be renewed and replated. A new diesel electric power plant will be installed, as well as additional emergency pumps and an automatic fire detection system. The grand dame of the inland waterways is undergoing a safety treatment that will enable her to sail legally and proudly on the rivers.

Her busy 1971 schedule began with a National Trust for Historic Preservation cruise to Memphis and another National Trust trip from Memphis to Cincinnati. She was ready to meet the general public on April 30 in Cincinnati as she opened her cruise season with the annual Kentucky Derby weekend to Louisville. Later she'll travel at her 18th-century speed of eight miles per hour to St. Louis, Hannibal, Pitts-

burgh, New Orleans and Kentucky Lake.

So the Delta Queen, in 1971, is truly a Victorian vessel with a space-age hide. To her "lovers," she's still the same beauty as always. After all, the most important features are still there. Captain Ernest Wagner, for the tenth year, is her Master. His crew is the same devoted group, most of whom have spent many years on the boat. The chief steward, Franklin Myles, serves the same superb cuisine which helped make the Queen a floating gourmet's paradise; and the Mark Twain Lounge still boasts the mint juleps which serve as riverboat thirst quenchers.

The big red paddlewheel is still at the stern of the steamer, paddling lazily down the river. And passengers will never forget the calliope. It's there where it's always been, ready for an

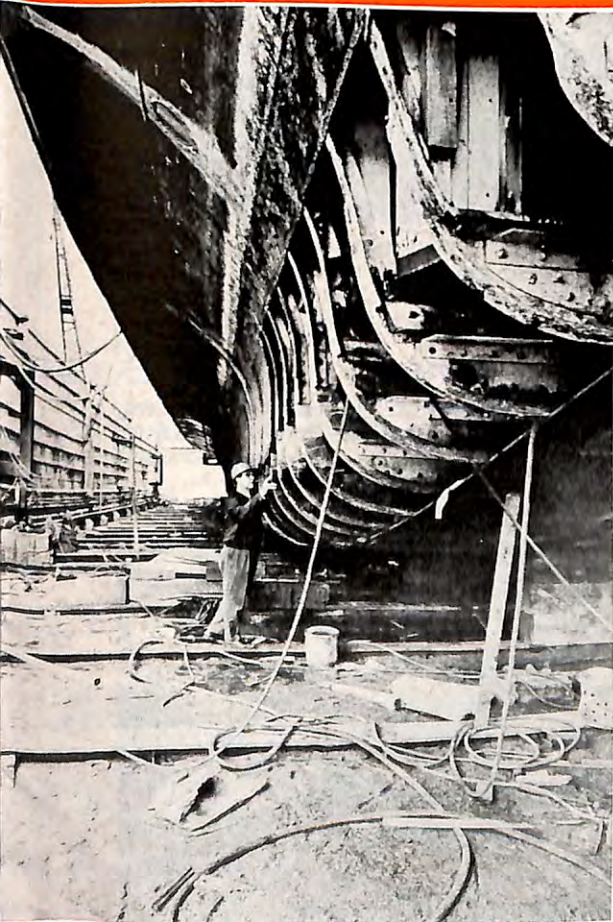
expert's touch before "Waiting for the Robert E. Lee" can be heard.

Justice has been done. Love has won the battle as the Delta Queen again rekindles the memories and the nostalgia of another era, steaming through three more seasons happily and safely.

What a pity it would have been if things had gone the other way and the grand lady of the river had been forced to retire. As Jack Simcox, writing for the Kentucky Post, said in his editorial,

"The Delta Queen falls victim to a penchant for renewal that on occasion borders on obsession in this throw-away age in America. The passing of the Queen does not auger well for the ecology of the spirit."

The Delta Queen has been saved and the romance revived—at least for a little while longer. ■



The last of the Mississippi paddlewheelers, the Delta Queen, undergoing safety treatment (with the assistance of the National Aeronautics and Space Administration), has added to her impressive list of advanced features an emergency diesel electric power source, emergency pumps for sprinklers, fuel and fire hydrants, an automatic fire detection system, and an emergency communications system. NASA recommended fire-retardant paint. Now travelers can tour the Mississippi in safety, sampling the Delta Queen's generous portion of entertainment "back-home style" (right) as they go.



(Continued from page 39)

Engineers in huddled consultations decided that there was only one way to challenge the flood. Out along 1,200 miles of the main line went electrifying orders. The railroad was to be mobilized to haul rock to beat the Colorado. Every available flatcar was to be pressed into service. All trains were to be pushed onto sidings to give the rock cars the right of way.

At night the work went on in the bright glare of searchlights. The whole operation was a bedlam of noise in which the shouts of men were drowned by rumbling freight trains, shrieking locomotives, and the angry thunder of the river itself.

While the world watched this strange drama in the dessert, the end came suddenly on February 11, 1907. The water rushing into that fatal ditch slowed to a trickle and then stopped. The Colorado, finally thwarted by the barrier of rock, went back into its ancient bed.

Years later, Harriman, whose railroad still had not received a cent of government compensation for its gigantic battle, visited the valley. Had he ever regretted his gift to the nation?

For an answer, Harriman looked out over the lush green acres that, except for him, might have been just the desolate floor of an inland sea.

"The Imperial Valley was worth it," he said simply. ■

Obituaries



PAST STATE PRESIDENT of the Ohio Elks Association, Walter J. Beer, a member of Lima, Ohio, Lodge since 1936, died May 8, 1971, at the age of 65.

Brother Beer served as Exalted Ruler in 1947-1948. He was elected State President in 1953 and was appointed GL Americanism Committeeman in 1970.

Elks memorial services were held May 10 at the lodge. Grand Trustee E. Gene Fournace gave the eulogy; State Trustee Sam Fitzsimmons gave the Eleven O'Clock Toast.

PAST DISTRICT DEPUTY William C. Moore, a life member of New Bern, N. C., Lodge, died January 5, 1971 at the age of 70.

Brother Moore served as Exalted Ruler of New Bern Lodge for 1930-1931, was appointed District Deputy Grand Exalted Ruler for his state's East District for 1938-1939, and was reappointed to serve 1939-1940. He also served as his lodge's Treasurer for 25 years.

SPACE AGE COLUMBUS

(Continued from page 29)

and progress were carefully evaluated; and, lo and behold, the ashen-haired Miss Baker got the call.

On the scheduled launch day, space technicians carefully fitted Miss Baker with an especially designed helmet of molded plastic over chamois, covering a bed of silicone and foam rubber. And, even though the monkey seemed unimpressed, one technician later described her outfit as "stunning."

Liftoff of the giant Jupiter missile came about right on schedule. Its boosters shot the nosecone nearly 350 miles into space at speeds of up to 10,000 miles an hour, then fell away, allowing the nosecone to drop back to

earth where it splashed down safely in the Atlantic.

When a Navy diver opened the hatch to inspect the cargo, out popped Miss Baker, who promptly rewarded her rescuer with a good, solid bite . . . said to be a normal reaction. Immediately she was given a banana and a cracker; and she rolled over and fell asleep, content for her return trip to Washington.

Later, in an unprecedented Capitol-city press conference, reporters called Monkey Baker an excellent subject . . . quite a ham, and full of shenanigans! But then, what else could they expect? Monkey business is right up Miss Baker's alley! ■



A full-scale rocket exhibit is one of the featured attractions at the Alabama Space and Rocket Center. An actual Apollo/Saturn V moon rocket is displayed on its side for close-up inspection by visitors. The state-owned, space-age exhibit is open daily and has attracted thousands of visitors since opening in March, 1970. Promoted as Earth's largest space exhibit, the Center is designed to inform all ages of the United States' efforts to explore space for peaceful purposes.

Spaceships, moon buggies, rocket engines, and exhibits of vehicles and instruments used in space fill the multi-million-dollar Space Center. The new Center, the Earth's largest space exhibit, highlights the equipment used by U.S. astronauts to explore the moon.





Digest of

annual reports

Submitted to the Grand Lodge at New Orleans, July, 1971

This digest consists of excerpts and summaries of the Annual Reports of the Grand Exalted Ruler, the Elks National Service Commission, the Elks National Foundation, the Elks National Memorial and Publication Commission, the Board of Grand Trustees, and the Grand Secretary



Glenn L. Miller

Grand Exalted Ruler

No one can fully and completely appreciate the Benevolent and Protective Order of Elks of the United States of America, but, if every member of our Order, and all true Americans knew all that our Order has accomplished and is still doing, our Order would be eulogized so highly that all the news media would be deluged with facts so nothing else would be published, or heard for weeks.

I am indeed proud of our Order, the greatest and largest patriotic fraternity in the United States. During this year, in all our travels and visitations, I can truthfully say that my wife and I saw no Elk or his wife who would not be a welcomed guest in our home. We must, as an Order, always help our Community image so that our prestige everywhere will be recognized as superb.

With all that is being accomplished by our Lodges and State Associations, I am confident that "ELKS SERVE AMERICA"!

One of the best programs sponsored during this year has been successfully administered by our Grand Lodge Committee. Our Lodges and State Associations have responded to all suggestions sent them, and in many instances have

added programs which increased the effectiveness of the patriotic efforts to instill in all Americans greater participation in the safeguard of liberty for all within the borders of our country.

My speeches before thousands of our Brothers, their wives, and guests, have stressed the need for Law and Order, which is so necessary to be maintained if our country is to survive as a Republic.

We shall continue to support those dedicated teachers who are instilling in our youth the basic fundamentals of a free America, with law and order being maintained, but shall openly criticize those who lead and encourage our youth in the destruction of property, the interference with the proper administration of any school, college, or university and the disregard of the rights of all students to attend classes and secure an education.

We shall continue to support law enforcement agencies who have been striving to maintain law and order, which is so vital to the preservation of any society.

A "Know Your State Government" contest should be added either to the duties of the Americanism Committee, or the Youth Activities Committee. It was initiated in Alaska, and has been most successful.

I am sincerely grateful to Edward L. Harbaugh, and all the members of his Committee for the splendid work they have done. I therefore urge and recommend to my successor that he carry on the present programs of the Americanism Committee, and add to it if possible, so that all, old and young, may know that "ELKS SERVE AMERICA"!

RECOMMENDATIONS

1. Youths of 18 years of age must assume their full responsibilities as citi-

zens. A program should be initiated and sponsored by either the Youth Activities Committee or the Americanism Committee teaching these youths more about our Government. I recommend a "Know your Government" program which has been sponsored for several years by the Alaska Elks Association, but limited by them to State Government. The program should include local, State and Federal Government with appropriate awards given in recognition of those young people engaged in this activity.

2. I recommend that the word "Lapsation" in designating the Lodge Lapsation Committee be changed to "Retention Committee" by amending Section 134b.

3. I recommend that a program with slides, accompanied by proper comments by a commentator on Americanism be made available for presentation to High Schools and Civic Clubs, similar to a program prepared by the California/Hawaii State Association in Americanism Committee.

4. I recommend emphasis on an all-out program on the dangers of the use of drugs, sponsored by the Youth Activities Committee or the Americanism Committee.

5. I recommend that it be made mandatory for each Lodge to have a Publicity Committee to secure proper and adequate publicity of the activities of the Lodge and the Grand Lodge, and that the Director of Public Relations of the Grand Lodge furnish all necessary assistance therefor.

6. I recommend the continuation of the Most Valuable Citizen's Award in each community, and the institution by each State Association of an award at its annual convention to the Most Outstanding Citizen of such state.

7. I recommend the continuation of the

Youth Activities Program of the Basketball Free-Throw Tournament and that each Lodge be required to participate in the promotion thereof.

8. I recommend that Section 10a of Article IV be adopted to read as follows:

Section 10a: The Grand Exalted Ruler with the consent of the Grand Lodge Advisory Committee, by Executive Order, may abrogate any provision of the Constitution and Statutes deemed to be to the best interest of the Order, which Executive Order shall remain in force until presented for approval or rejection at the next Session of the Grand Lodge.

Our Order has experienced many difficulties and has perhaps been confronted with more problems during this past year than ever before. Throughout my term of office as Grand Exalted Ruler, I have been blessed with the support, guidance, counsel and advice of those great men who have, and are now serving our Order so nobly and unselfishly, our Past Grand Exalted Rulers. I am so grateful to each of them for helping me through these perilous times. I shall also cherish their friendship and good-will.

I am especially grateful to my friend and sponsor, Edward W. McCabe, who assumed this sponsorship upon the death of a dear friend of mine, Fred L. Bohn. Ed and his wife, Maggie, have helped Margaret and me more than words could tell, and we shall always thank both of them for their many kindnesses and thoughtfulness on so many occasions.

My District Deputies, Special Deputies and all Grand Lodge Officers have served me so well, and they should have pride in the many accomplishments of the past year, proving that "ELKS SERVE AMERICA"!

National Service Commission

William J. Jernick
Chairman



There would be no greater tragedy for America's leading patriotic fraternity if the expression "Out of Sight—Out of Mind" were to be applied to our nation's armed forces in general and our hospitalized veterans in particular.

We take no position in controversies surrounding the validity of any war. Our primary concern is for the veterans

suffering the hurts of conflict and confined behind hospital walls—out of sight—but never out of our minds.

At the close of World War II, Grand Lodge knew that public memory is short and is dimmed by time. A solemn pledge was made, "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him." It was a popular slogan at the time and its sentiments were shared by everyone. Soon, however, the welcome home parties were over; the neighborhood servicemen's honor rolls fell apart with neglect; the marching bands were stilled; the flags stopped waving; the once proudly worn discharge pins disappeared from coat lapels; normalcy slowly returned and the war was best forgotten. There are adult generations today to whom World War I and World War II are subjects they studied in history classes.

To hospitalized veterans, however, the war was still very real and not easily forgotten. War wounds were constant reminders. The Elks' pledge was implemented for them. Just as soon as a Veterans Administration hospital was opened and patients admitted, a Committee of Elks and their ladies were on hand to lend cheer and encouragement. Programs of regularly scheduled entertainment were established. Funds for programs are always necessary. In order to maintain a schedule at each hospital without interruption, a per capita tax was assessed. Thus, in addition to the dedicated work by the hospital committee on the scene, every Elk contributed through his dues per capita. True, the small 20c a year amounts to less than 2c a month for each member, yet it supplies the essentials to assure continuity. The month-to-month, year-to-year task is not an easy one. The Elks National Service Commission, through its local committees service 189 Veterans Administration and service hospitals. In the 166 Veterans Administration hospitals, there are 62,115 general medical and surgical beds; 34,784 psychiatric beds; 12,823 domiciliary beds; 759 restoration center beds; 5,155 nursing home care beds; for a total of 115,636 beds caring for more than 843,000 men and women patients each year.

Vietnam returnees who are still in service hospitals can soon be expected to join their comrades of other wars in Veteran Administration hospitals when they are discharged from service. There are no definite statistics at this time as to their total number.

Thus, we anticipate that our work will increase in the years ahead. This will require more help from the individual lodges. Our present committees, many that have been serving faithfully for over 25 years, will need assistance.

The program for the Fiscal Period April 1, 1970, through March 31, 1971, was financed through revenues totaling \$355,220.25 from the following sources: Grand Lodge Per Capita Assessment Collections \$301,915.80; appropriation approved and adopted by unanimous vote at the 1970 Grand Lodge Session \$15,000.00; interest income realized from U.S. Treasury Bills, Certificates of Deposit, Time Deposits and Savings Accounts \$38,304.45.

For the same Fiscal Period, program and administrative expenditures totaled \$341,911.58. The difference between total revenue and total expenditures reflects a net surplus for the year of \$13,308.67 which, when added to funds available on April 1, 1970, amounting to \$508,943.33, leaves a balance on hand as of March 31, 1971, of \$522,252.00.

Our warm congratulations and grateful appreciation are extended to our Hospital Committees through the Country. Careful planning and excellent management of funds on their part are largely responsible for the fine results of the past year.

Our Order is particularly fortunate in that we have an abundance of sincere support from the very heart of Elkdom—the subordinate lodge officers and members, without which no activity, however worthy, could ever succeed. We are also confident that the practice of augmenting the carefully budgeted hospital allocations by contributions from individuals, lodges and State Associations will continue. Herein lies the success we have enjoyed in the past year. With this cooperation the hope to have the Elks program the finest in the nation will be realized. Just as it is true that wars cannot be won without foot soldiers and the support of their families so our war against sickness, disability and discouragement could not be won without the loyal service from the backbone of our Order, the subordinate Lodge and its members.

Elk's National Foundation



John L. Walker
Chairman

Increased contributions, a conservative investment program, and sales of securities have resulted in another record year financially for the Elks Na-

tional Foundation. The Foundation's annual report for the fiscal year April 1, 1970 through March 31, 1971, reveals contributions totaling \$1,117,745.19, bringing the 43-year cumulative figure to \$17,874,654.44 in donations. Sales during the year brought the cumulative gain on sales of securities to \$1,133,780.74.

During the 1970-71 fiscal year the Foundation experienced its largest year of contributions by Individuals, Lodges and State and District Associations in the history of the Foundation, an indication that the individual member is becoming apprised of the importance of the benevolent agency which has been created in our Order.

The following report of disbursements, made possible through the gifts of members and philanthropic-minded individuals outside our Order, contains no item of expense for administrative purposes. The Foundation emphasizes again that as the Order's principal benevolent trust, it makes no deduction from income to defray administrative costs. During the past fiscal year these costs amounted to \$140,608.89 and were paid by the Grand Lodge.

Disbursements from Foundation income in 1970-71 totaled \$993,961.85 and were distributed in the following manner:

State Association Projects—\$414,500.00. Foundation funds assist State Associations with established major projects and those being organized. The success of the program is reflected by an increase of \$147,350.00 in disbursements over last year.

Scholarships Allocated to States—\$208,533.00. Scholarship awards to students nominated by State Association scholarship committee judges.

"Most Valuable Student" Awards—\$181,480.00. This program provides scholarship awards ranging from \$700.00 to \$2,500.00 to outstanding students selected by State and National judges.

Emergency Educational Fund—\$151,848.85. This fund makes scholarship assistance available to the children of any Elk in good standing who lost his life or has become totally incapacitated.

Youth Leadership Awards—\$33,000.00. The Foundation makes this sum available annually to the Grand Lodge for its program awards to youth with outstanding leadership qualities.

Nathan O. Noah Scholarship Trust Fund—\$2,200.00.

T. L. Bear Fund (Grants for Vocational Training)—\$2,400.00.

The annual report states that no part of the principal fund is distributed for any purposes; it is income earned through wise investment that perpetuates our charitable programs.

We invite our members to read the statistics of the Foundation's annual report, particularly those holding office and charged with leadership, and decide for themselves whether they and the areas under their Elks guidance are supporting the Elks National Foundation as generously as they should. Appreciation is expressed to all whose contributions have made it possible for the Foundation to gain the recognition it enjoys throughout the Order today.

Board of Grand Trustees



Francis M. Smith
Chairman

Following the close of the Grand Lodge Session and Installation of Officers in San Francisco, California, July 16, 1970, the Board of Grand Trustees met, organized and elected Francis M. Smith as Chairman; George T. Hickey, Vice-Chairman; H. Beecher Charmbury, Secretary; E. Gene Fournace, Home Member; John B. Morey, Pension Member; Joseph A. McArthur, Approving Member; W. Edward Wilson, Building Applications Member-East; and Wayne A. Swanson, Building Applications Member-West.

The Board held meetings during the year as follows: October, 1970, Elks National Home, Bedford, Virginia; February, 1971, Delray Beach, Florida; May, 1971, Elks National Home, Bedford, Virginia; and starting July 15, 1971, at the Fairmont Roosevelt Hotel, New Orleans, Louisiana. This last meeting will adjourn at the conclusion of the Grand Lodge Session.

By direction of the Grand Lodge in session in San Francisco, California, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler Frank Hise, to retiring Chairman of the Board of Grand Trustees, Francis P. Hart and to the retiring Vice-Chairman of the Board of Grand Trustees, Roderick M. McDuffie.

The Board reviewed the limits of the Fidelity Bond covering all Officers, officials and employees of the Grand Lodge and considered these amounts to be adequate.

The Board reviewed the coverage and limits of insurance on the buildings and other property of the Elks National Home and its operations and they have been adjusted to conform with the best judgment of the Board.

The New England Merchants National Bank of Boston, Massachusetts continues to act as investment counselors for the investments of the Grand Lodge.

There were 41 former employees receiving pensions totalling \$4,061.09 monthly or \$48,733.08 per year.

From May 10, 1970, to April 26, 1971, the Board received and reviewed 284 applications from Subordinate Lodges requesting approval to purchase, sell, erect new buildings, make alterations, or additions to existing buildings, purchase new furnishings, and to place mortgages upon their property. Authorization was granted by the Board and concurred in by the Grand Exalted Ruler for all of said applications in an amount totaling \$30,627,250.60.

National Memorial and Publication Commission



Wade H. Kepner
Chairman

In describing the Elks National Memorial it is difficult to avoid superlatives. The majesty of its architectural design, the beauty of its interior, its masterpieces of art, have lead artists, poets, critics and laymen alike to acclaim its perfection and to accord it high place among the notable memorials of the world.

While the Building was originally dedicated in July, 1926 as a memorial to the Elks who served in World War I and particularly to those who made the supreme sacrifice in that conflict, 20 years later it was rededicated to include not only those members of the Order who served in World War I but also all members of the Order who served in World War II.

The Fidelity Appraisal Company of Milwaukee, Wisconsin, in its most recent report, has appraised the Memorial Building at a replacement cost of \$8,280,000.00 and a sound value of \$6,210,000.00.

There have been printed approximately 50,000 Memorial books. Of these approximately 2,600 copies are still available for sale at the price of \$2.25 per copy. "The Story of Elkdom" is the title of the latest edition and it not only reports the accomplishments of the Order but presents in full color

many of its beautiful murals and other artistic embellishments. Orders should be mailed direct to the Building in Chicago, Illinois.

During the past year more than 52,000 people visited the Building. Since its erection total visitors number over 2,940,000. Expenses covering maintenance of the Building are paid from the earnings of *THE ELKS MAGAZINE*.

THE ELKS MAGAZINE

During its 49 years of existence, the aggregate surplus earnings of the Magazine have amounted to \$11,387,345.63. From this sum there has already been turned over to Grand Lodge a total of \$9,737,799.49, including the cost of maintenance of the Memorial Headquarters and Magazine buildings, an average of approximately \$200,000.00 per year. The amount so turned over to Grand Lodge has been used for various purposes, such as the building of an addition to the Elks National Home in Bedford, Va.; the decoration of the Memorial Building with murals, statues, and other decorative features; the operation and maintenance of the Memorial Headquarters and Magazine buildings, including extraordinary repairs and replacements; contributions to the Elks War Commission, the Elks National Foundation, the Grand Lodge Elks Disaster Fund, a Grand Lodge Reserve Fund, and for general Grand Lodge expenses.

If it had not been for the payments so realized from the Magazine by Grand Lodge, the per-capita tax for many years would, of necessity, have had to be increased, but as a result of such transfers from surplus earnings the Grand Lodge budget has been balanced, provision made for a Reserve Fund, and other expenditures, such as hereinbefore set forth, have been made.

Earnings from Magazine operations for the fiscal year ended May 31, 1971, totalled \$383,114.07 compared to \$379,216.04 for the preceding year.

A total of \$725,040.55 was realized from the sale of advertising space during the year reported—a tribute to the loyalty of our readers who consistently patronize the products advertised in its pages.

PUBLIC RELATIONS

THE 106th GRAND LODGE CONVENTION produced excellent publicity for the Elks in California and nationwide. The San Francisco and Bay Area newspapers were very cooperative. They carried a total of 72 favorable news items including 20 photographs. The Associated Press moved seven stories and four wirephotos to its subscribers and United Press International

transmitted six stories and one photo. Local radio and television gave us extensive coverage, all good with two exceptions which dealt with the membership requirements.

In preparation for the convention there was produced and distributed to approximately 235 Bay Area daily and weekly newspapers and radio and television stations a press kit containing 10 background articles covering the history and programs of the Order and a photo of the Grand Exalted Ruler and the official insignia. This was distributed a week before the convention opened.

During the convention 20 general releases were distributed; a special photo and a story to the Oakland TRIBUNE; individual stories on Grand Exalted Ruler Miller's election to five specialized publications; special stories on the election of officers to their hometown papers and a special release on the election to Bay Area papers; also distributed were photos of Brother Miller with his District Deputies to the newspapers in their districts. Stories were sent to hometown papers on appointments to Commissions and Committees.

Publicity materials were supplied in advance of Brother Miller's visits to lodges and State Associations. Also, blowups of his photo and other special materials were furnished on request.

In November all lodges were provided with a news release announcing the expanded scholarship program offered by the Foundation. In May there was released to the Associated Press and United Press International bureaus in Chicago a story on the major scholarship winners. This was supplemented with a release to each of the 21 lodges that sponsored these winners. At the request of the Scholarship Chairman of Tennessee a special story was prepared for him on that State's 58 winners listed by cities.

The news services were also furnished a sidebar featuring a 42-year-old woman who won second place in the girls' division and a blind girl who won third place.

In April a story was released to the press associations' Chicago bureaus on the winners of the Elk National Youth Leadership Contest. Copies were sup-

plied to the six sponsoring lodges for local use. The release contained brief sketches descriptive of the six winners.

In May the drafting of copy for the "Lodge Publicity Guide" was completed and sent to the printer. In June two copies were mailed to each lodge, and copies will go to all Grand Lodge officers and committeemen, District Deputies and State Association publicity and public relations chairmen.

Grand Secretary



Homer Huhn, Jr.

During the year ended March 31, 1971, our Subordinate Lodges added to their membership rolls 119,263 by initiation, 21,369 by dimit and 10,687 by reinstatement. In the same period 80,031 were dropped from the rolls for nonpayment of dues, 113 were expelled, 35,306 granted dimits and 23,188 lost by death. The total membership of the Order as of March 31, 1971 is 1,520,731, showing a net increase of 12,681. The total number of Lodges on March 31, 1971 is 2,164.

The Grand Lodge holds in its various investment accounts United States Government, other securities and cash in the following amounts, at cost:

General Fund	\$1,371,738.39
Reserve Fund	707,245.81
Home Fund	569,225.14
Emergency Charity Fund	146,997.00
Uninvested Cash	405.85

Current assets of the Grand Lodge are \$3,527,504.38 and fixed assets are \$2,012,098.35 making the total assets of the Grand Lodge \$5,539,602.73.

At the San Francisco Session of the Grand Lodge, the Elks National Memorial and Publication Commission turned over to the Grand Lodge, from surplus earnings of The Elks Magazine, the sum of \$130,000.00 which amount was credited to the General Fund of Grand Lodge and was of material assistance to the Board of Grand Trustees in making up the final budget.

NEW LODGES

Granted By Grand Exalted Ruler Frank Hise:

GRANTED DISPENSATION	NAME AND NUMBER OF LODGE	INSTITUTED
9-26-69	Jackson, Cal., No. 2426	6-27-70
12-16-69	Calpine, Cal., No. 2432	
3-24-70	Reseda, Cal., No. 2443	
4- 8-70	Mission Viejo, Cal., No. 2444	
4-13-70	Cupertino, Cal., No. 2445	
5- 5-70	Denton, Texas, No. 2446	6- 6-70
5-18-70	Mid-County (Nederland), Texas No. 2447	5-30-70
5-21-70	Ludlow, Mass., No. 2448	6-28-70
6-16-70	Palmetto, Fla., No. 2449	
6-17-70	Holbrook, Ariz., No. 2450	

Granted By Grand Exalted Ruler Glenn L. Miller:

GRANTED DISPENSATION	NAME AND NUMBER OF LODGE	INSTITUTED
11- 7-70	Calpine, Cal., No. 2432	
	Reseda, Cal., No. 2443 (Dispensation granted by ER Frank Hise— institution still pending)	
9-26-70	Mission Viejo, Cal., No. 2444	
7-18-70	Cupertino, Cal., No. 2445	
9-27-70	Palmetto, Fla., No. 2449	
8- 1-70	Holbrook, Ariz., No. 2450	
2-21-71	Florham Park, N.J., No. 2451	
8-30-70	Poplar Bluff, Mo., No. 2452	
10- 4-70	Middlesboro, Ky., No. 2453	
10-18-70	Northdale (N. Syracuse), N.Y., No. 2454	
1- 3-71	High Ridge, Mo., No. 2455	
3-14-71	Monte Vista, Colo., No. 2456	
3- 7-71	New Egypt, N.J., No. 2457	
3-13-71	Seaford, Del., No. 2458	
2-21-71	Henderson, Tenn., No. 2459	
3- 6-71	Randolph Area, Texas, No. 2460	
3-21-71	Altoona, Pa., No. 102	
4-25-71	Rolla, Mo., No. 2461	
4-18-71	Swanton, Ohio, No. 2462	
	Coral Springs, Fla., No. 2463	
	Ramapo Valley (Suffern), N.Y., No. 2464	
	Calverton, Md., No. 2465	

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with total moneys expended for the same during the Lodge year from April 1, 1970 to March 31, 1971:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 677,041.28
Summer Outings, Camps and Health Resorts	435,371.44
Cerebral Palsy	1,131,436.37
Crippled Children	1,148,394.56
Medical Aid and Hospitals	550,042.81
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,163,824.86
Elks National Foundation	485,429.81
Youth Work (except for scholarships, free textbooks, etc.)	1,639,348.72
Scholarships, Free Textbooks, etc.	674,152.63
Red Cross, Salvation Army, etc.	226,220.05
Veterans' Relief	248,111.77
Miscellaneous	840,109.75
Flag Day, Constitution Day, Fourth of July, etc.	323,650.57
*Total	\$9,543,134.62

STATE MEMBERSHIPS, GAINS AND LOSSES—1971

Lodge Year Ended March 31, 1971

State	Membership	Gain	Loss
Alabama	8,277	379	
Alaska	9,372	99	
Arizona	23,877	399	
Arkansas	4,932	273	
California	164,805	993	
Canal Zone	2,108	189	
Colorado	40,772	1,212	
Connecticut	29,100	583	
Florida	46,897	1,863	
Georgia	19,221	146	
Guam	278	1	
Hawa'i	1,819		121
Idaho	21,258		1,048
Illinois	69,791		1,681
Indiana	52,034	205	
Iowa	28,842		283
Kansas	31,566	485	
Kentucky	7,546	102	
Louisiana	4,557	232	
Maine	7,324	793	
Maryland, Delaware, Dist. of Columbia	17,426	751	
Massachusetts	50,185	916	
Michigan	57,251		946
Minnesota	19,541	604	
Mississippi	4,763		37
Missouri	15,328	651	
Montana	24,439	286	
Nebraska	31,838	206	
Nevada	7,577		291
New Hampshire	8,265	224	
New Jersey	48,764		396
New Mexico	14,760	884	
New York	80,601	950	
North Carolina	15,793	331	
North Dakota	26,299	673	
Ohio	59,852		29
Oklahoma	14,333	537	
Oregon	81,215	1,763	
Pennsylvania	96,343	241	
Philippine Islands	541		8
Puerto Rico	327		34
Rhode Island	7,585		23
South Carolina	8,956		244
South Dakota	16,087	932	
Tennessee	14,523		59
Texas	27,714	1,089	
Utah	10,652	724	
Vermont	8,290	19	
Virginia	14,323	140	
Washington	104,517		1,125
West Virginia	20,262		173
Wisconsin	24,026		1,071
Wyoming	13,979	307	
Total	1,520,731	20,216	7,535
Net Gain		12,681	

ACTIVITIES BY STATE

The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period April 1, 1970, to March 31, 1971:

State	Amount	State	Amount
Alabama	\$ 87,046.58	Nebraska	\$ 135,488.09
Alaska	80,311.04	Nevada	40,118.45
Arizona	171,545.11	New Hampshire	53,279.61
Arkansas	24,305.49	New Jersey	626,240.20
California	1,440,495.25	New Mexico	117,469.74
Canal Zone	17,063.92	New York	586,846.67
Colorado	313,779.74	North Carolina	114,690.76
Connecticut	201,959.23	North Dakota	96,138.97
Florida	400,630.12	Ohio	231,097.17
Georgia	147,460.75	Oklahoma	133,926.30
Guam	8,722.00	Oregon	362,972.87
Hawaii	20,811.95	Pennsylvania	495,841.54
Idaho	133,642.11	Philippine Islands	3,040.00
Illinois	248,857.18	Puerto Rico	1,873.50
Indiana	235,990.37	Rhode Island	63,280.63
Iowa	71,404.28	South Carolina	75,805.19
Kansas	119,773.76	South Dakota	57,618.18
Kentucky	40,766.33	Tennessee	99,269.58
Louisiana	37,400.83	Texas	224,213.64
Maine	43,000.11	Utah	124,053.89
Md., etc.	133,794.90	Vermont	79,588.94
Massachusetts	468,326.13	Virginia	90,492.81
Michigan	248,439.52	Washington	465,975.44
Minnesota	99,524.07	West Virginia	81,271.48
Mississippi	27,165.32	Wisconsin	100,012.84
Missouri	101,151.41	Wyoming	51,224.66
Montana	107,935.97		
*Total.....\$9,543,134.62			

*This amount does not reflect additional amounts over and above the participating contributions by Subordinate Lodges that have been expended by State Associations on charitable activities.



The foregoing Digest of Annual Reports was prepared by the staff of THE ELKS MAGAZINE from texts of the official reports involved. Each of the reports was published separately in its entirety. In addition, the Grand Exalted Ruler, the Grand Secretary, and the several Chairmen presented supplementary remarks at the Grand Lodge Session held in New Orleans, July 18-22. These remarks appear in the printed Proceedings of the Grand Lodge Session.

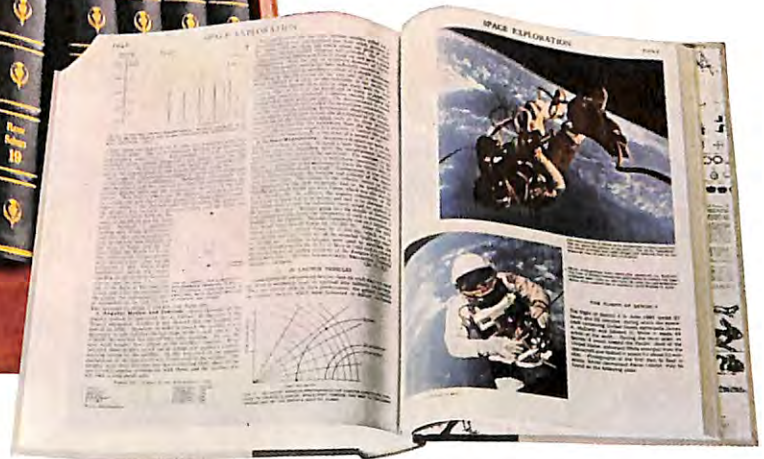
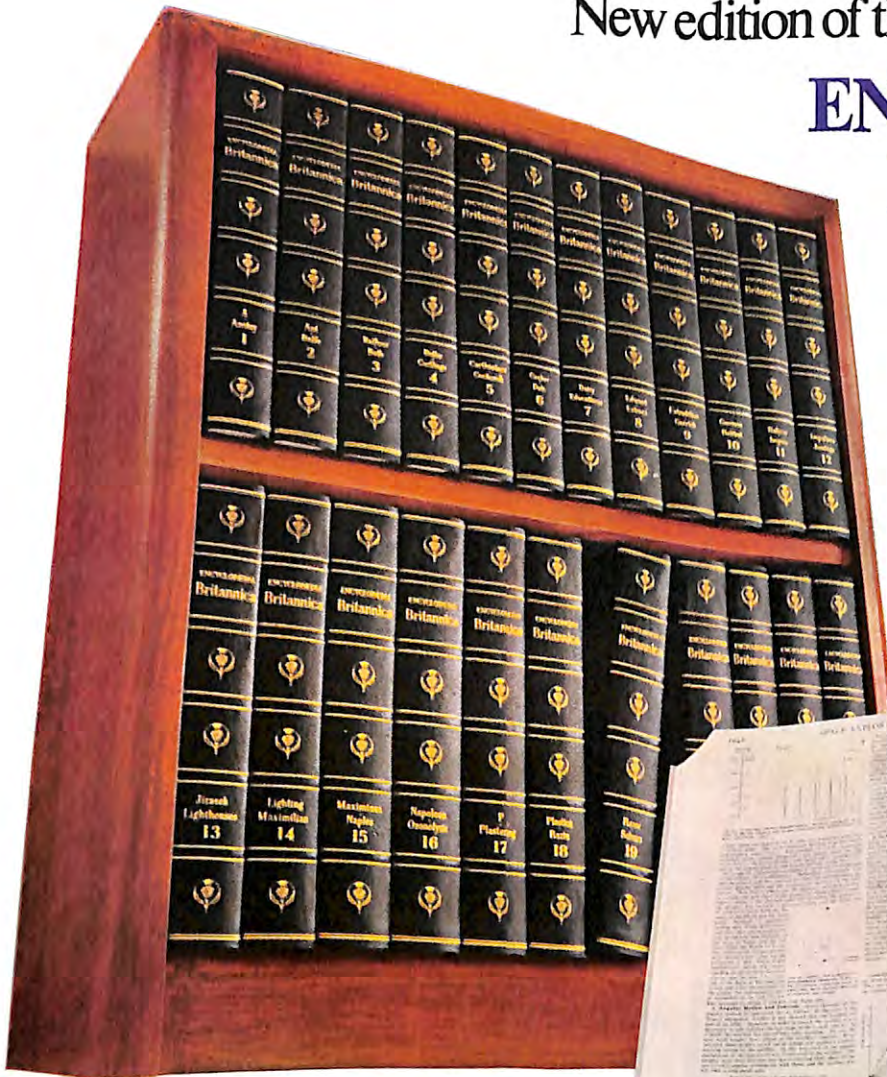
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Social Trends - Which Way

THERE ARE VISIBLE, and rapidly becoming more so, certain trends in various areas of human activity which may indicate that we are approaching one of those watersheds, perhaps a major one, in affairs of mankind.

The movie makers are losing so much money on their pornographic films that they are giving serious consideration to the production of movies that deal not with the skin but what's under it. What is the world coming to?

Then, the Wall Street Journal sent a shiver through not only the financial community but all society recently with an article that reported that rock music seems on its way out. If that dismal prospect proves true it will put a strain on the social structure too severe to be withstood.

The next thing you know the hippies will become so disenchanted at the widespread adoption of their garb and manners by the squares that they will begin to dress up and bathe just to be different again. And if this trend continues, women might just begin to wear clothes on the street again. Fortunately, there doesn't appear to be any reason to fear the return of Modesty from the limbo to which she was consigned long ago.

It is true that there are cycles in styles and morals just as there are in the price of wheat and the sex life of herrings.

Nevertheless, there is as yet no evidence that we are about to witness a return of the dreadful Puritan ethic or a resurgence of the depressing middleclass mores that proved to be such a drag on the development of our society until it was freed by apostles of perpetual adolescence.

The forces ascendant in our society give cause only for hope for the future despite such temporary aberrations as the turn away from movie pornography. After all, a society that sanctioned the practical outlawing of tobacco can be confidently expected to legalize marijuana as urged by so many leaders influential in the drive to expand human freedoms.

Similarly, the progress made toward the social acceptance of homosexuality, indeed, its approval and active promotion, is another sign of the inherent strength of our society and a reassurance that we are not likely to slip back into the repressive morality of yesterday.

Yes, indeed. Everything seems to be for the best in this best of all possible worlds.

Summertime Made For Elks

SUMMERTIME IS outdoor time and all over America the Elks and their families are enjoying good times together at picnics, barbecues, clambakes and other outings under the open skies.

Having fun together is an old Elk tradition, and it's good to know that rather than dying out this tradition is becoming more firmly rooted than ever. It's good to get away from the pressures and tensions of everyday life and spend an afternoon in the pleasant company of friends and sustained by good food and refreshments.

Getting in a bit of softball, pitching horseshoes, perhaps a swim or a round of croquet, all of the many activities indulged on these occasions help to rid one

of the worrisome cares of the daily routine. They refresh not only the body but the mind and soul of man.

Undoubtedly the growing influence of "family participation" has helped the traditional Elk picnic to survive the onslaught of the drop-out mentality that looks down its nose at such wholesome gatherings. More power to the Elks and please pass the corn.

And let's not forget to record our thanks and deep appreciation to those faithful Brothers and their wives who toil so long and hard to organize and execute the arrangements for these events for our pleasure. Too often their efforts receive scant attention and little encouragement, which is unmannerly and shortsighted as well.

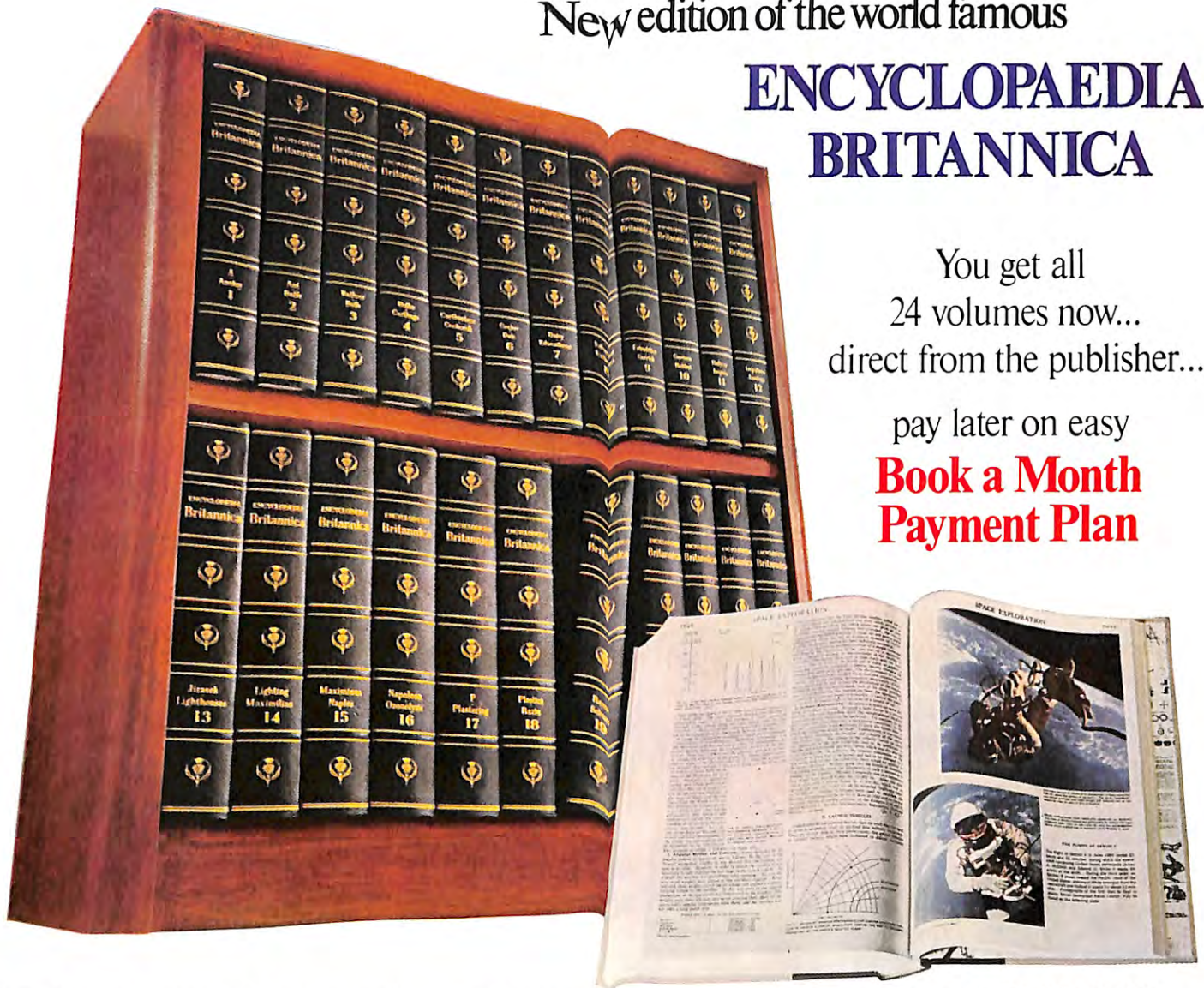
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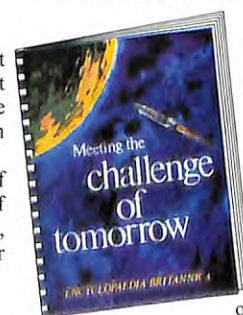
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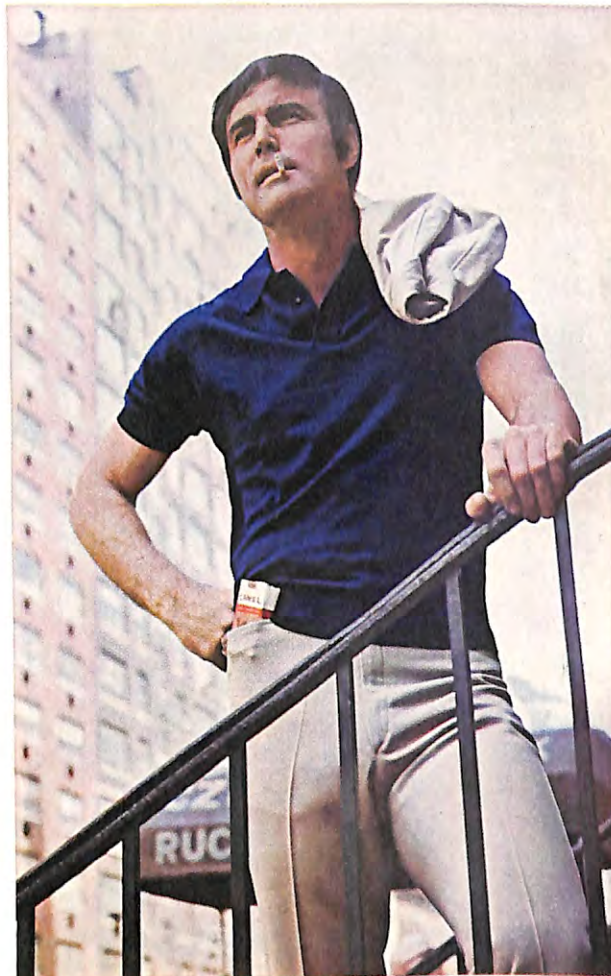
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