

The background of the cover is a detailed painting of a winter scene. In the center, a two-story wooden cabin with a snow-laden roof and icicles hanging from the eaves stands amidst a snowy landscape. To the left, a large, gnarled tree with dark, textured bark and bare branches dominates the foreground. The ground is covered in deep snow, with some evergreen trees in the background. The sky is a mix of light blues and whites, suggesting a bright, overcast day. The overall style is that of a classic oil painting.

the
Elks
magazine
January 1972

in this issue:

- **FRANCHISING—
Beaten Path or Golden Highway?**
- **MOTEL ENTREPRENEUR**
- **FANTASIES ON WHEELS**



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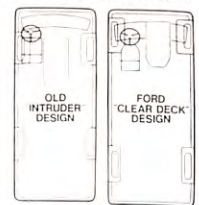


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the **Elks** magazine

VOL. 50, NO. 8/ JANUARY 1972

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

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A Message from the Grand Exalted Ruler



OUR ORDER'S GREATEST CHARITY



My Brothers:

Each issue of this fine magazine—by a special feature, “The Joy of Giving”—recognizes the exultation that every Elk feels when he contributes to the well-being of his fellow man. It also calls your attention to our Order’s greatest charity—the Elks National Foundation.

Many hundreds of America’s finest and most deserving boys and girls have been the recipients of Foundation scholarship grants which enabled them to secure higher education. Other youths have been aided in reaching their particular goals through Youth Leadership awards. Every State Association’s major project has been given financial assistance by the Foundation. Many saddened sons and daughters of deceased or totally disabled members have been able to continue their schooling through emergency education grants from the Foundation.

It is no wonder each contributor feels real joy in giving—for the result is true benevolence.

Each year our members, the Subordinate Lodges, the State Associations and other groups have generously given to the Foundation. Happily, this support grows a bit each year.

I beg each State Association, every Lodge, every member and all other interested groups to donate so generously this year that we again can reach a new high in giving—to Build Pride Of Elkdom.

E. Gene Fournace
Grand Exalted Ruler

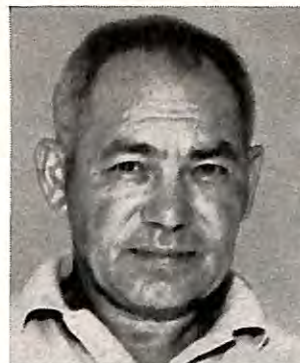
“BUILD PRIDE OF ELKDOM”

when I planned to retire before fifty

this is the business that made it possible

a true story by John B. Haikey

Starting with borrowed money, in just eight years I gained financial security, sold out at a profit and retired.



"Not until I was forty did I make up my mind that I was going to retire before ten years had passed. I knew I couldn't do it on a salary, no matter how good. I knew I couldn't do it working for others. It was perfectly obvious to me that I had to start a business of my own. But that posed a problem. What kind of business? Most of my money was tied up. Temporarily I was broke. But, when I found the business I wanted I was able to start it on a little over a thousand dollars of borrowed money.

"To pyramid this investment into retirement in less than ten years seems like magic, but in my opinion any man in good health who has the same ambition and drive that motivated me, could achieve such a goal. Let me give you a little history.

"I finished high school at the age of 18 and got a job as a shipping clerk. My next job was butchering at a plant that processed boneless beef. Couldn't see much future there. Next, I got a job as a Greyhound Bus Driver. The money was good. The work was pleasant, but I couldn't see it as leading to retirement. Finally I took the plunge and went into business for myself.

"I managed to raise enough money with my savings to invest in a combination motel, restaurant, grocery, and service station. It didn't take long to get my eyes opened. In order to keep that business going my wife and I worked from dawn to dusk, 20 hours a day, seven days a week. Putting in all those hours didn't match my idea of independence and it gave me no time for my favorite sport—golf! Finally we both agreed that I should look for something else.

"I found it. Not right away. I investigated a lot of businesses offered as franchises. I felt that I wanted the guidance of an experienced company—wanted to have the benefit of the plans that had brought success to others, plus the benefit of running my own business under an established name that had national recognition.

"Most of the franchises offered were too costly for me. Temporarily all my capital was frozen in the motel. But I found that the Duraclean franchise

offered me exactly what I had been looking for.

"I could start for a small amount—a little over a thousand dollars—and that amount I could borrow. I could work it as a one-man business while getting a start. No salaries to pay. I could operate from my home. No office or shop rent or other overhead. For transportation I could use the trunk of my family car. (I bought the truck later, out of profits.) But, best of all, there was no ceiling on my earnings. I could build a business as big as my ambition and energy dictated. I could put on as many men as I needed to cover any volume. I could make a profit on every man working for me. And, I could build this little by little, or as fast as I wished.

"So, I started. I took the wonderful training furnished by the company. When I was ready I followed the simple plan outlined in the training. During the first period I did all the service work myself. By doing it myself, I could make much more per hour than I had ever made on a salary. Later, I would hire men, train them, pay them well, and still make an hourly profit on their time that made my idea of retirement possible—I had joined the country club and now I could play golf whenever I wished.

"What is this wonderful business? It's Duraclean. And, what is Duraclean? It's an improved, space-age process for cleaning upholstered furniture, rugs, and tacked down carpets. It not only cleans but it enlivens and sparkles up the colors. It does not wear down the fiber or drive part of the dirt into the base of the rug as machine scrubbing of carpeting does. Instead it *lifts* out the dirt by means of an absorbent dry foam.

"Furniture dealers and department stores refer their customers to the Duraclean Specialist. Insurance men say Duraclean can save them money on fire claims. Hotels, motels, specialty shops and big stores make annual contracts for keeping their carpets and furniture

fresh and clean. One Duraclean Specialist recently signed a contract for over \$40,000 a year for just one hotel.

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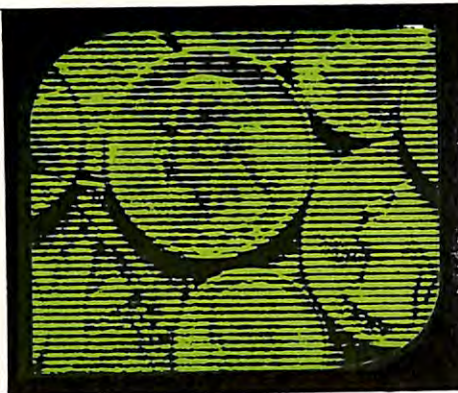
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IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



NOTE: Mention of actual companies in this article is for illustrative purposes only.

At a bankers' conference in San Francisco last May, Robert Dias, president of the National Association of Franchised Businessmen said that the franchising industry "is growing at a staggering rate" and he predicted that it would continue to grow rapidly at least through the mid-1970s.

The sheer variety of franchised businesses today is one striking indication of the growth of the industry. There are franchised automated mini-theaters (such as the Jerry Lewis Cinema program of Network Cinema Corporation; \$50,000 investment to become an Area Director, \$10,000-\$15,000 for a single theater). There are franchised driving-training schools (such as the Link Driving Centers, an affiliate of The Singer Company; \$30,000 cash investment required). There are franchised operations for providing temporary-help workers in the health-services field (one such enterprise is Medical Personnel Pool, in Ft. Lauderdale, Fla.; an investment of about \$22,000 is needed). There are franchised tax-service centers (such as the Continental Tax Service of Manpower, Inc.; an initial fee of \$500 per location, and royalties, with initial operating capital of about \$2,000).

Ice-cream shops, data-processing centers, rug-and-carpet cleaning services, recreation centers, supermarkets, motivation-building institutes — these are just a few of the areas of business enterprise in which franchising operates today. "We've got something for everyone!" the franchising industry seems to be saying to the legion of individuals who want to be in business for themselves or who want to be investors in franchising.

How should you go about deciding what particular kind of business opportunity is the right one for you? Be Realistic and Don't Rush!

"Can you imagine a fellow paying you \$10,000 for the right to pay you royalties the rest of his life? And that's

what the franchising industry is all about." So declared John Jay Hooker, chairman of Minnie Pearl Chicken Systems, Inc., to the participants in the Fifth International Management Conference on Franchising in 1970. His remark sharply points up the difference between the professional-investment aspect and the franchised-operator aspect of franchising. In the mid-1960s some franchising companies that were very good fast-gain speculative investments were bad risks for individuals who simply wanted to become franchised operators. Things have straightened out somewhat in this respect, but it's still important to keep in mind the difference between those two aspects of franchising.

It's also important to remember that franchising is as much subject to the hard realities of economics and finance as are non-franchised businesses. The protest "But I'm a franchised businessman!" won't ward off the effects of a change in market trends. And how realistic is it to expect to be able to "Make \$50,000 or More a Year by Investing only \$1,250 and a Few Hours of Pleasant Spare-Time Work a Month"? Don't let wishful thinking overpower your common sense.

In trying to decide what area of business opportunity you yourself should go into—and in deciding what role you should have—give careful thought to all of these questions: "What are the market prospects for this kind of business in the years ahead? . . . What are my own desires and my own capabilities? Can I sell? Am I a good **business manager**? Am I prepared to put in **vigorous full-time work**?" If you had to say "No" to all three of those last questions, then you'd better not plan to become an **operating** franchisee on any really serious basis. But you still might have a good opportunity to be a **financing** franchisee—if you've got the money to put up. Many franchising companies sell area or single-location franchises to investor-franchisees and then find capable individuals to operate the franchised locations.

As an investor franchisee you have a wider range of choices for getting into franchising than you're likely to have as an operating franchisee. A busy physician who couldn't—and wouldn't want to—become a motel operator could become a partner in a small investment group who wanted to acquire a motel franchise but didn't want to take on the job of running a motel.

Markets and Trends

Whether you're 25 years old or 75 years old, a very important thing to do if you're seriously planning on going into franchising (or into any other kind of business enterprise) is to be alert to and realistic about current socio-economic trends—including those which you yourself may not like. You yourself may be living in a small town, but remember that the 1970 census showed that some 136 million persons—about two-thirds of the U.S. population—were already living in "megapolitan" areas, those huge city-and-suburbs complexes. And *Fortune* magazine, in a socio-economic projection last year, warned that the rise of "communes" might make it necessary to revise the meaning of the term "household" and therefore the prediction that U.S. households would be increasing by about 1.3 million a year in the 1970s.

The American domestic economy has been changing more and more into one that is dominated by the demand for services, for pleasure-oriented retail products, and for leisure-time activities. Soft-drink sales have been rising at better than 10% a year. The hobby merchandise industry's sales were \$800 million in 1968, \$900 million in 1970, and will probably be about \$1 billion this year. We ourselves were surprised to learn about the big "horse market" in the U.S. There were some 3 million horses in America in 1959 and they generated about \$2 billion in sales for feeding, stabling, and utilization. In 1971 those two figures had respectively risen to 8 million horses and \$6 billion in sales! And over 50 percent of the horses are used for pleasure-re-

(Continued on page 8)

Does your mother-in-law call you a meatball?

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It's Your Business (Continued from page 6)

lated purposes. (Are there some franchised horse-market businesses? We don't know—but there'd seem to be an opportunity for some.)

Unless you are I.B.M. itself, it's very hard to make a buck by manufacturing data-processing machines. But there are plenty of opportunities for small-business—including franchised operations—in providing data-processing services. (One company in this field is BMS Data Processing Corporation, founded in 1966 and based in Atlanta, Georgia, which is franchising in over 33 states.)

It's not only general economic trends that a prospective franchisee (whether as operator or as investor) needs to consider these days. Franchised operations are just as much subject to the trends in consumerism, anti-pollution, and equality of employment opportunity as are non-franchised businesses.

The market for cost-reduction products and services should be good in many fields for some time to come. One company (not in franchising)—Automated Building Companies, Inc.—went from \$2 million sales in 1961 to \$9.8 million in 1970 by selling automated labor-saving equipment for use in the construction industry.

What Kind of Franchisor?

Although many franchisee—recruiting ads stress the appeal "Be Your Own Boss," a number of the most successful franchising operations keep a pretty close supervisory eye on their

franchised operators. Holiday Inns is an example. Besides insisting on attendance at annual refresher courses, they run quarterly inspections of their establishments. A franchisee whose performance is inadequate is given 30 days to "get on the ball—or else!"

At the other end of the franchising industry is the franchisor who really doesn't care what his franchisees do—after they've paid for a franchise fee and perhaps buy a piece of equipment or some "initial inventory". In such an arrangement, the franchisee indeed is his own boss. But boss of what?

The best kind of franchising arrangement is the one that contemplates a closely cooperative long-term working relationship between franchisor and franchisee, an arrangement in which both have made a considerable investment. In such instances an otherwise satisfactory would-be franchisee who is short on cash has a good chance of getting financing from the franchisor.

There are today, and there should continue to be, many really good opportunities in franchising. There are also likely to be some important legal developments in the field (a recent federal case over the Chicken Delight franchise contract terms might have major effects). Look carefully around before you decide. And very carefully look into an opportunity before you go into it—check with other franchisees definitely! And (need we say?) have legal guidance before you sign up. ■



"I kept betting on him, but he kept losing."

LETTERS

Letters for this department must be signed and may be edited. Address to: Letter Editor, *The Elks Magazine*, 425 West Diversey, Chicago, Illinois, 60614.



Dear Sir:

In the October issue you picture a man's coat by 'Stratojac' in your fashion spread.

Would you be able to furnish me with information about how I can get this coat or the names of stores in Minnesota that carry it?

Mauri Errikla
Chisholm, Minn.

We received several complimentary letters and inquiries regarding our recent fashion feature. If the coat you mention is not available in your area it can be obtained by writing: Henry C. Lytton & Co., 235 South State Street, Chicago, Illinois.

Dear Sir:

I'm writing to let you know that I think you and your staff have made a great improvement in all phases of *The Elks Magazine*.

With other magazines quitting publication the present *Elks Magazine* stands out all the more. I'm not an authority on such, but I believe some of them should have consulted you and your staff for pointers before they threw in the sponge.

That portion concerning Elks and Elks Lodges activities has always been interesting. But you have given us in addition some very informative, well written stories, such as "Amtrak," "They Follow the Sun," "Disneyland," "Art Linkletter Talks about Drugs," and since I'm in the retail clothing business, "Fall Fashions for '71" was most informative and appreciated by Mrs. Russell as well as by me.

H. H. Russell
Warrensburg, Mo.

Dear Sir:

I recently finished reading your article "Drugs... Mainline to the Grave," in the August issue, and found it very informative.

I will start my first year of teaching at the Hyannis Public Schools in Hyannis, Nebraska and have been asked to gather some material on drugs for classroom use. I was wondering if I

could get some copies of your article. If so, please let me know the cost.

Jace Coslon
Sargent, Neb.

Additional copies of the article, "Drugs... Mainline to the Grave," are still available, free, in limited quantities from The Elks Magazine.

Dear Sir:

I read and reread your "Big Band" article in the September issue. It brought back many pleasant memories of the happy and carefree days of yesteryears.

I had the same experience some time ago when many of the old timers appeared on a night-time talk show. I agree, the younger generation is missing a lot in not being able to enjoy the good music of the bands of that era.

New Bern is a small town of about 18,000 people, but in those days we were able to secure many of the big name bands for dances, which were held in our tobacco warehouse, since we did not have an auditorium. We had no hardwood floors, so we had to sweep the floors and then sprinkle cans and cans of floor wax, in order to be able to dance. But we did have fun. It was traditional that the last number played was always Auld Lang Syne.

There was just one band which you did not mention, and although it may not have been as popular nationally as some of the others, we enjoyed having them very much. It was Meyer Davis.

Earle P. Smith
New Bern, N. C.

Dear Sir:

The Big Bands aren't dead! We here in L.A. have Chuck Cecil on KFI and Don Howard on KOGO radio, San Diego, who play nothing but old 78's.

You should have closed your article by saying: "Record Companies, we know you have these recordings in your library. How about re-releasing them?"

We 40 year olds aren't dead yet! We would buy them if we had the chance.

Mrs. R. W. Reed
Culver City, Calif.

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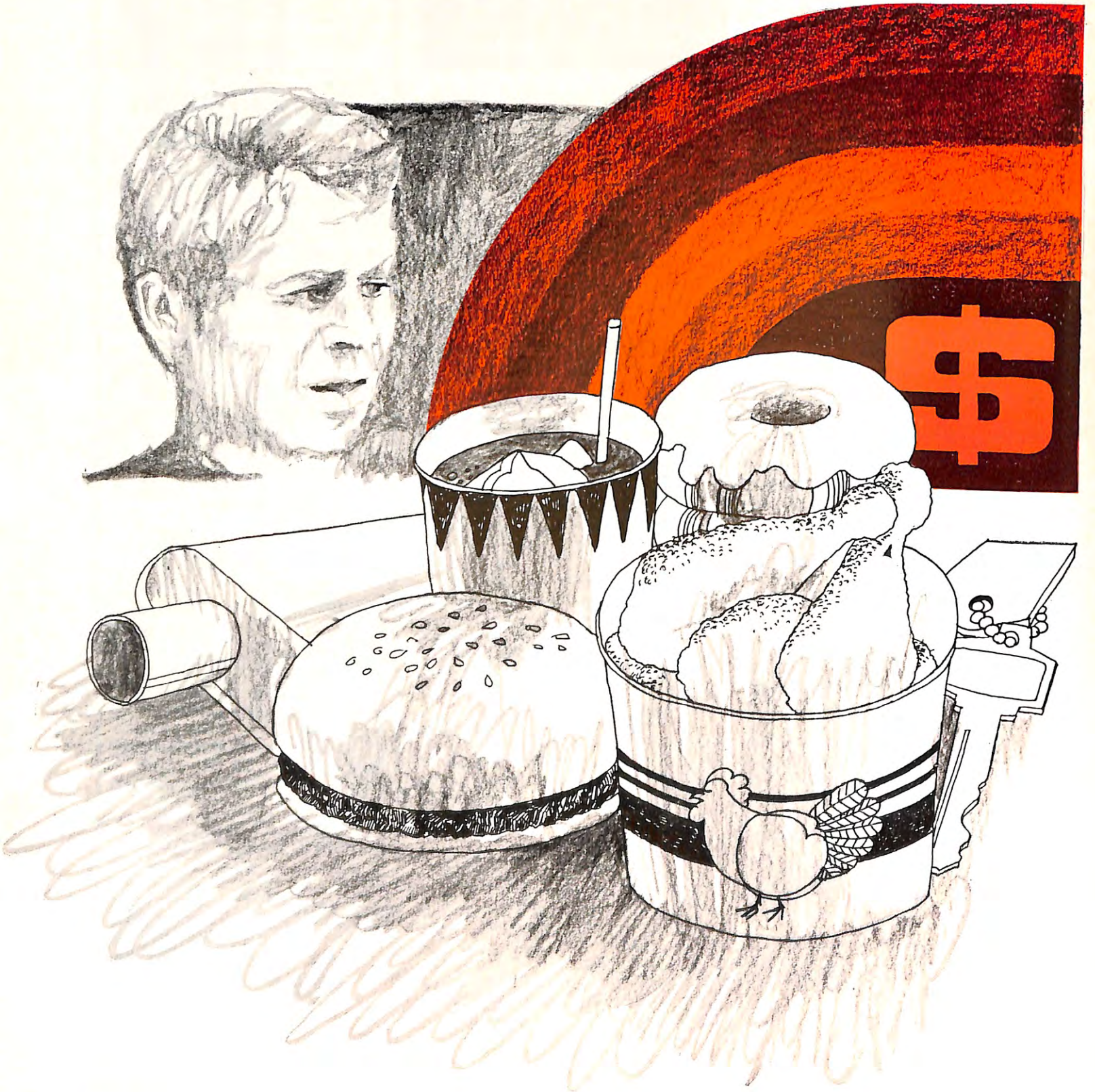
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FRANCHISING:



Beaten Path or Golden Highway?

by Ross R. Olney

OPTIMISTIC FRANCHISORS almost as eager for your success as they are for your investment, will nevertheless be quite demanding on their initial forms. Perhaps this is partially psychological. They will insist that you (a) are at least as honest as Abe Lincoln, (b) are of profound character, (c) bubble with tingling enthusiasm, (d) have an impeccable credit rating, and (e) have a fair chunk of money to invest.

Meeting all these requirements, you may then succeed, or lose your shirt (or at least the time and investment) . . . all in relatively short order.

You, not them. They have theirs, and by then some of them may well have yours, too.

A few will require more of your money, a few will require less, to get started. All will require some of your money. And you do not yet, in most states, have a "big brother" to watch over you and protect you from profitless contracts and other legal snarls.

Each franchisor will describe to you in glowing terms the "profit potential" in his own nearly foolproof business. He will give you, me, or anybody else complicated columns of figures showing how much net profit you can realize after a short time in operation.

Will any of them *guarantee* these figures . . . ? Well, no, but you could hardly expect them to. Life, after all, is even a gamble. Most of them, meanwhile, will lower the odds by training you, more or less, and most of them will oversee your fledgling business for as long as you feel you need help.

The truth is, if you are successful, they will be even more successful. They really do want you to make that fortune, or at least a good, solid, carefree living, and they are prepared to back you. If not to the limit, then at least until your money is gone.

Which need not be, for the picture is a rather pleasant one, all things considered, and many men with no training and not much money to invest have become financial independents with a franchised operation. Many, *many* men.

Others have failed, and lost their money.

If you are not happy doing what you do, and if you have long had a real desire to run your own business, and if you are willing to throw your heart and soul into it, and if you have some money (and in some cases, considerable money) to invest, you might look into franchising. But look very, very carefully before you open a company under the banner of a nationally known firm.

According to Sir George's, one of the famous ones, there are currently more than 400,000 franchised businesses providing a wide variety of products and services. These account for more than 26% of the nation's retail business with more than \$90 billion in sales.

Further, says the same chain of franchised smorgasbord restaurants, by 1980 consumers will spend 50¢ of every product or service dollar in a franchise outlet.

Since we've mentioned Sir George, let's imagine that you have long dreamed of owning a restaurant, and you are drawn to the royal purple and generally good food service of this chain.

It will cost you in the neighborhood of \$75,000, with \$26,000 on the barrel-head before the key is handed over, to get started. That's a pretty nice neighborhood. Here's what you get for your money, besides the Sir George sign on the door (which is, to be honest, worth quite a bit in itself).

A modern \$135,000 structure, very attractive to potential diners. You'll get about \$80,000 worth of equipment, with signs, menu planning, an accounting service, a discount on replacement equipment, and a "team of experts" for you to counsel with on those dark days when the food is growing cold on the line and the store is empty.

Sir George claims that the total cost of the franchise (that seventy-five grand) is often recovered in less than three years. He will give you all the information you need, including details on the monthly royalty payments that run for the life of the contract, if you write to him at 1900 Avenue of the Stars, Los Angeles, California, 90067.

A rosy picture? Yes, particularly in view of recent estimates on small business failures. Where as many as 50% of independently owned small businesses eventually fail, only 9% of the dealership-type businesses go under. And restaurant franchises are quick to point out that the failure rate is even less in food service.

But the quick buck artists are still in the franchise business. One man recently signed up with a firm to service racks containing a leading product. An independent attorney approved the deal. The franchisor agreed to find locations for the racks, which he eventu-

ally did though they were very widely separated and thus called for a great deal of driving.

Later the man learned that he could have purchased better racks for less than one half the price he paid in his initial deposit, and that the merchandise was very tardy. His profit was almost non-existent, and when he tried to exercise the re-purchase clause in his agreement, he found the company out of business, with no forwarding address.

Officials of the firm manufacturing the product being sold on the racks did not wish to get involved in the legal hassle. The man has since heard that the rack sales company has reopened under another name, with another product.

The field, though cleaner, is not clean. Franchising schemes have been advertised in the last two or three years which are in some cases of very dubious merit, and in others totally fraudulent. Often pyramid distribution schemes and door-to-door sales pitches have claimed to be franchised operations, frequently dragging down the respectability of truly sound and profitable franchises to the point where the good ones disclaim the entire field.

Yet, according to the National Association of Franchised Businessmen (1404 New York Ave., N.W., Washington, D.C., 20005) there are a thousand or so real franchises to choose from. Here's a random sample, followed by the average amount of money you can plan to invest.

Burger Chef, \$25,500; Dairy Queen, \$17,500; Holiday Inn, \$250,000 to \$400,000; Kentucky Fried Chicken, \$20,000 to \$45,000; Midas Muffler, \$57,000 (with brake and exhaust departments); Rayco, \$45,000 to \$70,000; Western Auto, \$28,000.

What about that Colonel Sander's Kentucky Fried Chicken outfit? We've all seen them and their revolving buckets. And we all know the story of the friendly Kentucky colonel who parlayed a chicken cooking idea from a single-table family restaurant to a multi-million dollar "finger lickin' good" franchise.

One man invested in a single, small KFC take-out store and now, in only five years, he owns ten such stores. He hires managers, but he worked long, hard hours himself in the beginning. He devoted himself to his business. Another man in the midwest opened a KFC store with less than \$50 remaining in the bank. After two years he claims 15% net profit on \$600,000 gross from the five stores he now owns. The average, according to KFC headquarters, is about \$150,000 gross per store, with 15-20% net profit.

You can write the Colonel at PO Box 13331, Louisville, Kentucky, 40213.

Meanwhile another major fried chicken franchise, Chicken Delight, is embroiled not in chicken fat but in a complicated class action suit which can only hurt all involved.

Won't the law protect you, the franchisee? Yes, in certain states, at least to some extent.

Although Federal regulations are slow in coming, certain states seem to be moving forward rapidly with franchising legislation. Five now have clear-cut laws, spearheaded by California's 1971 Franchise Investment Law. Others are Washington, Kansas, New Jersey and Delaware. Most states are aware of and working on the problem. This, however, means that the "solution" could become 50 different sets of rules.

According to Senator John Sparkman,

speaking to the 4th Annual International Franchise Association Franchising and Government Symposium, "I believe it is desirable that we develop a single set of requirements which would be applicable nationwide in order to insure the highest degree of uniformity possible."

Particularly in the areas of full disclosure and antitrust violations, say some legislators.

During the 1960's the Federal Trade Commission dealt with some fraudulent practices in franchising by ordering them to cease and desist. Brochures were regulated, for example. Don't misrepresent company age, cost of franchise, extent of front office help, and earnings, ordered the FTC.

Since then some states have taken

over. The FTC message, in the meantime, seems to be "Put our own house in order yourself and we won't bother you. Fail to do this, and we have the power to do it for you." Franchisors have noted this message, and franchising is slowly changing. Once the franchisor felt that the franchisee should be beholden to him forever. Now it is becoming, with the better ones, an attitude of "let's work together for a mutual profit."

A nationwide, average figure, according to the Roto-Rooter Corporation (300 Ashworth Rd. West Des Moines, Iowa, 50265) shows that you can expect each of your trucks to gross \$2500 per month. From this gross you pay your own expenses, plus a monthly fee to the corporation based upon the population of the territory you own. This for an initial investment of only \$1500 . . . though you must obtain a truck, a place of business, and other basics.

Then, say Roto-Rooter men, "Away go troubles down the drain."

There's Steamatic, the rug cleaning company. With an initial investment of \$8,600 you own and operate the business using equipment leased from Steamatic, Inc. (1000 Forest Park Blvd., Fort Worth, Texas, 76110). Your territory is protected from other Steamatic contractors. If you go along with the franchisors, the profit picture here is quite attractive.

Interesting is where the initial fees are going when you pay into a franchised business. Steamatic breaks down their \$8,600 this way.

Licensing of territory, \$2100; leasing of the first machine, \$3800; starting fee, which includes training, supplies, chemicals, etc., \$2700. The leasing fee for additional machines is \$3800, a one-time expense for each new machine. Then there is a continuing weekly fee of \$48.50 for each machine in operation in the territory. To "stimulate expansion," each contractor pays a "development fee" for machines *not* in operation when the parent company feels the territory is large enough to support them. This can amount to \$12.50 per week per unleased unit.

Finally, you'll pay up to \$30 per week for each machine in operation for national ad campaigns.

Rough? Yes, but you are getting, according to Steamatic, Inc., the advantage of advertising, skilled advice, proven sales techniques, protected territory . . . and the happy Steamatic contractor we interviewed was making an excellent living. He had expanded and re-expanded, using the company's advice.

You like Pizza? There's Shakey's. There's AAMCO Transmissions, Dunkin Donuts, Avis, Goodway Copy Centers, and literally hundreds more.

(Continued on page 23)

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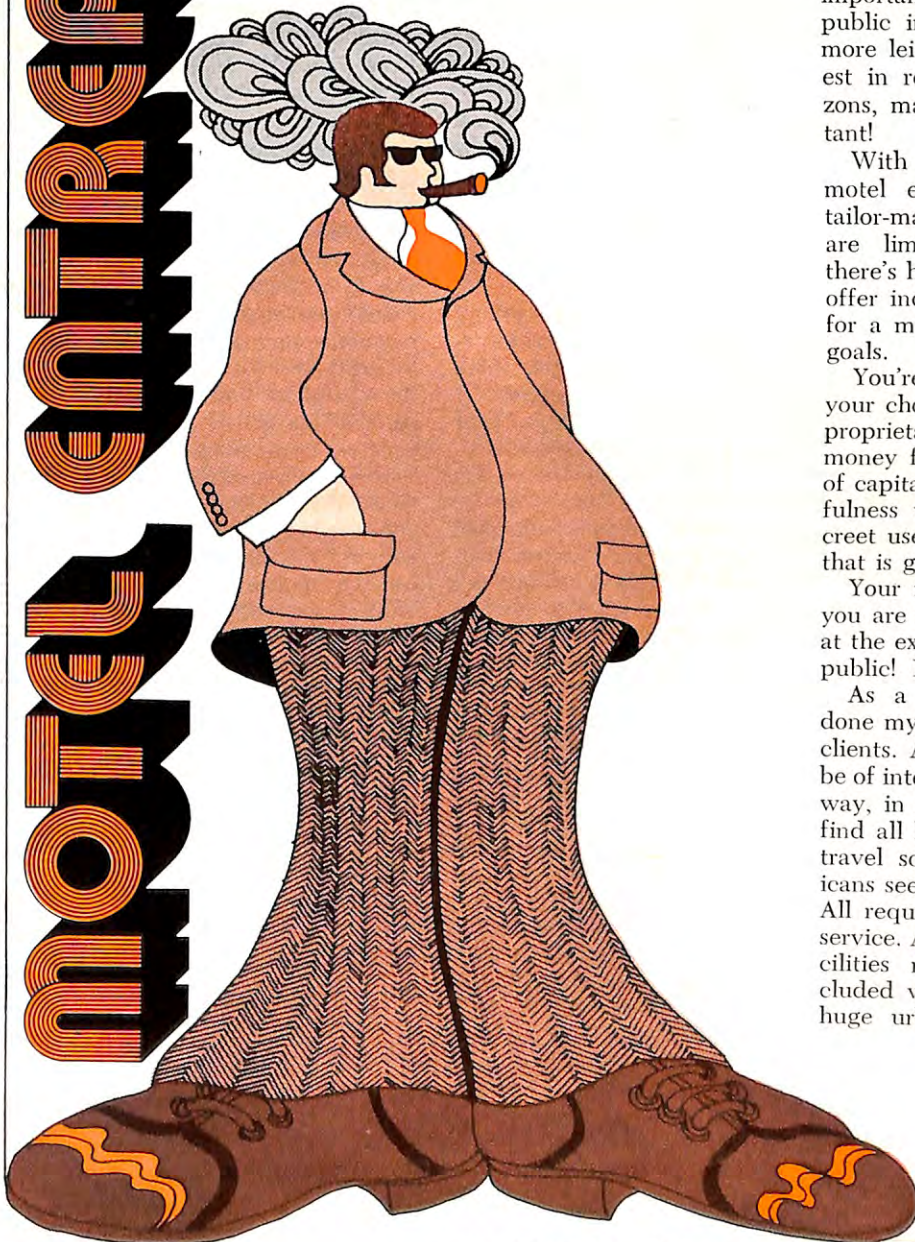
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MOTEL ENTREPRENEUR



by Robert D. Childers

WHAT'S THAT? You say you want a business of your own, something with a challenge, a deal that can carry you right into active retirement?

You're well enough employed, but you have a feeling of moderate frustration—a growing concern for your future. You've accumulated a modest investment fund. You have good credit. You like people. When you do make a move, you're sure it's not for you to sit around and listen to your arteries harden!

Well, Jack, why not consider the motel business! Offering unlimited challenge and reward, this may be the answer to your dilemma, your frustration, or that plain "I don't care" attitude you're plagued with. Let's explore:

The "Innkeeper" of the time of Dickens and Shakespeare, updated, is as important today as then. The traveling public in these days of more money, more leisure time, and increased interest in recreation and broadened horizons, makes him perhaps more important!

With such flexibility and variety, a motel enterprise should be virtually tailor-made for its operator. While there are limiting factors in every case, there's hardly another business that will offer individually so much opportunity for a man to set and achieve his own goals.

You're your own boss in a home of your choosing. Your physical plant and proprietary rights are worth a lot of money from the start. Your astute use of capital by purchasing maximum usefulness with minimum cash, plus discreet use of credit, provides a leverage that is good business for everyone.

Your most important benefit is that you are increasing your equity literally at the expense of others—the traveling public! Is that bad?

As a management consultant, I've done my share of "motel exploring" for clients. A few of my observations may be of interest. Along any American highway, in any town, in any resort, you'll find all kinds of motels. All Americans travel some of the time; some Americans seem to travel nearly all the time. All require lodging; most require food service. Automobiles need servicing. Facilities range from small, quiet, secluded weekly and monthly places, to huge urban multi-story "hotel" types

and the modern highway complexes.

Confused? Look further:

Occasionally the thought undoubtedly crosses your mind that maybe some type of motel business might be for you. You may even have considered a likely spot; not too seriously, but maybe a bit wistfully.

While you'll have little time to listen to those arteries harden, in the motel business you can make a handsome living and have a whale of a good time doing it!

You're wondering if you are emotionally suited to motel work.

Can you put up with the occasional "odd ball" you'll have as a guest? Can you sympathize with people and their problems without letting either "get under your skin?" Can you stand the "ups and downs" when late arrivals ring your bell after you have shut down for the night? On the other hand, you do like to meet strangers, and I'm sure you could get accustomed to those daily trips to the bank with the cash receipts!

"I like the idea of a motel, but how much should I pay for one?"

I don't know. That depends upon you and the motel—its age, condition, type, location, use, "extras," etc. The economic value of a motel is strictly a function of income. Beauty, unique-

ness, swimming pool, fishing stream—all are worth little, commercially speaking, if they don't attract enough customers. Price, per se, means little. If your income will pay your expenses, your loan principal and interest (including an allowance for the down payment you made), and still provide a living, you're in!

All sites, or existing facilities, can be evaluated in terms of need, exposure, costs of construction and operation, availability of financing, expected returns, and the individual desires of a new owner.

No "rule of thumb" is really accurate, but if we can logically say an enterprise, existing or projected, is of the size and quality to be worth, say, five or six times its gross annual income, you can suspect something is wrong when the asking price turns out to be ten times gross. This may not be a bad deal, but you certainly have a "marker down on the play." A "rule of thumb" is a place to start.

Pick your spot. Obtain local newspapers covering the area. Check their classified ads on "Motels for Sale." Look briefly at the advertised places. Get the feel. Become familiar. This is probably a new experience. Look up a good real estate broker. Talk with him. Check his offerings. Make copious notes of your findings.

Seek qualified advice. If everything seems about right, prepare a proforma operating statement of what you think you could do with the property. If you're not an expert in this sort of thing, it'll pay to retain one. *Any investment will be relatively large.* Give yourself every possible break.

Financing can be a problem, particularly in resort areas. Explore loan availability in depth before making any commitment. You may have to change your plans. Banks are different today. In this computer age, with central auditing offices and loan approval boards many miles away, Banker Jones can no longer go out on a limb for Mr. Smith simply because Smith is a good guy, community-spirited, active in the P.T.A. and the local service club.

"So I get myself a loan. Big deal! How do I pay for it?"

We have to live with interest charges. It's a fact of life. Be sure the interest charges, and points, are within a local competitive range. While overall rates appear to be coming down a little, don't look for any drastic changes. Your motel investment is commercial. The projected income will pay for whatever the interest may be, or you're looking at the wrong venture. Put all your facts together in that proforma operating statement. Then it's "go," or "no go."

Don't despair. You're a respected citizen. Your new community needs you! There's always a way. I've put together some weird ones!

"How much cash do I need to put down?"

Down payment "requirements" can be misleading. All that may really be required is a guarantee that you're serious and able. I've purchased motel and other properties with one dollar down! Actually, if a motel can't pay its way on the basis of only a dollar down, I consider it categorically not a sound investment. A larger down payment may ease the strain a little and save some interest, but whether the interest is paid to your banker, or to you for the invested down payment you've made, is really immaterial. That down payment you make should be earning interest, too, shouldn't it?

If your credit is good and the seller does not need a large amount of money for something else he may have in mind, often he may be happy to accept from you only enough down payment to show good faith and carry back all or part of his selling price on your note. This may ease your financing problem. The seller is also fully secured by the very property he knows.

Caution: Make certain a deficiency judgment cannot be obtained against you in addition to your loss of equity, should you be forced to default in your payments and lose the property. The property, itself, should always provide the complete loan (or carry-back) security. This will limit your loss to only your equity in the event of disaster.

If you do make a large down payment, make certain you don't deplete your cash reserve too much! Never start out by relying completely on motel earnings to keep you going. They may do so; but you'll find all manner of "extra," unscheduled needs for cash! Better to be a happy entrepreneur than a troubled debtor.

Your personal health, age, and stamina, along with your personality and ability to meet daily challenges, should always be considered when thinking about a new occupation. If you handle the bulk of the work, yourself, fine. Otherwise, accept what you can and hire people to assist you.

Don't go overboard in your hiring. You'll need an accountant, either an employee or an independent. You'll require maid service and maintenance people. You must be efficiently staffed. A capricious public will notice conditions you may overlook. You'll need a provision for an assistant manager when you are away; and you must be away-frequently! Another pitfall to avoid: An owner works hard attempting to do



everything himself. He becomes mesmerized with daily chores. He forgets how to live! He begins to hate his work. He fails.

The "human element" is threaded through all phases of a motel enterprise. A single motel operation, or a complex, involves both owners and employees. It may be the single factor that determines success. I've seen fine projects go by the boards, simply because those involved were not emotionally and physically suited for the work expected. Let's illustrate:

I was once involved with a delightful mountain resort complex of rare quality. The public was attracted in volume numbers from the smoggy, urban sprawl just a few miles down the mountainside. The enterprise couldn't fail. It did!

The husband and wife owners, tired of ranching, had traded lock, stock, and barrel for the resort complex. Accustomed to doing everything themselves, when it came to serving a sophisticated public in all areas of exposure, they just couldn't cut it.

The causes of failure were four-fold. They failed to keep adequate records, they could not cope with hiring and supervising reliable help, they did not consider first things first, and they couldn't view problems in proper perspective. This time the "human element" related to the owners. Outside management was recommended for the enterprise.

On another occasion I was retained to lay out a workable plan for the redevelopment of a complete, isolated, desert community located on a major highway. It was many miles from the nearest general business community. The enterprise consisted of a restaurant, motel, service station, and garage. The idea was to rebuild and expand.

My client had money and enthusiasm. His location was good. Then his one big problem appeared. It was, as elsewhere, the "human element" that shot him down. For the operation he already had he could not get and retain good employees. Extra inducements, such as higher wages, bonuses, time off, company housing, did no good. The boredom in this tiny, remote, "hot as the inside of hades" desert village was just too much. There was no recreation—no escape. And the worst sin of all was no television reception!

This time, the "human element" problem involved employees. Always face this problem in advance. If your enterprise will need people—and you can't get people—then what?

Requirements for success vary greatly between types of motel operations, but they all follow a general pattern. Assume we're investigating a site for a

highway motel near a small town.

Study the traffic flow, numbers and types. Check on peak hours and peak seasons. Official highway department figures will help. Determine the relative percentages of the types of business you can expect—commercial (businessmen) during the week, family travel on weekends, sportsmen (if near recreational areas), cross-country arterial flow, vacation trade, transient, or the "stay awhile" weekly and monthly types. Study the competition. Are the other motels pretty well filled (70%, or better)? What fills them? Are their facilities adequate, up-to-date? Are they filled by preference, or is there a lack of good rooms in the area? Age, style, attractiveness, other "plus" features—what of these?

"What's the story on combining with a restaurant?"

I wouldn't enter the motel business, anywhere, without a good, nearby restaurant—mine, or someone else's. Guests like the convenience of nearby food service, family type. Provide this, and realize an additional profit. What's wrong with this?

People expect to pay for attractiveness, convenience, comfort; but don't ask them to pay too much. You must be competitive for your area. Build in a fair profit, though, or you'll soon be out of business. Asking too much will put you out of business, too. Keep within the local price range and concentrate on trying harder to please! This brings back customers and leads to referrals.

Convenient access is essential. People won't graciously accept the task of "finding" their own way to your facility. Warning: Be sure your highway will stay put! I've seen many motels reduced to zero value because they were left high and dry when the new freeway by-passed them.

Don't get too carried away with that beautiful spot you're considering until you check your sources of business. A highway operation depends basically upon a good traffic flow, but every place needs additional "business getters." Service clubs need luncheon facilities. Hospitals, colleges, universities, and other organizations attract groups of visitors. Recreation sources are important. Military bases are good.

Supplement your enterprise with complementary businesses. A service station is a natural. A garage can be important, especially if you provide all-night towing service. A disabled car at night produces business for the motel, restaurant, service station, and garage.

We're now in the area of the modern "highway complex." Don't discount the single motel operation. It's simply practical business to supply as many other

(Continued on page 35)

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Now-\$1 Enrolls You In The Doctors Hospital Plan To Safeguard Your Income and Savings If Sickness Or Accident Puts You In The Hospital

MAXIMUM BENEFIT UP TO \$10,000 - TAX-FREE! PLAN PAYS EXTRA CASH DIRECT TO YOU - IN ADDITION TO ANY OTHER INSURANCE - INDIVIDUAL, GROUP OR MEDICARE ... TAX-FREE EXTRA CASH TO USE AS YOU PLEASE!

PAYS \$428.40 A MONTH EXTRA **PAYS \$321.30 A MONTH EXTRA** **PAYS \$214.20 A MONTH EXTRA** **PAYS \$1,499.40 A MONTH EXTRA**

when you are hospitalized (See all plans below)

when your wife is hospitalized (See All-Family and Husband-Wife plans below)

when a covered child is hospitalized (See All-Family and One-Parent Family plans below)

when you and your wife are both injured and hospitalized (See All-Family and Husband-Wife plans below)

PLUS INCREASED EXTRA CASH FOR CANCER, HEART ATTACK OR STROKE

REGARDLESS OF YOUR AGE OR THE SIZE OF YOUR FAMILY, YOU CAN ENROLL FOR ONLY \$1.00

Then, after the first month, continue this "extra cash" coverage at Physicians' low rates.

During this Limited Enrollment Period, you can enroll yourself and all eligible members of your family simply by mailing the Enrollment Form below with \$1. There's nothing else to do - but you must mail your Enrollment no later than Mid-night, January 29, 1972!

Now... with a stroke of your pen, you can have tax-free expense-free extra cash paid direct to you when a sudden accident or illness hospitalizes you or a covered member of your family! And you may enroll during this offer without having to see a company representative and without any red tape whatsoever. Simply mail the Enrollment Form on the next page, with just \$1 before the expiration date. It's that easy!

Why You Need Extra Cash In Addition To Ordinary Hospital Insurance

Anyone who has been in the hospital recently knows ordinary hospital insurance—even Medicare—simply will not cover everything. You have to pay many "extras" out of your own pocket—and it can add up to hundreds of dollars in a frighteningly short time.

But even if your ordinary hospital insurance covers most of your medical bills, what about the bills that keep piling up at home?

If you, as husband, father and breadwinner are suddenly hospitalized, your income stops, your expenses go up. Even if you have some kind of "salary insurance" it probably won't come close to replacing your full-time pay.

If your wife is suddenly hospitalized, who will look after the family, do the laundry, the marketing, the cleaning? You may have to take time off from your job—or hire full-time domestic help—to take care of things at home.

If one of your children is suddenly hospitalized, you will certainly spare no expense. You wouldn't even think of the cost.

If you're over 65 and are suddenly hospitalized, Medicare, fine as it is, won't pay all of your hospital expenses or any household expenses. Most senior citizens

CHOOSE THE PLAN THAT SUITS YOU BEST



INDIVIDUAL \$5,000 MAXIMUM

PAYS YOU: \$428.40 monthly (\$14.28 daily) extra cash when you are hospitalized.

If you are living by yourself, or if you wish to cover only yourself or one family member, choose the Individual Plan.

You pay only \$3.95 a month and you get your first month for only \$1.00!



ALL-FAMILY \$10,000 MAXIMUM

PAYS YOU: \$428.40 monthly (\$14.28 daily) extra cash when you are hospitalized. \$321.30 monthly (\$10.71 daily) when your wife is hospitalized. \$214.20 monthly (\$7.14 daily) for each eligible child hospitalized.

If yours is a young, growing family, we recommend the All-Family Plan. All your children (including future additions) between 3 months of age and under 21 are included at no extra cost as long as they are unmarried and live at home.

You pay only \$7.95 a month and you get your first month for only \$1.00!



HUSBAND-WIFE \$7,500 MAXIMUM

PAYS YOU: \$428.40 monthly (\$14.28 daily) extra cash when you are hospitalized. \$321.30 monthly (\$10.71 daily) when your wife is hospitalized.

If you have no children, or if your children are grown and no longer dependent on you, you will want the Husband-Wife Plan.

You pay only \$6.45 a month and you get your first month for only \$1.00!



1-PARENT FAMILY \$7,500 MAXIMUM

PAYS YOU: \$428.40 monthly (\$14.28 daily) extra cash when you are hospitalized. \$214.20 monthly (\$7.14 daily) for each eligible child hospitalized.

If you are the only parent living with your children, we suggest the One-Parent Family Plan. This plan has been tailored to help meet your particular needs. It covers you and all unmarried children living at home between 3 months of age and under 21.

You pay only \$5.95 a month and you get your first month for only \$1.00!

SPECIAL EXTRA BENEFITS!

All plans provide:
50% INCREASE IN YOUR CASH BENEFITS... if you or any member of your family is hospitalized for cancer (including Leukemia and Hodgkin's Disease), heart attack (acute myocardial infarction, coronary thrombosis and coronary occlusion), or stroke (apoplexy).

In addition, the All-Family and Husband-Wife Plans provide:

DOUBLE CASH BENEFITS if both you and your wife are injured and hospitalized at the same time: You get **twice the amount—\$1,499.40 A MONTH.**

Important: Here is another real "plus"—if you have been told that anyone in your family is "uninsurable"! Even if one of your covered family members has suffered from chronic ailments in the past—ailments that come back again and

again, or are likely to recur—you will be covered for these pre-existing conditions after your policy has been in force for one year!

On all plans, your "extra cash" benefits are paid from the very first day you enter the hospital, for as long—and for as many times—as you are hospitalized, right up to the maximum (Aggregate of Benefits) of the plan you select.

Naturally, The Doctors Hospital Plan will cover any new accident or sickness. New accidents are covered immediately. After your policy is 30 days old, you are covered for new sicknesses which begin thereafter. There are only these minimum necessary exceptions: pregnancy or any consequence thereof (unless you have the All-Family Plan or the Husband-Wife Plan each of which covers maternity after the policy is in force for 10 months), war, military service, mental disorder, alcoholism or drug addiction, or conditions covered by Workmen's Compensation or Employers Liability Laws.

You will be covered in any lawfully operated hospital except: nursing homes; convalescent, extended-care, or self-care units of hospitals; or Federal hospitals (not applicable in Missouri).

IF YOU ARE OVER 65

Folks over 65 do go to the hospital more and have larger bills. That's why some plans won't accept them. Or charge extra high rates. Or reduce cash benefits.

But THE DOCTORS HOSPITAL PLAN accepts you regardless of age. It gives you easy-to-carry protection that is within your means, and pays full benefits, always. If you are over 65 now, or when you become 65, the following modest monthly additional rate applies and should be added to the low premium of the coverage you choose: female on All-Family or Husband-Wife Plan, \$2.50; female on One-Parent Family or Individual Plan, \$3.50; male on any Plan, \$3.50.

won't want to use up savings it may have taken a lifetime to accumulate... they want to retain their independence and not become a "burden" to anyone.

Without "extra cash" protection, a hospital emergency may leave you with savings gone, debts you can't pay, peace of mind shattered—even delayed recovery due to money worries!

How The Plan Protects You And Your Family

Now, with the unique "extra cash" protection of The Doctors Hospital Plan you can avoid these worries because you can be assured of extra cash income when you or any covered member of your family goes to the hospital. No matter how large your family, no matter what your age or occu-

pation and without any qualifications whatsoever, you can choose any of the four low-cost plans shown above to meet your family's special needs.

In addition, you get all these valuable "extra" features:

Enjoy Life-Long Security

As long as you live and pay your premiums, we will never cancel or refuse to renew your policy for

health reasons—and we guarantee that we will never cancel, modify or terminate your policy or change your rates unless we do so on all policies of this type in your *entire* state or until the maximum (Aggregate of Benefits) of your policy has been paid to you. Of course, you may have only one like policy with Physicians Mutual.

Enroll For Only \$1

Regardless of your age, the size of your family, or the plan you select, you get your first month for only \$1.00. If you choose the All-Family Plan—all your eligible children (including future additions) are included at *no extra cost*. (See box at left for low rates.)

Surprisingly Low Cost

How can a hospital plan offer so much for so little? Because we have *lower* total sales costs. This is a *mass enrollment plan*. All business is conducted between you and the company by mail. *No salesmen will call*. It all adds up to *real savings* we share with you by giving you *high-quality* protection at *low cost*.

**Offered By Physicians Mutual
"The Doctors Company"!**

Your policy is backed by the resources, integrity and reputation of the *Physicians Mutual Insurance Company*, "the doctors company," specializing in health and accident protection for physicians, surgeons and dentists for more than 69 years. Dunne's Insurance Reports, one of the leading insurance industry authorities in the nation, gives Physicians Mutual its highest policyholders' rating of "A Plus (Excellent)." Serving over 600,000 policyholders in the U. S. direct-by-mail, Physicians Mutual has its headquarters in Omaha, Nebraska, and is licensed to do business in your state. Its Board of Directors is composed *entirely* of respected members of the medical and insurance professions.

**Easy To Enroll!
No Salesman Will Call!**

During this limited offer there are no qualifications other than to complete and mail the Enrollment Form below. We will issue your Doctors Hospital Policy (Form P322 Series) *immediately*—the same day we receive your form. This automatically puts your policy in force. With your policy you will receive a simple, easy-to-use Claim Form. When you need your benefits, you can be sure that your claim will be handled promptly.

**Protect Your Family—Enroll Now.
Your \$1 Back If Not Satisfied**

Take a moment now to fill out your Enrollment Form and mail it with only \$1.00 for your first month. If for any reason you change your mind *you may return your policy within 10 days and we will promptly refund your dollar*. **IMPORTANT:** We can only accept your enrollment if it is postmarked on or before the date shown at right. Mail to:

**PHYSICIANS MUTUAL
INSURANCE COMPANY**
115 South 42nd Street
OMAHA, NEBRASKA 68131

13 Important Questions Answered

- 1. How much can I be paid?**
Each plan has its own "Aggregate of Benefits," or maximum.
Under the *Individual Plan*, the maximum is \$5,000—\$428.40 monthly (\$14.28 daily) when you are hospitalized.
Under the *Husband-Wife Plan*, the maximum is \$7,500—\$428.40 monthly (\$14.28 daily) when you are hospitalized; \$321.30 monthly (\$10.71 daily) when your wife is hospitalized.
Under the *All-Family Plan*, the maximum is \$10,000—\$428.40 monthly (\$14.28 daily) when you are hospitalized; \$321.30 monthly (\$10.71 daily) when your wife is hospitalized; \$214.20 monthly (\$7.14 daily) for each eligible child hospitalized.
Under the *One-Parent Family Plan*, the maximum is \$7,500—\$428.40 monthly (\$14.28 daily) when you are hospitalized; \$214.20 (\$7.14 daily) for each eligible child hospitalized.
- 2. When do my benefits begin?**
On all plans, your cash benefits are paid from the very first day of covered hospital confinement, for as long—and for as many times—as you are hospitalized, up to the maximum (Aggregate of Benefits) of the plan you choose.
- 3. Can I collect even if I carry other health insurance?**
Yes, The Doctors Hospital Plan pays you in addition to any health insurance you carry, whether individual or group—even in addition to Medicare! And all your benefits are tax-free! Of course, you may have only one like policy with Physicians Mutual.
- 4. Are there any other benefits?**
Yes. You receive a 50% increase in cash benefits if you or any covered family member is hospitalized for cancer (including

- Leukemia and Hodgkin's Disease), heart attack (acute myocardial infarction, coronary thrombosis and coronary occlusion), or stroke (apoplexy).
- 5. What are the "double" cash benefits?**
If you and your wife are both injured and hospitalized at the same time and have the ALL-FAMILY or HUSBAND-WIFE PLAN, you get *twice the amount*—\$1,499.40 A MONTH!
 - 6. Can I go to any hospital?**
You will be covered in any lawfully operated hospital except: nursing homes; convalescent, extended-care, or self-care units of hospitals; or Federal hospitals (not applicable in Missouri).
 - 7. When does my policy go into force?**
The very same day we receive your Enrollment Form. New accidents are covered on that date. After your policy is 30 days old, new sicknesses which begin thereafter are covered. Under the ALL-FAMILY PLAN and the HUSBAND-WIFE PLAN, childbirth or pregnancy or any consequence thereof is covered after your policy is in force for 10 months.
 - 8. What if someone in my family has had a health problem that may occur again?**
Even if one of your covered family members has suffered from chronic ailments in the past, pre-existing conditions are covered after the policy has been in force for one year.
 - 9. What conditions aren't covered?**
Only these minimum necessary exceptions: pregnancy or any consequence thereof (unless you have the ALL-FAMILY PLAN or the HUSBAND-WIFE PLAN), war, military service, mental disorder,

- alcoholism or drug addiction, or if something happens "on the job" and is covered by Workmen's Compensation or Employers Liability Laws.
- 10. Can you drop me?**
We will never cancel or refuse to renew your policy for health reasons—for as long as you live and continue to pay your premiums. We guarantee that we will never cancel, modify or terminate your policy or change your rates unless we do so on all policies of this type in your *entire* state or until the maximum (Aggregate of Benefits) of your policy has been paid. You, of course, can drop your policy on any renewal date.
 - 11. How do I claim my cash benefits?**
With your policy, you will receive a *simple, easy-to-use Claim Form*, which you send directly to the company when you want to claim your cash benefits.
 - 12. How much does my first month cost?**
Only \$1.00, regardless of your age, the size of your family or the plan you select. After the first month, if you are under 65, you pay only these low monthly rates: only \$3.95 a month for the *Individual Plan*; only \$6.45 a month for the *Husband-Wife Plan*; only \$7.95 a month for the *All-Family Plan*; only \$5.95 a month for the *One-Parent Family Plan*. (When you are over 65, premiums increase. See modest increase in box on preceding page.)
 - 13. Why should I enroll now?**
An unexpected sickness or accident could strike without warning—and you will not be covered until your policy is in force. Remember, if for any reason you change your mind, you may return your policy within 10 days and your \$1.00 will be refunded immediately.

This policy available to residents of all states except Conn., Md., N.C., N.M., N.Y., and Pa. (Special plans are available for New Mexico, North Carolina, and Pennsylvania residents. Write for details).

ENROLLMENT EXPIRES JANUARY 29, 1972

The Doctors Hospital Plan

LIMITED ENROLLMENT FORM NO. 6336

INSURED'S NAME (Please Print) _____
First Middle Initial Last

ADDRESS _____
Street

City _____ State _____ Zip No. _____

AGE:	
SEX:	<input type="checkbox"/> Male <input type="checkbox"/> Female
DATE OF BIRTH	
Month	Day Year

SELECT PLAN DESIRED:

Check one only

INDIVIDUAL-PLAN 4
 Husband-Wife-Plan 3
 All Family-Plan 1
 One Parent Family-Plan 2

If All-Family or Husband-Wife Plan is selected, give following information on wife:

Wife's First Name	Middle Initial
DATE OF BIRTH:	
Month	Day Year

I have enclosed my first monthly premium of \$1.00 and hereby apply to Physicians Mutual Insurance Company, Omaha, Nebraska, for The Doctors Hospital Policy, Form P-322 Series and Plan thereunder as selected above. I understand the policy is not in force until actually issued.

Date _____ Signed **X** _____
Form E-322 Insured's Signature. Sign—do not print.

PHYSICIANS MUTUAL INSURANCE COMPANY
115 SOUTH 42nd STREET, OMAHA, NEBRASKA 68131
Make check or money order payable to Physicians Mutual

A THOUSAND MILES due east of Mombasa in the Western Indian Ocean lie the Seychelles: 93 islands which until last July had escaped the ravages of the jet age. For centuries they slumbered peacefully in clear waters, far off the regular shipping lanes. Here was the perfect paradise, one seen by few men. Some swear this was the meeting place of Adam and Eve—that here was the real Garden of Eden.

On a map the islands appear as mere specks. If, indeed, they appear at all. Here, lost in this immense ocean, is a life that exists nowhere else in the world. The Seychelles have remained undisturbed for centuries. In the jungles the mere voice of a bird is startling. It is as if no one else in the entire world existed. Only you. It is, perhaps, how Hawaii was before the missionaries came. Followed by the tourists, of course. The ocean is unpolluted, the beaches deserted.

Until 200 years ago these islands remained unoccupied granite and coral chips, totally divorced from civilization. Centuries passed and the rock and coral

eroded until magnificent golden beaches appeared and the islands became as green as Tahiti. Finally, in the middle 18th century French settlers arrived, bringing with them slaves from Africa. They were followed by British and Chinese and Indian traders. Even so, today the population of the entire islands numbers less than 50,000.

A tourist was an oddity until Air Kenya began flying there with a small plane from Mombasa. The discomfort, though, discouraged the ordinary tourist. It was a six-passenger plane and hardly suitable for anyone spoiled by the luxury of the jet. So this was the islands' salvation, this difficulty in getting there in the first place. Even with Air Kenya flying in twice a week the Seychelles continued almost totally undiscovered by the outsider.

The big change occurred in 1970 as the MS Lindblad Explorer sailed out of Mombasa for these peaceful islands, carrying 90 passengers. Lars Eric Lindblad had unwittingly turned the clock ahead to the 20th century. Nevertheless, the New York tour operator, a strict conservationist and practicing ecologist, enacted strict rules for his passengers. They were not to litter the beaches nor could they disturb the wildlife. What they took ashore they

had to return with them to the ship.

When Lindblad dropped anchor that first time, however, it was already too late. The tourist had discovered one of the world's last totally unspoiled island groups. And finally the jet has come to the Seychelles. In July, BOAC began weekly service to this Indian Ocean archipelago, flying out of London. A jet strip was laid down. Now contrails of the airliner mark the once sleepy Seychelles. I fear there is no turning back. It makes one wonder: will there be any place left on earth that will go undiscovered by the jet?

Until the last year or so these islands had been slumbering peacefully in the warm Indian Ocean much as they had for centuries. As the first jet put down I wondered: how soon would the souvenir salesmen be arriving, not to mention the speculators who create those monstrously awful modern high-rise hotels? I know of one particular beach on the main island of Mahé with sand like powder and ocean water as clear as the sky overhead. I spent the day there, alone, looking off toward the

PARADISE GAINED

Ninety-three islands shielded from time, lost to civilization, each one a miniscule piece of eternity, an unadulterated Isle of Eden.





The ocean around them unpolluted, the beaches deserted, the Seychelles still belong to the birds, as the sign (above) testifies.

horizon with its magnificent thunderheads and above at the coconut palms. It was the perfect place to escape from the world: a warm and sandy hideaway in which one could unwind and recharge the soul. The silence was delicious. Only the wind through the trees and the voice of the ocean distracted from the total peacefulness. And these sounds were hypnotizing and tranquilizing rather than disquieting. I found myself wishing I could divorce myself from the outside things and remain exactly where I was. What happens in the U.N. or Washington or Moscow makes little difference to someone alone on such a beach. The rest of the world doesn't exist. So this is how it must have been in the beginning. . .

Only the remoteness—the great distance of the Seychelles—can prove its salvation. From London it is nearly 15 hours, including refueling stops at Nicosia and Nairobi. The price alone would discourage any sizeable invasion by island explorers armed with their Instamatics. From Los Angeles, where I live, the minimum round trip fare is \$1,243.80.

Word of the jet's arrival has spread across the Seychelles. At the same time newly arrived tourists are overcome by

the contentment of these warm islands of the Indian Ocean. The experience was described by one passenger as "a privilege." Visitors come away impressed by the old-world habits of islanders and their simple day-by-day living. The living, as already you've guessed, is easy. There is no need for warm clothing. In the Seychelles winter is a total stranger. No one ever goes hungry. Not with fish from the sea and fruit from the trees.

A French priest said, "The Seychellese are like children," and they are. Just as the Tahitians are like children. The similarity is born of their ancestors. The ones, I mean, who are descended from the French. Like the Tahitians their skin is the color of *café au lait*. They have the Tahitian philosophy, that play is more pleasant than work. And what's so bad about that? Especially if there is no real need to work, which there isn't, what with the generosity of the ocean and the trees which, as I said, provide for the table. There are moments when these Indian Ocean islanders bring to mind the Hawaiians as well as the Tahitians. Like the Tahitians they gather in groups to haul in nets filled with fish. Hukilaus, Seychellese style.

Christopher Powell, manager of Lindblad's cruising expeditions, said that with the advent of the jet the MS Lindblad Explorer would be withdrawn from the Seychelles. (Instead the Ex-

plorer will sail on a series of cruises to various remote corners of the world, including a voyage along the entire Amazon.) To the Seychelles Lindblad is introducing a new vessel capable of carrying 16 passengers on week-long journeys. The operating base is Mahé, the largest of the islands and the site of the new jetport. The cost of exploring Eden will be \$300.

Before this new entry several of us hired a private schooner and set sail for one of the remote islands. Mahé is to the Seychelles what Oahu is to Hawaii. Thus, the others are the "out" or "neighbor" islands. The one we chose was incredibly green with a beach the color of powdered gold. We swam ashore and spent the day sunbathing and listening to the chatter of birds deep in the jungle. The tangle of vines and trees reached nearly to the beach. Later we fished with spears. There was one magnificent fish which we barbecued on the boat and ate along with *coco-de-mer*, which is the largest coconut on earth. Full grown they weigh as much as 35 pounds. In some groves the trees are nearly 1,000 years old and so tall that sometimes they get lost in the darkness of other

(Continued on page 34)



Collectors 20th Century Type collection of six obsolete coins. Includes a rare uncirculated Silver dollar minted 70-80 years ago, Walking Liberty half dollar, Standing Liberty quarter, Barber dime, Liberty V nickel, and one Indian Cent, mounted on royal blue background, protected in a transparent snap lock dust proof case. Makes treasured gift for all occasions, also a sound investment which has rapidly been increasing in value. Our supply is limited as most of these coins are almost unobtainable. Order now as this may be your last opportunity to purchase this prized collection. Sold on a 30 day money back guarantee. \$2.00 deposit for C.O.D. Priced at a low, low \$9.50—Two for \$18.00—ten for \$85.00. Add 50¢ P.P. each set.



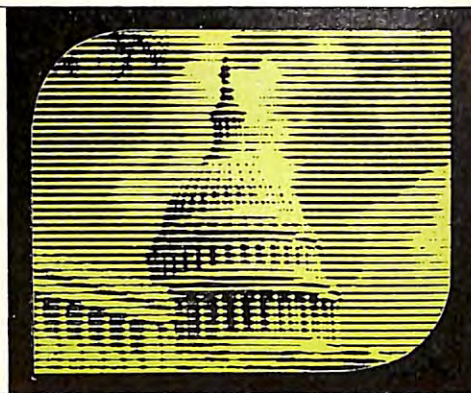
COLLECTION OF RARE 20TH CENTURY CARTWHEELS. We were fortunate in locating a small hoard of BRIGHT UNCIRCULATED silver dollars each MINTED 70-80 YEARS AGO. Our supply is limited as these dollars are almost unobtainable today. Collection is mounted on royal blue background, protected under crystal clear lucite in decorator designed 10"x12" walnut frame with rich gold trim. Easel back for standing or hanging as a valuable work of art, for home or office. Makes a treasured conversation piece or gift for all occasions. A SOUND INVESTMENT these coins have been increasing in value. OUR supply is limited. This may be your last opportunity to purchase these prized heirlooms at our low, low price of \$29.95 or 2/\$57.50 plus \$1.00 P.P. Ea. Send \$5.00 deposit for C.O.D. Single dollars in gift case \$5.50 plus 50¢ P.P. Sold on 30 day money back guarantee.



DE LUXE 20TH CENTURY TYPE SET. A magnificent historical collection of 25 coins of each type, from 1864 INDIAN CENT series to NEW EISENHOWER COMMEMORATIVE DOLLAR. FOURTEEN coins are in bright uncirculated mint condition including, MORGAN Silver Dollar - 70 - 80 yrs. old. PEACE Dollar - 40 - 50 yrs. old, Silver J.F.K. COMM. 1/2 dollar. Eleven coins in FINE CONDITION including a very rare 1909 V.D.B. cent. All are identified and mounted on ROYAL BLUE background under crystal clear acetate, beautifully displayed in large 10" x 12" decorator designed walnut frame with gold trim. Easel backed for hanging or standing at home or office as valuable work of art and conversation piece. This rare collection has continually increased in value. Supply is limited, order now at our low, low price of \$34.95 + \$1.00 P.P. A comparable \$50.00 VALUE. SAVE—2 for \$67.50 + \$2.00 P.P. \$5.00 deposit for C.O.D. 30-day money back guarantee. Co. est. 1939—Member Retail Coin D'rs Assoc.—Am. Numis. Assoc. Send for FREE 32 page catalog.

Novel Numismatics, 31 - 2nd Ave., Dept. 157, N.Y. N.Y. 10003

AROUND WASHINGTON



JAPANESE TEXTILES were a major cause of hard feelings between the United States and Japan until the Japanese government finally agreed to a voluntary limit on textile exports to the U.S. In return, the U.S. government dropped the 10 percent import surtax against Japanese textiles.



A NEW SHOP called "The Body Shop" would be a place that repaired car bodies, the Gateway Civic Association thought, so no objections were raised to its opening up in a Northeast Washington neighborhood. But "The Body Shop" turned out to be a tavern that specializes in topless female bodies—and the Civic Association is leading a campaign against it.

FIRST INAUGURATION on the Capitol steps, the burning of the Capitol by the British and other memorable events in the history of the U.S. Capitol will be depicted in a "Capitol Hall" mural. This will decorate the walls and ceiling of the corridor leading to the House restaurant in the Capitol. The work, which will take about a year to complete, is being done by Allyn Cox, 72, the artist who completed Constantine Brumidi's famous Rotunda frieze. The Capitol Historical Society, with approval of Congress, is funding the project with an \$80,000 gift.

SOME CONSUMERS can't be helped, no matter how hard Congress tries to protect them, says Rep. Sidney R. Yates of Illinois. One of the more famous wits in Congress, he tells the story about the man who went to the Better Business

Bureau for help after he had been swindled out of his savings. "Why didn't you come here before you made your investment?" the Bureau official asked. "You know, I almost did," the man replied, "but I was afraid you would tell me not to do it!"

NEWEST POST OFFICE in town is 110 years old. A nostalgic country store post office that was closed 50 years ago in Headsville, W. Va. was carefully dismantled and transported by the Smithsonian Institution to its National Museum of History and Technology. U.S. Postal Service employees in period costume now staff it. They sell visitors stamps and cards and provide a mail service with a special Smithsonian postmark. But they are not allowed to sell any of the rare old items on the shelves such as highbutton shoes, elastic knit union suits, and poultry regulator that "makes hens lay."

BRAND NAMES of nearly 350 consumer products which the government buys for its own use have been made public for the first time by the General Services Administration. You can obtain the 44-page list free by writing Consumer Products Information, Washington, D.C. 20407.



WHERE TAXES GO. Senator Hubert H. Humphrey of Minnesota wants Congress to require the Internal Revenue Service to supply each taxpayer with a dollar-by-dollar breakdown showing how his tax money is spent. He says that it would be a simple task for IRS computers to do this calculation and

the cost would be less than \$350,000. His "Tax Expenditure Awareness Act" is intended to show the taxpayer in a personal way what the nation's fiscal priorities are so that he will have the information "to insist on greater government accountability," Humphrey says.

IKE'S HIGHWAY. The three expressways connecting Washington, D.C. to San Francisco—Interstates 70, 25 and 80—will be named the "Dwight D. Eisenhower Highway" if legislation introduced by Pennsylvania Senators Hugh Scott and Richard S. Schweiker is adopted. Scott says it would be "a fitting tribute to the man who made so many contributions to develop the outstanding highway system we now have across the country." Legislation creating the national system of interstate and defense highways was enacted into law, under President Eisenhower's urging, in 1956 during his first term in the White House.



HOME WINEMAKING has caught on in a big way in the U.S.A. Hawthorn Books Inc. reports that "The Art of Making Wine" which it brought out last July (authored by Stanley F. Anderson with Raymond Hull) already has sold 107,000 copies at \$5.95 each. It says that more than 60 stores sell wine-making equipment and that over 200,000 Americans are producing 70 million gallons of wine a year for home consumption.

BICYCLE RIDERS living in the vicinity of Rock Creek park can now commute to work on a hard-surfaced bike path built at a cost of \$30,000 by the National Park Service. And if they ride their bikes to Ford's Theater in the evening, they get a discount on an orchestra seat and free parking.

TWO HISTORIC TRIPS which President Nixon plans to make this year to Peking and Moscow have revived discussion of the pitfalls often connected with Summit diplomacy. Most congressmen appear to welcome the President's initiative. But some point out that the visits could backfire if they arouse hopes which are not realized by the President's conversations with the Communist leaders.

Why Were Bankers Warned That This "New Book Could Upset the Savings Applegate?"

How to Make Up to 13 1/2 % or More on Your Savings—All Fully Insured

There are many things banks don't like to talk about. They don't like to talk about the fact that they do, indeed, pay interest rates of 8%, 10%, 13 1/2 %, and often more, to a select group of knowledgeable depositors!

What's the difference between these men and women and you? Simply this—that they know certain "inside" techniques of depositing and withdrawing their savings (all perfectly legal, incidentally) that you don't! And—therefore they earn two to three times as much interest on those savings as you do! Like this...

Would It Be Worth An Extra Ten Minutes A Month To You—To Bring Home Two Or Three Times As Many Dollars From Your Savings As You're Getting Today?

The procedure is simple. But to put it to work for you, tomorrow, you have to know these few "smart-money" facts:

1. Most thrifty people in this country today are actually *losing money* on their savings. The interest they get from a regular bank account is actually *far less* than the lost purchasing power that inflation cuts right out of their savings.

This is one of the great social tragedies of our time. It means that if you are thrifty and prudent in this country today, you are penalized. Either you are driven to speculate in the stock market, where you can be wiped out overnight. Or you try to secure safety for your hard-earned capital in a bank—and watch inflation turn your dreams of early retirement and financial independence into dust!

2. But you just don't have to accept these two tragic choices any longer! Now there is a Third Way to invest your money, that gives you the absolute safety you want, plus huge guaranteed returns that you may not even have dreamed possible before.

3. It is based on one simple fact: That most depositors are *completely passive* about where and how they save their money! They never take the one or two hours that are necessary to learn the "inside workings" of the banking system. Therefore, they never even hear about the "super-savings-accounts" that can yield them *far more* than ordinary interest on their money.

And, above all, they have never heard about the simple, ingenious techniques of "Loophole Depositing"! Active, precisely-timed deposits and withdrawals that take an average of ten minutes of your time per month—and bring you back 8%... 13 1/2 %... even 19% on every dollar, with exactly the same total safety that you get on ordinary bank accounts today!

You Do Only What The Banks And Savings And Loan Associations Themselves OPENLY PERMIT. Except Now—YOU DO IT A LITTLE SMARTER!

At this moment, in this entire country, out of the over one hundred million people who have savings accounts, *only about forty thousand of them use these techniques.* They are still brand-new—virtually-unknown. *Only now has a book been published that reveals them to every man and woman who is willing to risk an 8¢ stamp to learn them!*

The time required to read this book from cover to cover is approximately one weekend. Or, if you wish to skip the banking background at its beginning, it will take you about an hour or two to learn these "Active Depositing" techniques themselves. *And once you learn them, from that mo-*



ment on, you will be able to exploit every legal loophole in the entire banking system, including:

How to get more than 8% interest per year as than filling out your deposit slip in a different way. And then go from there all the way up to as much as 19% to 25% in special situations, for limited periods!

How to protect yourself against the possibility of interest rates dropping in the future. So you're guaranteed the high interest rates available to you today, even if tomorrow your friends find their return on their savings cut in half!

How to make banks pay interest to you on money you don't really even have on deposit—on non-existent money—on money you have already spent! (And the bank loves you for it. Because, no matter how much you make, they make more! Page 143 shows you how.)

Yes, how you can even earn high interest on your credit card! So that you are now earning interest on other people's money—and spending it at exactly the same time!

Special Warning Section: Two common mistakes, that unknowingly trap thousands of depositors every year, that could completely destroy your savings!

And how to defer income tax on the interest you get. Two plans that offer marvelous tax-sheltered advantages.

And—let us repeat once again—all completely protected by United States Government Insuring Agencies! With no service charges—no minimum balances—no legal technicalities! Ready to go to work right now for the investor with \$500—or \$500,000!

Prove Every Penny Of It Yourself—Entirely At Our Risk!

The top money men in this country—the very banks themselves—use these techniques! Why shouldn't you? All you risk to learn them all is an 8¢ stamp with the Coupon below! Why not send it in—and start your savings earning double and triple interest—8% to 13 1/2 % or more—TODAY!

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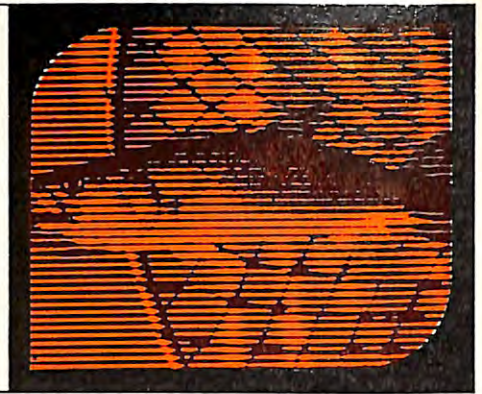


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SPORTS ACTION

by Don Bacue



CAUTION: SNOWMOBILING

Everyone knows what a conservationist is, though not everyone can define exactly what it is he does. Some conservationists are good, we'll all admit, while others rant and rave about the end of the world, deformed future generations, and life confined to a fishbowl . . . all the while not offering a single solution to the environmental problem.

Everyone knows what a sportsman is, too, more or less, though again not everyone can describe him accurately. After all, conservationists vary from individual to individual. And so do sportsmen, from fisherman to fisherman, archer to archer, and so on down the line. But one thing both conservationists and sportsmen have in common is concern for environment. Without it, there would be no life as we know it today.

What does all this have to do with sports? Plenty. Listen carefully the next time you hear a conservationist talk about the fastest-growing winter sport of the past half decade, snowmobiling. It's a menace to the environment, the very curse of God, says one. It's a harmless winter pastime, chides another. If you're a sportsman, you're concerned about the quality of life around you, about every living creature. Does that mean snowmobiling is out for you? Maybe not . . . not, that is, if you pursue a commonsense approach to the sport.

SAFETY FIRST

Not just a catchy phrase, this slogan should be first and foremost in your mind each time you and your machine hit the trails. Here's what I mean.

1.) Because of the snowmobile's speed and its effortless handling, a growing number of participants chug off into the woods without maintaining sight of their physical limitations.

The results? Maybe overexposure, maybe starvation, maybe much worse. So check your fuel supply carefully before setting out. It's not a bad idea, either, to tuck a reserve tank away and to carry a compass, emergency flares, and paraffin matches, to boot.

2.) Even though the 3 p.m. temper-

ature is a brisk and healthy 32 degrees, the slightest cross wind can tumble the wind-chill factor way, way down, wreaking havoc on hands, face, and feet. Make sure you dress properly before hitting the trail.

3.) Stick to familiar trails. Even an inveterate sportsman can lose himself among the trees when snow and darkness lite.

4.) Never ride across frozen-over lakes or streams. The ice may easily support you . . . but you and several hundred pounds of machine? That's a little much to ask.

ECOLOGY SECOND

Certainly the safety of yourself and your fellow men should always be upmost in your mind, but conservation shouldn't be far behind, either.

1.) Never harass wildlife. Remember: a winter cowboy you're not. While riding herd on deer, rabbits, and other wild animals might be some immature idiot's idea of fun, it's little more than blatant, thoughtless cruelty—certainly not becoming to a real American sportsman.

2.) Stay well clear of posted areas restricting snowmobile travel, and avoid wildlife feeding or protection stations. Also, be especially cautious when hunting season opens. Some careless hunters have been known to shoot at more than bucks.

3.) Avoid damaging living trees and shrubs. Some of those oaks have been around for decades. It'd be a shame to destroy them in just a few seconds of carelessness.

4.) Don't litter. Besides spoiling the "aesthetic" beauty of the wilderness, discarded oil cans, paper, and tainted meat and other food can be potentially dangerous to wildlife, too.

So it looks like winter's here to stay, does it? Well, you can pull your collar up tight around your neck and slump back in your favorite easy chair to await the duration, or you can make the best of it by getting involved. And there's no better way of doing that than by snowmobiling . . . as long as you do it RIGHT!

Beaten Path or . . . ? (Continued from page 12)

You must be prepared to *work*, once you have chosen and signed on the dotted line. We couldn't find one single franchise that will guarantee you a fortune, or even a living, for that matter. Many, many of them appear quite attractive if you are willing to put in some long, hard hours. The men whose smiling faces and testimonials eventually appear in the company's sales brochures are real people. They really *did* make out as well as they say. They took a basically good idea (for *them* . . . you need one for *you*) and they added a great deal of their own sweat.

If you are prepared to do as the company says . . . and a surprising number of men resist the franchisor to nobody's advantage . . . then you will probably succeed. If you do more than they suggest, you will probably be even more successful. If you decide to eat, sleep and breathe your new business, to the exclusion of all else, you might get rich.

Generally, if you are a careful man, franchising today looks good, and tomorrow looks even better. The business has passed through a rough period of charge and counter-charge, of insinuations of fraud and cheating, and of fast buck promotions. The solid organizations, though mostly battered and

bowed, were not broken. Now they, and hundreds of others, are facing the future from firm ground.

But be very careful. Read everything, and then have a lawyer read it again. Then you read it again to catch anything that he might have missed. Obviously, if there is any resistance to having your attorney handle things, forget it. There will be no resistance with the legitimate franchisors, and many of them will insist upon you having a competent counselor.

Which franchise for you? Ask yourself the following questions about each one in question, then compare the answers.

1. Will you really enjoy being in this business?
2. Can you meet the personal and financial requirements?
3. Will you have some emergency money left?
4. Will your territory be strictly protected?
5. Will the franchisor back you with advice and/or money if you get into difficulty?
6. Who pays for national/local advertising, and how much of it will there be?
7. Is there a thorough study of the

competition conducted by competent people?

8. Will they help you select a site for your business, and then help clear the legal obstacles which could arise?

9. Is this a part or full time business?

10. Can you sell the franchise without insurmountable difficulties?

11. Before you sign, do you know exactly what you are getting for every cent of your money, what every single penny is paying for?

The following publications will bring further up-to-the-minute information on franchising. The most current price is listed.

Franchise Directory, International Franchise Opportunities, 421 Center Street, Lewiston, New York, 14092. Price, \$4.95

Directory of Franchising Organizations, Pilot Books, 347 Fifth Avenue, New York, New York, 10016. \$2.00

Franchise Annual, National Franchise Reports, PO Box 1790, Newport Beach, California, 92663. \$4.00

Franchise Company Data for Equal Opportunity in Business, COM 71-90002, National Technical Information Service, US Department of Commerce, Springfield, Va., 22151. Free

Franchise Journal, PO Box 6360, Denver, Colorado, 80206. \$10.00 per year, monthly by subscription. ■

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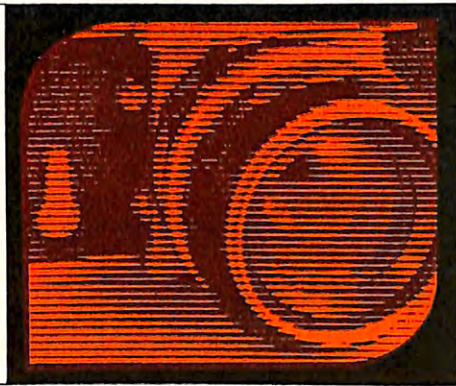
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NEWS OF THE LODGES



THE EMMETT T. ANDERSON MEMORIAL LIBRARY at Tacoma, Wash., Lodge was dedicated recently. At the ribbon cutting were (from left) PGER Frank Hise, Mrs. Marge Anderson, PGER Horace R. Wisely, and PER and Mrs. Burritt Anderson, son and daughter-in-law of the late PGER. Other Elks attending were (insert) PER Maurice Finnigan (seated, right), and (standing) PER H. A. Wollen; Oregon State Secy. L. A. O'Neill; GL State Ass'n Committeeman J. Paul Meyer; GL Ritualistic Committeeman Scotty McPherson; DDGER J. Robert Brooke; ER Ted Colyar; SDGER John Raftis, and Committeeman Robert Yothers.



THE VISION SCREENING PROGRAM of California-Hawaii Elks has provided eye examinations for 117,000 preschool-age children. Ronnie Woods (left) and Christopher Dull had their vision difficulties diagnosed by the amblyopia screening clinics in time to prevent serious damage to their sight. (Amblyopia is dimness of sight from toxic effects or dietary deficiencies without apparent change in the eye structures.) Mrs. Evelyn L. Perry, Fresno County coordinator of the program, and Brother Mel Starkel, major project trustee, watched the boys play.

C. L. "SPEED" SHIDELER (third from left) was honored recently by Terre Haute, Ind., Lodge for 50 years of service to the Order in local, state, and Grand Lodge offices. (From left) PER Floyd Bombard, ER Donald Jewell, and PER Jack Bindley joined in presenting him with a set of silver cuff links and a portrait of himself painted by Brother Bombard. Among other offices Brother Shideler has been lodge secretary since 1934, state secretary since 1939, and is also currently a member of the GL Lodge Activities Committee.





ORPHANS from four local orphanages were guests of Lyndhurst, N. J., Lodge for a day-long picnic at the lodge home. The activities included entertainment by clowns, a rock and roll contest, and a close-up look at fire engines from the local fire department. Est. Loyal Kt. Sam Chimento (second from left) supervised the distribution of toys to each child.

A COMBINED CELEBRATION at Federal Way, Wash., Lodge was truly a red-letter day. The festivities included dedication of the newly remodeled lodge home, an official visit by a District Deputy, the initiation of 97 new members (largest in the lodge's history), and a birthday celebration for PGER Horace R. Wisely. Waiting to cut the birthday cake were (seated, from left) DDGER C. J. Hauge; Brother John Patane; Brother Ken Thompson; PGER Wisely; ER Fred Weick; Brother J. Paul Meyer, and (standing) Ass't Esq. Larry Jackson and Chap. Bill Jenkins.



THREE HUNDRED friends and co-workers of PGER Raymond C. Dobson, publisher of the Minot (N.D.) *Daily News*, joined to honor him on the 50th anniversary of his association with the paper. Past Grand Trustees Chairman Francis M. Smith (right), Sioux Falls, was the principal speaker at the dinner. Both were accompanied their wives.

THE NEWSMAN'S AWARD from Atlantic City, N. J., Lodge was presented to Edward Nichterlein (center), sports editor of the Atlantic City *Press*. Est. Lead. Kt. Mortimer Nappen (left) and Brother Chaim Sandler, head of the selection committee, joined in making the presentation.



THE "LET'S GROW" PROGRAM of Susanville, Calif., Lodge is explained to SP Walter Schween (right), Salinas, by ER Russell Brown, while Past Grand Est. Lead. Kt. Paul Wemple (left) looks on. SP Schween visited Susanville to inspect the recently completed remodeling of the lodge home.



THE FIRST-PLACE FLOAT in the Santa Clara Festival Parade was built by Santa Clara Elks. The theme promoted the lodge-sponsored quarter-midget races, which benefit the state major project—aid to crippled children.



THE ATHLETIC FIELD at Annapolis, Md., Lodge was recently dedicated to honor the memory of the late Brother Calvin W. Clifford. Brother Clifford served as chairman of the lodge's youth activities committee and continued to serve on the committee until his death. Mrs. Clifford received a proclamation from ER James J. Blackwell (right).



OHIO ELKS' state golf tournament was held at Hawthorne Hills Country Club in Lima. Kenton Lodge won the Past State President's Team Trophy. Enjoying the activities were (from left) State Trustee Sam Fitzsimmons, Van Wert; SP Earl Sloan, Elyria; Co-chairmen Richard Taylor and Joseph Blanchard, both of Lima, and DDGER William Soldner, Van Wert.

A SCHOLARSHIP was presented recently by Birmingham, Ala., Lodge to Silas Drinkard (left). Mrs. Ella Drinkard smiled her approval as ER George Baird presented the check. Drinkard plans to attend the University of Alabama.



SEVEN HUNDRED POUNDS of salmon were contributed to "Neighbors in Need"—a Seattle charity for needy families—by Lake City, Wash., Elks. The donation represented about half of the total catch during the annual lodge-sponsored Salmon Derby. Trustee John Towey (foreground, left) and Est. Lect. Kt. Otha Ownby (right) helped prepare the fish for delivery.





THE BOARD OF GRAND TRUSTEES met recently at the Elks National Home in Bedford, Va. Among those attending the session were (first row, from left) W. Edward Wilson, home member; H. Beecher Charnbury, chairman; GER E. Gene Fournace; PGER Lee A. Donaldson; Grand Secy. Homer Huhn Jr.; John B. Morey, approving member, and (second row) Judiciary Committee Chairman Thomas A. Goodwin; Lewis C. Gerber, building applications—East; Joseph A. McArthur, vice-chairman; Doral E. Irvin, Home superintendent; Melville J. Junion, pension member; Aaron F. Schontz, secretary to the GER; Wayne A. Swanson, secretary, and George B. Klein, building applications—West.



LT. GEN. RAYMOND G. DAVIS (second from left), assistant commandant of the USMC, was a recent guest speaker at Beaverton, Ore., Lodge. He was welcomed by (from left) ER Bob Krentzer; SP W. G. Zandell, Gresham, and VP Bruce Reed.

LODGE NOTES

PADUCAH, Ky. The lodge's Americanism committee held a reception and tea at the lodge home for newly naturalized Americans. Flags and other gifts were distributed to the 13 guests who were welcomed to citizenship.

OMAHA, Nebr. Brother Bob Boffi is working hard to fight Omaha's drug problem. He is a full time volunteer in "Omaha Awareness and Action" and is a student majoring in psychology at the University of Nebraska. The fund raising organization consists of a free clinic for drug addicts and those with social diseases, a pregnancy referral service, and a half-way house for run-aways.

CHARLEROI, Pa. The Charleroi area Wildcats Football Midget League team, sponsored by the lodge, had a record of five wins and two losses. They finished second in their league.

ST. JOSEPH, Mich. Lodge officers were recently exchanged with officers of the Chicago (South) Elks for an initiation ceremony. The exchange is an annual event that began in 1948.

VALDOSTA, Ga. DDGER Eugene C. Cribb, Waycross, made an official visit and witnessed the initiation of 66 candidates. ER F. Thomas Young led the class, which is the largest ever initiated into the lodge.

POINT PLEASANT, N. J. Golden Horseshoe Night at the lodge featured country-western music, dancing, entertainment, a sing-a-long, food, and prizes. Proceeds were added to the lodge's community welfare fund.

NORTH MIAMI, Fla. A letter from Mr. and Mrs. Robert Fontanals—whose son suffered from polio at age 2 and had never been able to walk properly—was received thanking the lodge members for the medical care their son received through the Elks' Harry-Anna Crippled Children's Hospital and Clinics. The letter says, in part: "Doctor bills, hospital bills, and all other expenses have been and are being paid for by the Elks, and thanks to them our son is getting the proper medical attention that is going to help him walk and be a more useful citizen when he grows up..."

BRONX (N.Y.C.), N. Y. A class was recently initiated in honor of Brother William H. Magrath, general manager of *The Elks Magazine*. Brother Magrath is a member of the lodge, has been chaplain, and now resides in Chicago. The guest of honor attended a sumptuous dinner and the ceremony in the company of several Elk dignitaries.

NEWBURYPORT, Mass. The first-place trophy was awarded to the lodge for the best float in a recent parade. United Nations was the theme of the float.

Obituaries

PAST GRAND EST. LECT. KT. Frank R. Venable, a member of Butte, Mont., Lodge, died recently.

He served as Exalted Ruler of Wallace, Idaho, Lodge, and District Deputy Grand Exalted Ruler of the state of Idaho for 1918-1919. Brother Venable served as State President of Montana for 1941-1942, and was later appointed Grand Esteemed Lecturing Knight for 1942-1943.



JUST BEGINNING his membership in Elkdom at the age of 89, Frank Dockery (right) recently became a member of Yucaipa, Calif., Lodge. ER A. W. Scherrer presented him with a flag to mark the occasion.



A PERMANENT BENEFACTOR'S CERTIFICATE from the Texas Elks Crippled Children's Hospital in Ottine was presented to Cydney Myers, 13, the youngest person in the state ever to have purchased one. The cost of the certificate is \$175, and Cydney purchased hers with the money she earned from the sale of various articles she made—such as bread baskets, stuffed animals and aprons—which she donated to the hospital. PGER George I. Hall presented her certificate during the hospital's "homecoming."



TWO REPRESENTATIVES to Boys' State—which celebrated its silver anniversary in Arizona this year—visited Phoenix Lodge, their sponsors, to give a brief talk before the lodge members. At the meeting were (from left) Jeff Alexander, Brother Clayton Orth, Steve Tussey, and ER Joe D'Angelo.



THE ECOLOGY COMMITTEE of Huntington Beach, Calif., Lodge, in conjunction with the local Environmental Council, supervised the city's main recycling station for one month. They sorted glass, paper, and aluminum for transfer to recycling plants. Chairman of the lodge's committee is PER Chuck Sperrazzo (on top of truck).



THE KICKOFF BANQUET for the 20th annual Pony League Baseball World Series was held at Washington, Pa., Lodge. Eight teams, including ones from Catano, Puerto Rico; Honolulu, Hawaii, and Maya, Mexico, were represented. Seated with the team managers at the head table were (from left) Lou Hayes, national Boys' Baseball president; PDD Watkin W. Wilson, Washington Lodge secretary; Mayor Charles Mayer, and World Series Chairman William Morrell.

ELKS NATIONAL SERVICE COMMISSION

ELKS NEVER FORGET

"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

THE SOLDIER lay quietly, reprieved by sleep, for a blessed moment, of relief from pain and heat. A heavy cast enclosed his legs and much of his body. His arms were bandaged. Sweat welled up on his forehead and ran down his face.

More than a score of men filled the beds in the room, fighting to recover from wounds suffered in Vietnam. They had something else in common. The heat. It was hot in Hawaii, inhumanly hot in this ward and in others like it in Tripler Army Medical Center. It was hot because a government that could send men off to war couldn't find money enough to comfort them with air conditioning when they came back desperately wounded.

That's the way it was until the Elks of Honolulu Lodge discovered this situation. Then they went into action. Their National Service Committee appealed to the Elks National Service Commission for funds to bring relief to the scores of wounded men in Tripler. After prompt approval of the Commission, Past Grand Exalted Ruler, William J. Jernick, Chairman, immediately authorized the expenditure and, within days, 24 room air conditioners had been installed and were bringing blessed comfort to those wounded men.



Vietnam Veterans toured Disneyland recently as part of their three-day holiday sponsored by the 13 California Orange Coast District Lodges. District Elks volunteered to accompany the 40 amputee veterans and extended the hospitality of the Order.

This is a dramatic instance of the way that America's Elks are fulfilling Elkdom's pledge that, "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

Dramatic it may be, but it is also

typical of what Elks are doing all over this country, day in and day out, year after year. It is a labor of love, a voluntary contribution that adds up to millions of man hours, not to mention the hundreds of thousands of dollars invested in this good work every year.

It also adds up to something that is impossible to measure and hard to put into words. Can anybody tell the worth of bringing a man out of deep psychological shock and restoring him, whole and sound, to his family who feared him lost to them forever? Maybe he can, and maybe they can. It doesn't matter to the Elks of Oregon, who supplied the loving kindness, the persistence and the long hours on a project that has worked wonders, not with just one disabled veteran, but with many.

Like so many of the programs carried on by Elks all across the land under the sponsorship of the Elks National Service Commission, this project was beautifully simple. It consisted of a golfing program involving the patients at the Veterans Psychiatric Facility at Roseburg, Oregon. The Elks didn't just help to build and improve the golf course and let it go at that. They were involved. On a regular schedule, Elks went to the hospital and teamed up with patients for a round of golf.

A couple of years or so ago, the Elks added a barbecue and a covered patio, a nice place and a nice way to end a round of golf. This camaraderie had a pronounced beneficial effect on all of the patients save one. This young man, frozen by severe mental shock, was indifferent to it all. Not even the usually tantalizing smell of broiling hamburgers moved him in the least. Then, one day, he accepted a hamburger. He ate a bit of it. Slowly he thawed, began to play some golf, gradually joined fully in the activities. Then, the doctors let him go home.

Involvement is what makes the Elks' program work—personal involvement. It takes involvement to plan and carry out successfully an evening of entertainment for sick and wounded men, not just once, but month after month. It means involvement—a strong sense of commitment—to organize boxing bouts, bingo parties, bridge tourneys, trips to baseball games, picnics; to help disabled men write letters home, to teach them to paint, model in clay, tie fishing flies, work leather.

These are just typical of the many and varied activities that are carried on by the National Service Committees of Elks' Lodges in the immediate vicinity of the more than 191 Veterans Administration and Military facilities in the country, backed up and supported by the National Service Committees of Lodges at a distance from the facilities.

Every Elk gets to participate in this good work through his annual 20 cent per capita tax paid to the Grand Lodge for the support of the Elks National Service Commission's programs. This assures a continuous program with available financing for essentials. The Com-

mission, in turn, allocates these funds to the State Elks Associations and to Lodges that have the direct responsibility for operating the program in the hospitals in their areas. State Associations and Lodges invariably supplement these allocations for increased activities.

For many years this responsibility was confined to Committees in those Lodges located near Veterans Hospitals. This put an ever-growing load on the shoulders of a few men and women, but as the need increased with the growing number of patients and hospitals, so also did the need for more willing hands. That's why a year ago the Grand Lodge added the "Elks National Service Committee" to the list of standing committees that must be appointed by each lodge annually. This tapped a reservoir of manpower in Lodges located at a distance from VA hospitals, but whose members—and never forget their wives, daughters and sons—were eager and anxious to have a direct, personal role in doing something to help the men who had laid it on the line for the U.S.A.

There's plenty to do for everybody. Take one special project for example—collection of used playing cards. Playing cards have a rare value for hospitalized patients. They are a constant source of entertainment and relaxation to thousands of men and women veterans, too, just as card games are a major source of diversion for millions

of healthy citizens. But cards wear out fast under the punishment they get in hospitals, and finding enough decks to meet the demand was a hopeless task.

It was, that is, until the Elks went into action in 1962 with a campaign to collect used, but complete decks of playing cards. More than a quarter of a million decks were collected and donated to VA facilities. The next year a second campaign produced more than 50,000 decks. Now, with a Service Committee in every Lodge, ready to get behind such a drive, the yield nationwide will be many times greater—enough to make sure that every bedridden veteran who wants one has a deck to play with.

The card collection campaign illustrates one of the great strengths of the Elks National Service Commission program—its versatility. While it has basic activities that are carried on regularly, it is not confined to them. The Elks' program is not static, but innovative—intended to meet needs as they develop; to create new ways in which to serve our disabled fighting men.

Because of this characteristic, plus the reputation of the Elks for getting things done, the Veterans Administration Voluntary Service (VAVS), comprised of organizations cooperating with the Veterans Administration, asked the Service Commission recently to conduct an Arts and Crafts competition among patients in all VA hospitals.

Announcement of the contest sent a



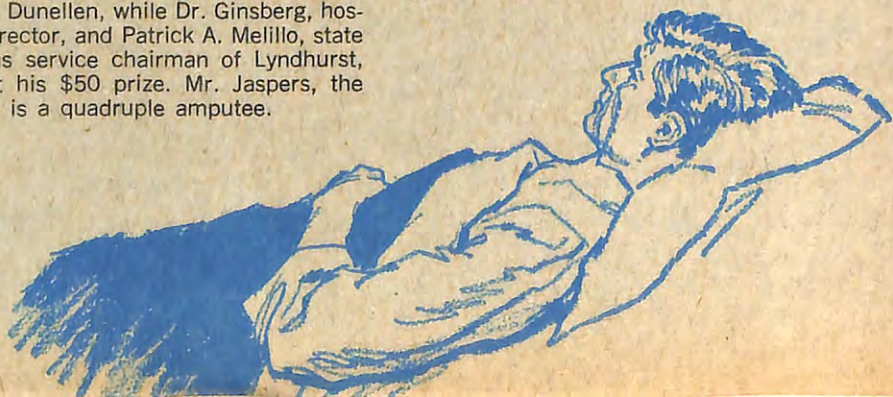
Sgt. Ernest Howard was one of the patients at the Guam Naval Hospital to place a call back home courtesy of Agana, Guam, Lodge. Members of the lodge's National Service Committee present were (from left) Adrian Fluckinger, Joe Conolly, Adrian La Deau, and chairman John Webster.



The first-place winner in the arts and crafts contest at Lyons, N. J., Veterans Hospital was David Jaspers (right). His winning entry, a knitted scarf, is held by Charles Mauer, veterans service co-chairman of Dunellen, while Dr. Ginsberg, hospital director, and Patrick A. Melillo, state veterans service chairman of Lyndhurst, present his \$50 prize. Mr. Jaspers, the knitter, is a quadruple amputee.



Agana, Guam, Lodge's National Service Committee visited recently with patients at the Naval Hospital's Recreational Pavilion. The Pavilion was built about a year ago with materials provided by the Elks.



shock wave of activity through the VA hospitals from coast to coast. Patients who had never taken part in the arts and crafts sessions were caught up in the excitement and enthusiasm generated by the competition. One patient, a blind man, hit on the idea of building a bridge, using only ice cream sticks. It won a prize.

The thousands of entries included paintings, ceramics, art forms and utilitarian objects, tooled leather products, metal products, textile creations.

The Elks National Service Commission, State Associations and Lodges supplied more than \$32,000 in state, local and national awards.

VA hospital officials were jubilant over the results of the contest. They described its benefits to the thousands of patients who participated as incalculable, and were grateful to the Elks for making this major contribution to the success of the VA's occupational therapy program.

The Arts and Crafts contest was merely the latest, and perhaps most spectacular contribution by the Elks to the occupational therapy program in VA hospitals, but by no means, the only one. In 1948 the Elks of California began to collect hides during the hunting season, process the skins and supply the finished leather to the VA facilities in that State. Today, hides valued at thousands of dollars annually, are supplied to every hospital in the country through the cooperation of the

California-Hawaii State Association. Also participating are the Elks in Alaska, Arizona, Montana, Nevada, New Mexico, North Dakota, Oregon, Utah, Washington and Wyoming.

Massachusetts Elks donate leather, textiles and plastics eagerly sought after by VA hospital authorities for the

occupational therapy so essential to the welfare of their patients.

The BPOE has a fascinating record of service to the country of which the veterans' program is only the current chapter. Few people—including a lot of Elks—are aware of this record.

DID YOU KNOW THAT

1. The first Veterans Hospital in the history of the United States was a 700 bed facility erected in 1918 in Boston, Massachusetts at a cost of over \$700,000 when the average member's wage was \$5.00 a day. It was presented as a gift to the government.

2. The first two field hospitals to arrive on the battlefields of France in World War I were financed and equipped by Grand Lodge. They were Base Hospital No. 41 staffed by the University of Virginia and Base Hospital No. 46 staffed by the University of Oregon. The Army had none at the outbreak of World War I.

3. The first "G.I." Loan program in the history of the United States was a million dollar revolving fund established by Grand Lodge in 1919. It enabled veterans to finance their maintenance during training at rehabilitation centers pending approval of their applications for government benefits. Over 40,000 loans were made. The Congress, subsequently, adopted the plan in its entirety.

4. The Order of Elks assumed a major portion of the fund raising activity for the Salvation Army in World War I. In 1919 Commander Evangeline Booth of the Salvation

Army told the Grand Lodge, "The Order of Elks rushed to our aid. They very largely furnished the funds. . . . our organization could not have achieved its exceptional success in this war but for the splendid, practical, tangible aid that was rendered to us by the Elks."

5. Elks lodges under the sponsorship of the Elks War Commission, forerunner of the Elks National Service Commission, conducted refresher schools that qualified thousands of young men for flight training in World War II.

6. The Order of Elks was the only civilian organization chosen to recruit construction specialists for the Army and Navy in World War II. The quota was met three months ahead of time. "Since the Benevolent and Protective Order of Elks was the only civilian organization actively supporting the campaign, it is entitled to full credit for the success obtained." J. A. Ulio, Maj. Gen., the Adjutant General.

7. One hundred and fifty-five hospitality centers near training camps and stations were enjoyed by millions of G. I.'s in 1940-45. Twenty-five hospitality centers were opened at the outbreak of the Korean War to accommodate the increase of mil-



Anaconda, Montana, Lodge members (from left) PER Warren H. Davis, Tom Durkin and PER Edgar Schwartz examine hides collected by their lodge for use in physical therapy at veterans hospitals.

A veteran (left), a patient at Veterans Administration Hospital in Roseburg, Oregon, was treated to golf by local Elks. Est. Loyal Kt. Seth Muller (center) of Roseburg, and A. Fuller Johnson, state association co-chairman, played in the game.





Six television sets were donated to the Phoenix Veterans Administration Hospital by the National Service Commission of the Arizona Elks Association. Hospitalized veterans and staff were grateful as the televisions will be useful to the patients during their stay in the hospital.



Belleville, Ill., Lodge was awarded its second Pride Achievement Award for the care and entertainment the lodge has provided for wounded veterans at Scott Air Force Base. Some of the recipients of electric shavers donated by the lodge were (seated) AMH Larry Karr, T. Sgt. Lloyd Reeck, and S. Sgt. Philip Minnici. Officials present were (standing) T. Gundlach, ER Roger Wagner, Major Wegs, R. Kurtz, J. Moreiko, and 2nd Lt. Lathren.

itary manpower training for that conflict.

8. Nearly 600,000 pints of blood were donated by Elks in lodges throughout the country.

9. Over thirty million cigarettes have been sent to troops stationed in Korea for the past 20 years.

10. Our fighting forces in Vietnam have received over two and a half million cigarettes each year. Each pack contains the friendly message, "We are with you all the Way." They are delivered by helicopters in the fighting zones and distributed in hospitals and U.S.O. clubs.

11. The State of Ohio has a large ceramics and pottery industry. Special clay, molds, decals and kilns are supplied for a unique "Elks Ceramics Program" in V. A. hospitals.

12. A Rest and Recreation building was constructed at the Naval hospital in Guam with materials furnished by the Elks National Service Commission.

13. Returned Vietnam wounded in military hospitals are constantly entertained at dinners and parties at nearby lodges.

14. Typical of individual lodge interest in the concern for veterans is an \$1,800 refurbished day room complete with colored TV at the East

Orange Veterans Hospital, supplied by Paramus, New Jersey Lodge #2001.

15. The Elks of Belleville, Illinois Lodge demonstrate traditional Elk hospitality for thousands of Vietnam wounded returning to this country for their first stop at Scott Air Force Base. It is sometimes a long wait. They are hosted at barbecues, football games and dance parties. Razors, mirrors, shaving necessities and toilet articles are supplied.

16. An average of \$300,000 is allocated each year to the hospital committees for essentials. This is augmented by funds from State Associations and subordinate lodges.

These are just a few of the major achievements by Elkdom in service to America. There are many more, and many more will be added, for whenever America needs help, the Elks will be there with the men, the money, the organization and the will to do the job.

The Grand Lodge long ago gave the Elks National Service Commission the responsibility for making sure that the Order's resources could be mobilized promptly and effectively to meet whatever need might arise. This holds true not only for such unusual situations as the need for air conditioners in an Army hospital. The Commission's responsibility and authority also extends

to national emergencies, whether natural disaster or enemy attack.

To make sure that Elkdom would have the financial muscle to do whatever job might arise and without a moment's delay, the Grand Lodge, every year since 1950, has voted a special appropriation that would be available immediately to start the wheels going in case of such an emergency. Backing this up is standby authority for the levy of a tax of \$1.00 per member which, today, would put more than a million and a half dollars at the disposal of the Elks National Service Commission to help the Nation cope with any emergency.

Like the many thousands of Elks and their wives who devote so much time and effort to these programs and activities, the Past Grand Exalted Rulers who comprise the Elks National Service Commission are volunteers serving without any compensation. Serving with Chairman Jernick on the Commission are George I. Hall, Vice Chairman; John L. Walker, Secretary; William A. Wall, Ronald J. Dunn, Frank Hise and Robert G. Pruitt.

In charge of operations at the Commission's headquarters in New York City is the Executive Director, Bryan J. McKeogh, assisted by George M. Hall.

This short review tells only a small part of the entire story of Elks patriotic dedication to our nation's servicemen and hospitalized veterans. It does, however, place emphasis on the fact that Elks don't forget the sacrifices of our country's defenders. **They remember! That is one of the big reasons it is great to be an Elk!**



THIRTY-SIX ACRES of land were recently purchased by Baton Rouge, La., Lodge as suburban recreational facilities for the lodge members and their families. ER Feltus L. Rhodes (left) signed the official papers, while Mrs. Frances L. Landry, Louis M. Landry (who sold the property), and (standing) Trustee Jules Landry, and Secy. Lawes J. Alonzo looked on.



"TODAY'S DRUG SCENE" is the title of a new brochure being distributed by Chico, Calif., Lodge to local schools and community residents. ER Charles Priddy Jr. (left) and Est. Lead. Kt. John Patterson (right) explain details of the pamphlet to Dr. H. Lawson Smith, superintendent of the Chico Unified School District, and Police Chief Walter Johnston.



A SERIES OF SEMINARS was sponsored by Fresno, Calif., Lodge regarding drug abuse control. More than 200 Elks and local residents heard three members of the area police force discuss the 20 dangerous drugs illegally being sold to teenagers in Fresno. Sheriff's Deputy Jerry Lawless displayed a showcase containing a sampling of deadly weapons and drugs taken from pushers and addicts around the city.

Lodge Bulletin Competition

The Grand Lodge will again sponsor a Lodge Bulletin Contest for the lodge year 1971-1972. This contest will be sponsored by the GL Lodge Activities Committee with Brother K. R. Larrick as the committeeman in charge.

Rules for the contest are as follows: Prepare a plain manila folder containing three consecutive issues of your lodge bulletin for the period April 1, 1971 to January 31, 1972. Judging will be made on the bulletin contents, not the folder.

Bulletins should cover local, district, state, and national news. Human interest stories, pictures, format, and timeliness will also be considered. Be sure to review Sec. 214 on the annotated statutes to see if your bulletin qualifies for competition.

Lodge membership as of April 1, 1971 will be used to establish which category to place your lodge for competition. First, second, and third place plaques will be awarded in each of the following categories: 1 thru 300 members; 301 thru 600 members; 601 thru 1,000 members; 1,001 thru 2,000 members, and more than 2,001 members.

The only way you can win is to enter. Mail your entries to K. R. Larrick, Box 274, Augusta, Kansas, 67010. They must be received *no later than February 20, 1972* to be eligible for the judging.

Do not mail entries to the Elks Magazine, as the staff cannot guarantee that they will reach the proper source for consideration.

National Bowling Tournament

The 52nd annual Elks National Bowling Tournament will be held this year in Fort Wayne, Ind. It begins February 26, 1972 and will run each weekend (except Easter weekend, April 2) until May 13 at Key Lanes and Westwood Lanes.

All Elks in good standing are eligible to compete for cash prizes and trophies. More information may be obtained by writing to Brother R. F. Sutton, Secretary-Treasurer, P.O. Box 217, Battle Creek, Michigan, 49016, or by phoning him at 616-965-5615.

Paradise Gained *(Continued from page 19)*

trees and long, overhanging vines. After dinner we swam again. The moon was full on the water, spreading a silver path to the shore of that golden beach where we'd spent the day. Later I lay out on deck, looking up at the sky. The heavens were flooded with

stars. I was spellbound by the way the Milky Way, this great white river, ignited the darkness everywhere. I studied the moon and suddenly I was glad I was on earth and not up there. It would have been a shame to have missed the moon's performance this

night, looking down as it did on the Indian Ocean.

Whether the Seychelles are prepared for the big tourist rush is questionable. Presently there are only a few small hotels, although a British operator is opening the new 150-room Reef Hotel early this year. Alas, air conditioning has come to the land of Adam and Eve. Thus, with the jets and air conditioning, the question comes to mind: can the Rolling Stones and hot dog stands be far behind? Well, perhaps. The Seychelles' sauna-like weather could prove a deterrent. The temperature ranges around 80 degrees, with a similar figure at times for humidity. The weather, the distance and the cost of getting there could save the islands from Coca-Cola signs and the like.

In the event this doesn't prove discouraging here is some additional weather data: hottest months are March and April during the Northwest monsoon season, which blows again between November and April. And then there is the Southeast monsoon during the so-called cool period of July and August. Like Hawaii, the wettest months are December and January.

If you are used to the luxury of Hilton-style hotels I would suggest that you return to Hawaii or the Caribbean. For one thing, I seriously doubt if the bar keeps could please you. In the little hotels no one is sure exactly what a dry martini is. There are few of the amenities associated with a 20th century island paradise: the tiled swimming pools, golf courses, the motor-bikes for rent.

Still, there are other reminders. Besides the jets there is another sign of the age in which we live: atop a mountain on Mahé the U.S. operates a satellite tracking station. And in Victoria, which is the Honolulu of the Seychelles, a clock tower looks down on the city scene. Beyond here, though, is the peacefulness I spoke of. For some, perhaps, the Seychelles will prove too peaceful. Still, if you're a bird-watcher (or even a people-hater) it's just possible that you might want to remain forever.

For years ornithologists thought the black paradise flycatcher was extinct when all this time it was off in the Seychelles, chasing flies. Because of their isolation the Seychelles have been a wildlife refuge similar to the Galapagos. Listen to what ornithologist Roger Tory Peterson has to say: Cousin Island has a population of 20,000 fairy terns while Bird Island "has a population of more than 1 million pairs of sooty terns and noddies." What with such a stage for bird watchers and strict rules in force regarding ecology, perhaps this paradise isn't lost after all. At least, not for awhile, anyway. ■

MEALS ON WHEELS

MEALS ON WHEELS is a program for the preparation and home delivery of nutritious, hot meals to elderly, handicapped, or disabled persons who are unable to prepare proper food for themselves. Loveland, Colo., Lodge has supported this program since January, 1968, and it is believed that they are the first group of Elks to become affiliated with Meals on Wheels. Two other lodges in the state of Colorado—Longmont and Fort Collins—have since begun their own programs, according to Dorothy B. Morin, administrator.

Loveland Elks became interested in this project when a survey conducted by local social agencies revealed that the Loveland-Berthoud area had an unusually high number of elderly residents. Trustee John L. Neill offered the services of the lodge kitchen after the program was explained to him. Thirty meals would be provided at noon, Monday thru Friday, at a cost to the client of \$1.00 per meal. Volunteers would deliver the meals—which were prepared by a special Meals on Wheels cook hired by the lodge—to the clients' homes. It was decided that additional funding would be thru voluntary contributions, and a volunteers' training class was held at the lodge.

There were only 12 clients when the program began instead of the expected 30, but no one got discouraged. Soon more people began signing up, and during 1971 the project averaged more than 50 meals a day. During the first four years a total of 425 individuals—ranging in age from 39 to 103—were served. There have been 390 volunteer workers.

Because of the success at Loveland Lodge, Meals on Wheels became incorporated as a non-profit organization. It is now also an established agency of the United Fund for Loveland and Berthoud.

If your lodge would like to start a Meals on Wheels program, you may obtain more information by writing



Loveland Mayor and Mrs. Jean Gaines (top photo)—two Meals on Wheels volunteers—deliver Christmas dinner to Leon Hodges, 90, one of the program's first clients. "Even if I didn't get the dinner, it's worth the price to have someone visit me every day," he says. Meals are delivered on all holidays that fall on regular delivery days.

Charles Castleton, 93, enjoys talking to PDD and Mrs. Raymond Peterson when they deliver his meal each week-day. Brother Castleton is a 63-year member of Loveland Lodge. Anyone who is unable to prepare his own food is eligible for the program.

to Dorothy B. Morin, Administrator, Meals on Wheels, Inc., Room 209, County Office Building, Loveland, Colorado 80537.

Motel Entrepreneur *(Continued from page 15)*

services as you can, whether you own them all yourself, participate as part of a group, or simply associate with others as part of a cluster.

I've recently surveyed a fine highway site suitable for complex development. My client owns five acres in a prosperous desert crossroads community. There's a permanent military base immediately adjacent to his property. How's that for an additional "business-getter?" Military personnel bring visitors into town every week. Salesmen regularly call at the base. Civilian employees need a restaurant and use automobile services. The adjacent transcontinental highway has "on" and "off" ramps practically wrapping themselves around one side of the property.

There'll soon be a motel of around one hundred rooms, a restaurant with a 24-hour coffee shop, dinner house, and special meeting rooms, two "name brand" service stations, a discount service station, and a complete repair garage. All structures will be carefully designed for attractiveness and service.

If you want the advantages of a complex plan, but can't swing it alone, organize a group of owners, each with his own facility. All join in the overall management. There are several ways to accomplish the same result. I'm here suggesting only one.

I've admonished you to use care in setting up your financial involvement. I've cautioned you in some areas. I've recommended the use of unbiased professional assistance in nearly every case where you are to enter the motel business. "Cautions" and "warnings" are not "negatives." Instead, they are actually "positives." You're considering a progressive move. "Warnings" are, in reality, but signboards indicating direction!

Avoid complacency. This can be an-

Start your enterprise as comfortably as possible, but keep progressing, keep modernizing.

other pitfall. Start your enterprise as comfortably as possible, but keep progressing, modernizing. You must keep up with your competition and try to better it. You may start with a fine, modern facility and, tomorrow, almost literally be hopelessly out-of-date. This is no real problem. Tax write-off schedules and adequate depreciation reserves can keep you in a ready cash position. Obsolescence is a trap! Again, a capricious public pays attention to things you may overlook.

Technical organization is sometimes important. If an individual proprietorship may not be advisable for you, con-

sider a working partnership with someone with whom you get along. Labor and responsibility are divided. Additional capital is often more easily obtained. Fewer employees will be needed. Your personal abilities may be a great help.

A corporation may be more realistic. It permits multiple ownership, a pooling of resources, limited liability, a better transference of ownership upon demise of any of the principals.

Consider, too, the possibility of becoming part of a chain organization, or purchasing a franchised unit. You'll give up some independence, but you'll obtain in return some value from being part of a recognized organization, plus management guidance, standardization, and sometimes a buying break for equipment and supplies.

There's no pat answer as to the way to go. I lean a little toward the individual operation, as opposed to the chain type. A man can call his own
(Continued on page 39)

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FANTASIES ON WHEELS

by Frank L. Remington

Though he dresses like a peasant and allegedly champions the poor, Red China's leader, Mao Tse Tung, isn't above indulging in luxury. Recently for his touring comfort he ordered himself a Mercedes-Benz 600. Among other extravagant appointments the German chariot boasts air conditioning and a built-in bar. Mao can enjoy his favorite libations while being whisked about the

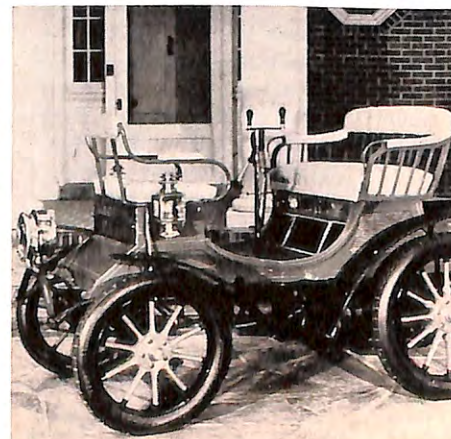
country-side in a lavish limousine. Yugoslavia's Tito, another Red leader, also goes ga-ga over the Mercedes-Benz. Recently he ordered one with a special moth-proof compartment for his numerous uniforms.

World leaders, potentates, businessmen and cinema celebs, not to mention average Joes, frequently demand the ultimate comfort and convenience in their gasoline buggies. In 1965, for instance, Americans dished out \$1.5 billion for 250,000 Cadillacs, Lincolns and

Imperials, generally considered the United States-made luxury autos. Many car fanciers, though, aren't satisfied with merely a lavish wagon. Through the years, they've created a number of fantasies on wheels.

Many movie stars satisfy their yen for out-of-this world automobiles. A while back, though, even blasé Hollywoodians gasped when a 20-foot long, rocket-shaped vehicle zoomed up to a curb in the cinema capital. A dazzling blonde pushed from behind the mother-of-

Experimental gas-turbine Firebirds I, II, and III (above), first cars designed around a single control stick, eliminating steering wheel, accelerator and brake pedal. The Riley Tri-Car (right), in 1903, was a real speed demon. Motorists faced each other in the 1896 Peugeot (far right), one of the earliest horseless carriages.

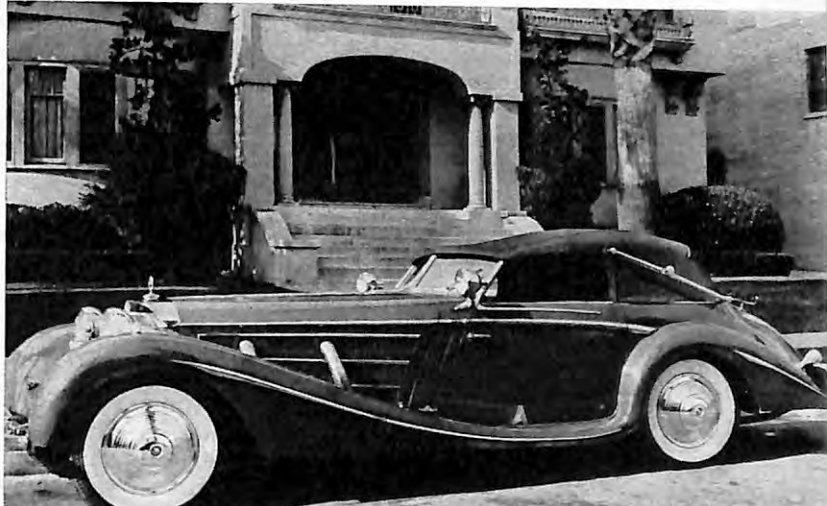




The Firebird IV (top left) has no rear window. Driver receives television views on front panel. The Mako Shark II (right), is an experimental Corvette.



Chrysler's 300X research car (above) replaces conventional steering wheel with light-action hand grips.



This sleek Mercedes-Benz has been clocked at 185 miles per hour.



pearl wheel and jostled her way through an onlooking crowd.

From front bumper to fish-tail shaped rear deck, the vehicle gleamed with real gold plate. Under the ultra-streamlined hood, a 16-cylinder, jewel-like motor purred expensively. The car featured a plane-style cockpit with no doors and all four wheels concealed beneath sculptured gold fenders.

Weighing 6,180 pounds, this nabob's chariot could barrel down the road at 140 miles an hour in eighth gear while the driver lolled on brocaded satin cushions. Specially designed down to the last bolt head, it cost a wealthy oil

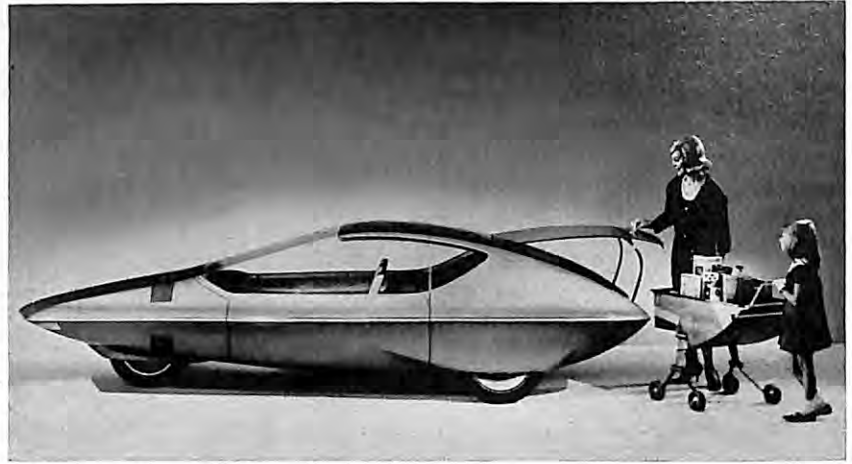
magnate, who was taking a fling at movie-making, a cool \$70,000.

Film idol Elvis Presley rolls around the country in several exotic hacks, including a custom-built Cadillac. It sports portholes instead of rear windows, gold plated headlight rims, hub caps and door handles and 40 coats of hand-rubbed plastic paint containing diamond dust and powdered fish scales. Inside there's a horseshoe-shaped rear seat covered with imported frieze and beaded pleats; white mouton lamb floor rugs; a record player; multiplex amplifier; television set; intercom; air conditioner; climate control; a gold vanity

case containing electric razor, gold hair clipper; a gold electric shoe brush, and two gold-flake telephones.

Gold replicas of phonograph records stud the ceiling. There's also an overhanging bar stocked with cokes, chocolate milk and candy bars. This refreshment bar freezes ice in two minutes. Elvis doesn't stock liquor in the bar for he never touches the stuff. Anyone can have a similar jalopy for about \$30,000.

Unlike Elvis' fantasy on wheels, the Hollywood car of W. C. Fields, the noted comedian, boasted a bar that every imbibor in the country envied. Fields, who hated to take the rubber off



Another view of the Mako Shark II (left). The Runabout by G.M., a utility vehicle for commuting and shopping.

his bankroll for anything unless it pertained to liquor, pushed a button to swing a tray of cocktail glasses over his lap. Another button opened the liquor compartment which was well stocked with an assortment of firewater. Still another button swung ice cubes within easy reach.

This elaborate equipment did practically everything except pour the stagger juice into his mouth. Fields always maintained a willingness to perform this chore. Lifting a glass of "refreshment" to his lips, he said, constituted his only exercise.

Fatty Arbuckle, comic king of the early film era, owned a \$25,000 wood-silver-gold custom-built limousine. Among other comforts, the fabulous buggy boasted a small lunch counter in the tonneau. Arbuckle, a hearty eater, could whip up a tasty ham-on-rye while being chauffeured around town.

Buster Keaton, dead-pan comedian of a later period, owned the first land yacht the size of a transcontinental bus. Resembling a scale model ocean liner, it measured 28 feet from stem to stern. Keaton's wheeled leviathan pre-dated the modern house trailer and contained four state rooms. In the car Keaton always wore a sea captain's uniform and attired his chauffeur in a first mate's outfit.

Then there was Tom Mix's numerous automotive oddities. The showy Tom emblazoned his monogram on everything he owned—even the window curtains in his garage. He also etched them on the window glass of his half-dozen automobiles. A custom-built Lincoln town car, though, ranked as Tom's prize possession. An exact replica in steel of an old time stage coach, it boasted gun ports for defending against marauding Indians! This zany creation cost Tom about \$35,000.

A few years back Donald O'Connor burned up Hollywood streets in a trick

Italian car with leopard skin upholstery. O'Connor spent many hours personally supervising the installation of every conceivable gadget—except he forgot a speedometer and gas guage. To check his speed, he kept an eye out for motorcycle officers, and to find out how much fuel he had in the tank he had to "stick" it with an old-fashioned measuring rod—the kind used as a standard accessory on 1920 model flivvers.

Although custom-built luxury automobiles attract much attention in the film capital, not all stars consider them a necessity. This group was once epitomized by the irrepressible Grocho Marx. In top hat and tails, Groucho chugged to a film premiere at Grauman's Chinese Theater on Hollywood Boulevard in an ancient vintage Model-T. This antique wheezed to a stop behind dignified Rolls-Royces and promptly collapsed. Other Hollywood greats were stymied until a tow truck hauled Groucho's heap away.

Many luminaries the world over sport custom-built Rolls-Royces. At one time the Nizam of Hyderabad owned 50 Rolls. The vehicle reserved for state drives ranked as one of his favorites. With a special body constructed of solid silver, the car's interior sported old-gold brocade upholstery and lace curtains. The seats conveniently folded back into a day bed. Another Rolls in the Nizam's fleet substituted an elevated throne for the rear seat.

One of India's opulent rulers, the Maharaja of Patiala, fitted out his Rolls as a palace on wheels. It boasted handmade Swiss clocks, gold-plated dashboard and running boards, built-in medicine chests, seats upholstered in costly broadcloths, and floors covered with beaver-skin rugs.

Other Indian potentates have fitted their Rolls with such touring conveniences as concealed wash basins and built-in collapsible bathtubs. One In-

dian prince had the steering wheel of his Rolls-Royce made of two tusks of ivory he sent from India. Another equipped his Rolls' windows with a special blue glass, enabling his harem wives to look out without themselves being seen.

An apparently wealthy English artist furnished his car with an array of built-ins. For his Phantom I Rolls-Royce chassis, he ordered a body that opened out into a complete artist's studio. When completed, the tall rectangular car included a built-in desk and easel; seats that converted into beds; shutters; and a movable roof and side panels to afford him an unobstructed view of scenes he painted.

A while back an Australian sheep farmer bought a Rolls-Royce. When it came time to have it serviced, he drove it into town. The salesman inquired how he liked his new car. "Very well, indeed," the farmer said. "What I like specially is that glass partition between the front seat and the back.

"Why?" asked the salesman.

"Well, it stops the sheep from licking the back of my neck when I'm driving them to market."

Rolls-Royce designed a model for royalty. It was the Phantom V state landaulette, probably the world's most expensive automobile and sold only to heads of state. Each was custom built and the price decided by negotiation. According to estimates, each cost about \$35,000, and each required six months to build. Among other equipment, the royalty Rolls boasted fluorescent lighting, two air-conditioning systems (one for the passengers, one for the chauffeurs), flagstaves on each fender and a large umbrella.

In the United States, many car owners go for custom-built jobs. Some demand enough special accouterments to make their vehicles different from any-

(Continued on page 40)

shots. It really matters little, though, as in the final analysis, an attractive house providing superb service for a fair price is going to succeed.

A man's best advertising is his name. However, your name may do with a little assist here and there. Brochures, post cards, display items, match books, etc., are part of the game. If you're a good idea man, you can have a ball. One promotional idea that appeals to me is to give part of a set of something or other to a guest with the arrangement that he can complete his set at a cooperating motel a day's drive down the road. This catches travelers going both ways. Use steak knives, glassware, booklet sets, etc. I once designed and wrote a complete set of nature booklets (one factual animal story per booklet) to be used in this manner. Cooperating enterprises (motels, restaurants, service stations) can add booklets until the traveler has a full set of stories to occupy the kids and add to the library back home.

Good people will build your equity and reputation while you keep drawing a paycheck.

Use specialized services. People travel with pets. How many motels provide pet-care facilities? It's a defense, too! No motelman wants dogs and cats running around his rooms! I tried this pet service in a motel I once owned. It worked! The dog houses and runways and kitty quarters cost next to nothing. Pet meals were free. Of course I promoted much of the food from manufacturers and distributors in exchange for product exposure. I advertised the service. It appeared prominently on my "out front" sign.

Fish and game storage service for sportsmen also pays.

Have you stopped at a deluxe motel with small kids in your party? "Don't touch that lamp, Jackie!" "Don't spill that coke, Susie! What did I tell you! All over the man's nice white carpet!"

A simple, safe, sanitary play area for Junior works wonders. Not only do parents go for the idea, but Junior hounds them to death to stop at your place the next time they travel. Combine indoor and outdoor activities, if possible. Post it well with parents' liability signs. Permit no dangerous exposure, or "attractive nuisances." The possible insurance surcharge will be worth it.

What about the young family guy with a car full of kids and in hock to his ears for his vacation trip? What he doesn't need is a luxury motel! ("Do I

have to buy the place every time I stop?")

One large chain goes after this specialty trade, exclusively. You might consider it as a part of your enterprise. Your architect can design for minimum wear and tear, economical servicing, and surprising attractiveness—no "bare bones" deal!

Check your supply lines. If you're to have a restaurant, food supplies must be available regularly. It may be advantageous to handle your own supplies. You'll need frozen, cold, and cool

storage for economical buying.

A laundry service can be useful; also, a rental linen service. It's often wise to use outside services, if available.

"Wouldn't it be good to get started while I'm still employed?"

Great! You'll likely be an absentee owner, but this isn't bad. You'll need a good manager. If the motel is too far from your home, you may also need some kind of outside supervision. Here's the "human element," again. Good people will build your equity and reputation while you still have a pay check.

Some managers may not be too careful. (Continued on page 58)

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Fantasies on Wheels (Continued from page 38)

thing else on the road. Discriminating car buffs have different philosophies to guide their preferences. Some try to eliminate completely the original identity of their cars. Others strive to preserve the car's original traits and improve on them.

There are a number of commercial customizing outfits that do a land office business catering to these whims. Sometimes the custom builder will remove the car's body, then cut the coachwork so it rests as much as six inches lower on the frame. After replacing the body, the fenders remain at their original height. On the best jobs the springing is left untouched so that the carefully designed and engineered riding qualities are not impaired. There are something like 300,000 restyled autos now on the road.

Some cars individualize their owner's

Dead-pan comic Buster Keaton captained a land yacht the size of a trans-continental bus.

personalities or hobbies. Some years back for instance, his employees presented rancher and business mogul Charles A. Ward with an automotive showpiece—a custom-built Cadillac, upholstered in cowhide, the seats were covered with tiny brands representing well-known ranches of the Southwest. Ward's own ranch brand was cast in copper and placed on the hub caps.

Twelve silver letters spelling CHARLESAWARD replaced the numbers on the car's clock face. A couple of built-in pistol holders provided the guns Mr. Ward always liked to carry handy in his cars. Even the ignition keys were made of gold.

Dinshah P. Ghadiali of New Jersey built what certainly qualifies as one of the world's largest and most fantastic automobiles. Twenty-six-feet long—and an automobile, not a trailer—Mr. Ghadiali's creation boasted six sleeping berths, dressing room, washroom, toilet, kitchen, gas heat, shower bath, and hot and cold running water.

Some custom companies build luxury carriers from old buses for corporate executives. These posh wagons include rich divans that convert into bunks, a galley complete with electric stove, refrigeration and food freezer, and a bathroom with shower. Hi-fi, television, telephone and dictating equipment number among the other accessories. Used to transport top men to remote places, entertain customers or travel to nearby towns for business meetings, these rebuilt buses range in price from \$20,000 to \$75,000.

Most of the major automobile manufacturers, too, build luxury limousines fitted inside for use as executive offices. They are designed to permit an executive to send and receive reports, make telephone calls and conduct other business while the car is in motion. For typing and paper work, they have folding tables and typewriters. Provisions also are made for dictating-recording machines and small television sets visible only to rear-seat passengers.

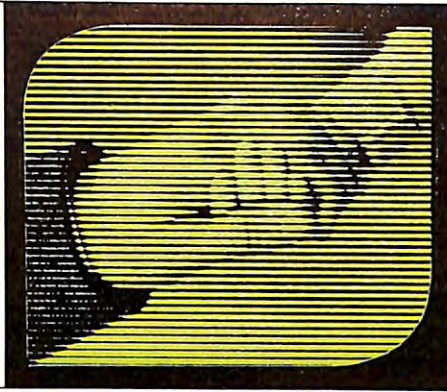
Luxury land yachts, of course, exceed the means of most motorists. However, anyone who wishes to make an automotive splash for a special occasion can usually rent a chauffeured luxury limousine for a price ranging from \$10 to \$25 an hour. In Los Angeles, one place offers a 4 hour minimum for a total cost of \$44.00. Actually, it's now cheaper to hire a limousine than to buy, maintain and park one in a big city. Limousine-renting firms roll up considerable mileage from weddings, funerals and sight-seeing tours. So people with even a few cabbage leaves to spare can enjoy the fun of riding in fantasies on wheels.

1972 March of Dimes



Carmen Dones, the 1972 March of Dimes National Poster Child, enchants William H. Magrath, general manager of the Elks Magazine, as he adjusts her crown during a visit to his office. Eight-year-old Carmen, of Fort Wayne, Ind., was born with open spine, which required surgery when she was less than one hour old. She symbolizes some 250,000 children born in the United States each year with birth defects, many of whom are helped, as she was, through the efforts of the March of Dimes.

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Five hundred dollars was donated to the Elks National Foundation in honor of Brother William A. Booher (center). The donation represented part of the proceeds from a dinner honoring Brother Booher for his many years as secretary of Logansport, Ind., Lodge. Also at the event were (from left) PGER Glenn L. Miller, Brother W. R. Honick, PER Richard Elliott, and PER Frederick B. Hanna.



The first \$1,000 Founders Certificate given to a group of Elks' ladies in New Jersey was recently presented to the ladies of Tenafly Lodge. Ms. Pauline Folgosi, president, accepted the certificate from State National Foundation Chairman George C. Frick, while ER Ruben Maldonado looked on.



DDGER Louis Gattuso (third from left), Rutherford, accepted a sizable contribution to the National Foundation during his visit to Garfield, N. J., Lodge. PER Frank Mayor, lodge Foundation chairman, presented the \$1,112 check, while ER William Santini and Est. Lect. Kt. Sal Presto smiled their approval.

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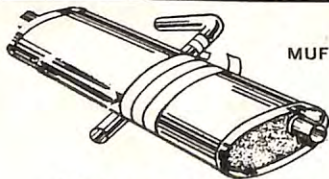
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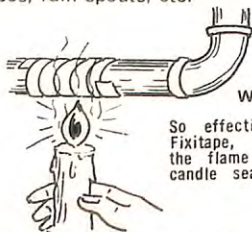
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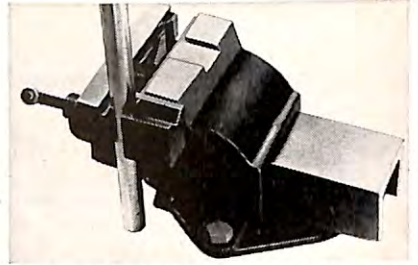


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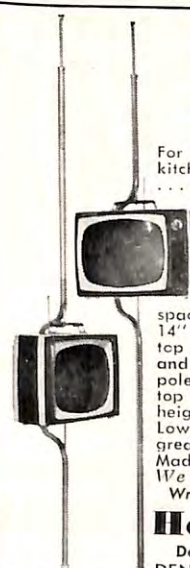
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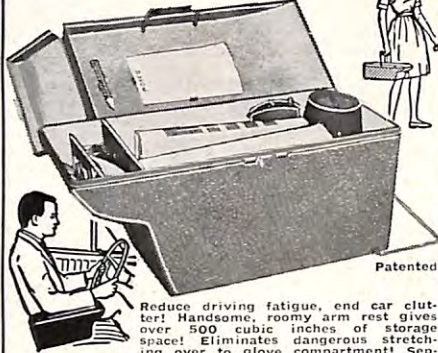
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There isn't a place on earth where the air is purer, where body health is more lavishly bestowed. No place where the words at the top of this page — live longer and better — fit more than they do in New Mexico.

And in all New Mexico itself it would be difficult to match the climate and beauty of the region surrounding Deming. As spectacular as the northern portion, but without the cold of winter. As dry and pure as Arizona, but not as hot in the summer. And, as actively vigorous and prosperous as the city you now live in, yet without the fever, without the tension.

To live anywhere in New Mexico is to live better. The superb climate, naturally air-conditioned in the summer and brilliantly sunny in the winter — the breathtaking beauty of a lavish Nature — the young vigor of a state that is causing a business and investment boom — these are the reasons that tens of thousands of Americans already have come here to live.

Consider then: Here in the center of this miraculous climate and beauty are towns which have grown amazingly in the last few years. Las Cruces, for example: In 1950 it had 12,000 people. By 1960, 37,000 . . . a rise of 300% in 10 years — and still growing. Like Tucson and Phoenix, this area has the same desert allure, where pure air, pure drinking water permits lovely towns to flourish. Statistics show the same 85% of possible sunshine, summer and winter, of Phoenix and Tucson.

Beginning 3½ miles from the flavorful city of Deming (population 10,000) are 24,000 acres of former ranches whose farthest boundary is 25 miles from town. Spectacularly set off by the breathtaking Florida Mountains, this land is so typical of the romance of the southwest that it has been photographed for the covers of many magazines. In this lovely basin every DEMING RANCHETTE fronts graded earth roads already dedicated to Luna County in widths of 50 and 80 feet. Every Ranchette has direct access to avenues leading to three major highways — U.S. Highways 80, 70 and brand new Interstate 10.

DEMING is blessed with water which is called "America's finest drinking water, 99.99% pure." There are homes already built on DEMING RANCHETTES and they all have electricity. When you are ready to build your new home, electricity will be made available to you. Schools, hospitals, churches, shops, movies, golf course, tennis courts — are all located in the growing city of Deming. Fertile soil is yours for the planting. Almost everything will grow here when watered — fruits, vegetables, flowers, trees.

Deming's friendliness captivates the fancy of people from every state in the Union. To visit us is like going back to the warmth of one's own family. Here are the practical benefits of living anywhere near Deming.

GOLF — The Rio Members Country Club Golf Course is right in Deming itself. It is a beautiful course with the Florida Mountains towering in the background. You play 12 months a year and green fees are very reasonable.

HUNTING AND FISHING — What are you after? Deer, antelope, wild turkey? Or maybe bear, mountain lion? Well, you can get deer, quail and big jack-rabbits right in your own backyard, in the Floridas. For really big game, and great fishing, try the Gila National Forest 60 miles directly north. Almost 2,000,000 acres set aside for camping, hunting and fishing. Just 65 miles away is the Caballo Dam-Elephant Butte Reservoir, the second largest man-made lake in the United States where you can rent a boat, fish, swim or go water skiing.

HORSEBACK RIDING — You'll find the Florida Mountains enthralling. Bring along a treasure pouch and join other rockhounds seeking amethyst, agate and opal.

INVESTMENT — More than 18,000 people have bought Ranchettes through the mail and on site.

The new U.S. Interstate 10 is now being built with interchanges right in the heart of Deming. Consider other developments such as the new Retirement Home and the new road being built from Palomas, Mexico (33 miles south of Deming) into the interior of Mexico and you will agree with us that Deming has a tremendous future.

And the price of your Ranchette? Just \$299 for a full half-acre and low monthly payments of \$5, including interest at the annual percentage rate of 6%. At this moment you may reserve as many half-acre sites as you wish but please bear this in mind: DEMING RANCHETTES is not an enormous development and land such as this goes fast. At these prices, you may want your Ranchette to be larger — one, two — even five acres. An

immediate reservation will guarantee that your half-acres will adjoin each other. And you take no risk. Your reservation does not obligate you. You have the unqualified right to change your mind within 45 days after we send you Purchaser's Agreement, Property Owner's Kit, Maps and Photographs — 15 days to go through the portfolio, check our references, talk it over with the family. If, during that time, you should change your mind your reservation will be cancelled with absolutely no obligation. Then you have an **ADDITIONAL 30 DAYS AFTER** you have made your first monthly payment to change your mind and request a full refund of every dollar you have paid in. If this makes sense mail the coupon today.

*The terms for each ½ acre are:

Cash Price	\$299
Cash downpayment	5
Unpaid balance of cash price	\$294

Unpaid balance is scheduled at 69 monthly payments of \$5 and 1 monthly payment of \$4 for each ½ acre, payments including interest at the annual percentage rate of 6% resulting in a finance charge of \$55, and a total of payments of \$349, or a deferred payment price of \$354. NOTE: If you order 2 half-acres (1 acre), double all of the above figures except the period of repayment will remain the same. For 3 half-acres (1½ acres), triple the above figures, etc.

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| <input type="checkbox"/> ½ acre | <input type="checkbox"/> 1½ acres |
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Please rush complete details, including my Purchaser's Agreement, Property Owner's Kit, Maps, Photographs and all data. It is strictly understood that I may change my mind for any reason within 45 days after I receive my portfolio.

NAME _____
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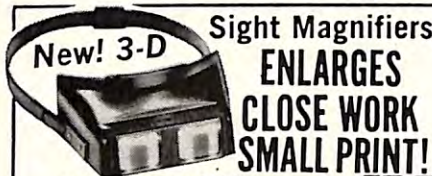
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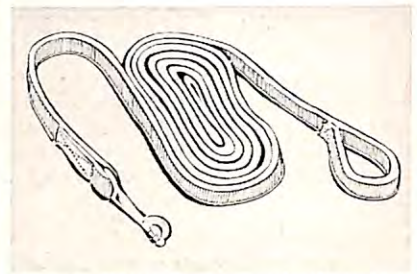
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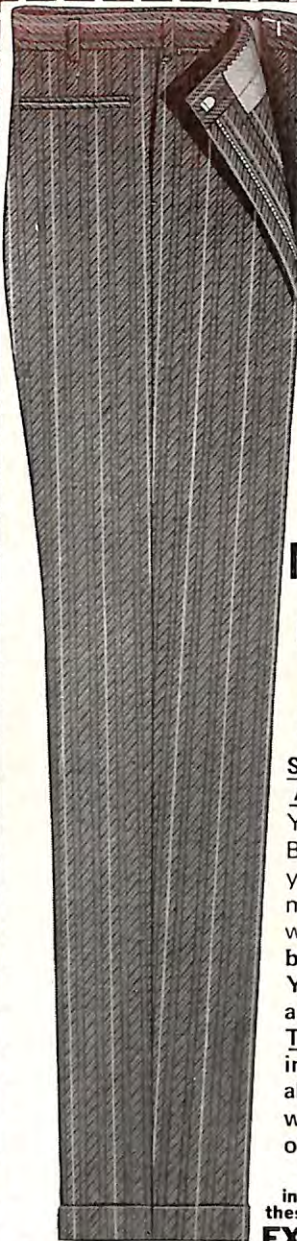
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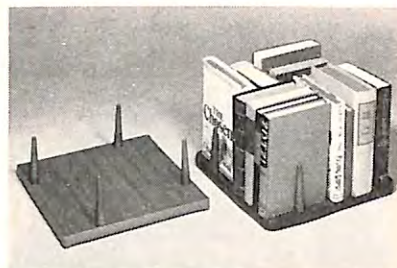
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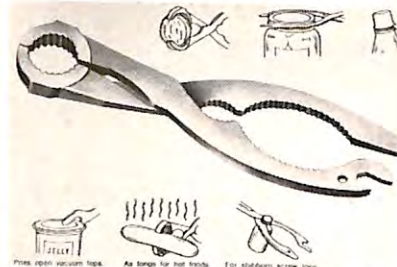
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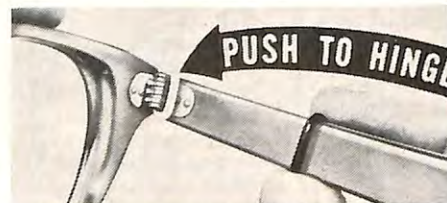
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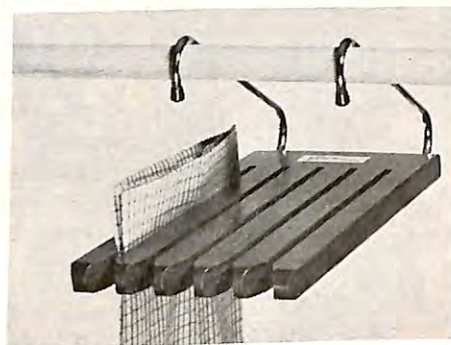
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LODGE VISITS

GRAND EXALTED RULER E. Gene Fournace



GER E. Gene Fournace was welcomed by ER George A. Rancourt (second from left) at a luncheon held in his honor at Biddeford-Saco, Maine, Lodge. Accompanying the guest of honor were SDGER Edward A. Spry (left), Boston, Mass., and Grand Trustee W. Edward Wilson (right), Newton, Mass. The lodge was one of the stops on an official tour of the New England States by GER Fournace.



State and local Elks honored Brother Fournace (center) during a luncheon at St. Johnsbury, Vermont, Lodge. With the Grand Exalted Ruler were (from left) SP John C. Taffner Jr., Newport; ER Harold Stanyon; PDD Gerald Kelley, and GL Auditing and Accounting Committeeman Peter N. Hall, Hartford.



ER Frank Ricci welcomed Brother Fournace to Rumford, Maine, Lodge. The lodge members honored him at a luncheon during his visit. Among the other guests at the luncheon were PDD John Koris; Grand Trustee W. Edward Wilson; SDGER Edward Spry; Past Grand Est. Loyal Kt. Ray Quesnel, and PDD Lawrence Murphy.



Police Officer Thomas Caldwell (sixth from left), Exalted Ruler of Pawtucket, R. I., Lodge, drives a police van called the "Drugmobile." During his visit GER Fournace and other officials were given a tour of the van, which is taken to schools and playgrounds to advise young people of the deadly results from the use and abuse of drugs. Touring the van were (from left) SDGER Edward A. Spry, Grand Trustee W. Edward Wilson; Mrs. Wilson; PGER John E. Fenton; SP Bernard Schiffman; GL Americanism Committeeman Fred Quattromani, and Mrs. Fournace.

The Perfect Wave

by J. L. Ball



■ Want to know where to find the surfer's dream: the perfect wave, a Polynesian beach, and lots of sun? How about the Arizona desert?

That's right, surfing, which has been known to man for more than a thousand years, has flowed inland. In spite of its increased popularity in the last two decades surfing was, until recently, restricted to such areas as California, Hawaii, and Australia. Now surfing has come to the Arizona desert and may soon be available to numerous inland areas in the future.

An artificial means of producing "the perfect wave" was invented in 1966 by Scottsdale, Arizona, resident Phillip Dexter after his first exposure to surfing in 1965. The waves are produced simply by pumping water to a pre-arranged height in a reservoir and releasing it through 15 underwater gates over a baffle adjacent to the wall, forming "breaker" waves up to 5 feet high. Left and right "breakers" for accomplished surfers can also be formed by staggering the opening order of the gates.

This has all been tied into a package called *Big Surf* by Clairol Inc. Yes, it's the division of Bristol Meyers that used to be primarily interested in waves in your hair. The venture represents the first authentic inland surfing facility and an investment of more than \$2,500,000. Located ten miles due east of downtown Phoenix the 20 acre complex is almost entirely enclosed by landscaped earth walls. Within this area a Polynesian atmosphere is created... by

palm trees, waterfalls and Polynesian architecture.

The complex features a 2.5 acre lagoon, which reaches a depth of nine feet at its deepest point. It's 400 feet long, 300 feet wide and contains four million gallons of re-circulating treated water. The beach covers four acres with 600 feet at the waterline.

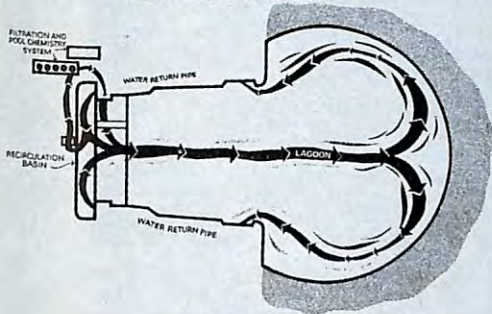
First opened to the public in 1969 for an experimental season, *Big Surf* is now open on a permanent basis with spring, summer, and fall operating seasons. The facility is lighted at night, and during the cooler months gas heaters are installed.

Visitors may join in activities as divergent as surfboard riding, body surfing, and raft riding to surfing's companions, 'eyeballing,' surfbathing, and shallow water play for small children. Surfboard riding periods alternate with time allotted for other water sports. Water recreation is supplemented by a variety of entertainment, ranging from children's theater to rock music by local groups.

A one-acre mall on the beach contains shade structures, tables located near the food service building, beer and wine bars, and bathhouses. A shop sells surfing gear, souvenirs, and gifts while a beach rental offers boards, rafts, lounge chairs, and water and beach fun items.

Special services include surfing lessons on a regular basis, catered food service with a luau specialty, and private rental of the facilities during non-operating hours.

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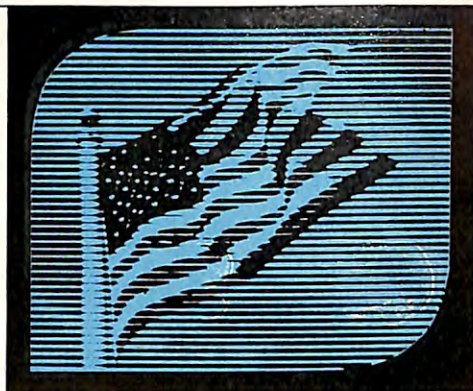


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A total of 468 hides donated from every lodge in Utah were given to the Veterans Hospital in Salt Lake City. At the presentation were (from left) Eugene Anderson, and Russell Mosier, occupational therapists; Richard Smotherman, assistant hospital director; Tom Whiting, lodge vets co-chairman; Paula Compton, occupational therapist; Richard Lyons, hides chairman; Myron B. Johnson, state vets chairman; John C. Hale, lodge vets co-chairman, and Alburn Brown, patient.



The Hartford, Vt., Lodge bingo team has presented monthly bingo parties at the VA Center hospital in White River Junction for the past 17 years. The team members are (from left) B. J. Bun O'Neill, state vets chairman; PER Bruce Campbell, hospital director of volunteers and recreation; PER Philip Trachier and Julian LaPlante. Their work also includes activities at the soldier's home in Bennington.



Littleton, Colo., Lodge donated hides gathered by the Brothers to the Veterans Hospital in Denver. The presentation was in addition to a bingo party. Taking part in the exchange were (from left) ER Floyd George; Chap. Charles Williams; In. Gd. Robert Stout; James Gaskin, hospital director; Est. Lead. Kt. Henry Fry; Est. Lect. Kt. Rex Cross, and Est. Loyal Kt. Larry Ramelow.

NEWS OF THE LODGES

(Continued from page 33)



BOY SCOUT Troop No. 6 assisted ER Robert Warren, the officers, and committeemen of El Cajon, Calif., Lodge serve a youth activities breakfast. About 400 members and guests enjoyed the affair.



CEREBRAL PALSY PIGGY BANK Night at Walnut Creek, Calif., Lodge was held recently. The Brothers brought in their full piggy banks and \$3.65 checks for the state major project. (From left) Brother Neal Hayes, PER Douglas Harding, CP chairman, and ER Lawrence Patterson added donations to a piggy bank.



A CHINOOK SALMON, weighing 44 pounds, was presented to DDGER Thomas Jones (center) when he visited Gresham, Ore., Lodge. ER Frank Moss (left) and Lynn McKeel, lodge manager, made the presentation.



ESCONDIDO, California, Lodge has donated money to the Pop Warner League to help defray the expenses. Ralph Pangonis (left) explained the importance of safety equipment to (from left) John Garza, Joe Bousquet, Mayor Allen Skuba, who was on hand to proclaim the opening of Pop Warner Days, and Brother Jim Taramasco.



INTERNATIONAL NEWSBOY WEEK was observed at Phoenix, Ariz., Lodge with a banquet honoring 30 station leaders, their parents, and leaders of the *Arizona Republic* and *Phoenix Gazette*. (From left) Robert Kunde, Norman Birtcher, Daniel Burke, and Nelson Galligan each received \$25 savings bonds from ER Joe D'Angelo for being outstanding station leaders.



ONTARIO, California, Lodge was recently visited by DDGER Samuel Dickey Jr. (left). At that time ER Donald A. Taylor (center) initiated his youngest son, James (fourth from left), into the Order. Joining them were ER Taylor's other sons, who are also Elks, Roy (second from left), and Richard (second from right), and PDD George Livesey.



THE AWARD WINNING float, built by Naval (Port Angeles), Wash., Lodge for the annual Elks-sponsored Derby Day parade, honored PER Ed Hainstock, who died while in office. PDD Norman Gallaway (left) and PER Bruce Womac assisted Miss Joanne Adamich, scholarship winner, who rode on the float. Members of lodge-sponsored Boy Scout Troop No. 472 passed out 1,000 American flags along the parade route.



MIKE THOMPSON, recipient of the Outstanding Newspaper Boy award, received a \$25 savings bond and a trophy from Alameda, Calif., Lodge. He was selected from 92 other carriers. The eight finalists each received an American flag and certificates of recognition. At the presentation were (from left) Ron Costello, district circulation manager; Mike; ER Richard Thomas, and Brother Abe Kofman, Alameda *Times Star* publisher.



GRAND LODGE and state dignitaries attended the mortgage burning ceremony of Myrtle Creek, Ore., Lodge. Among those present were (first row, from left) State Secy. L. A. O'Neill; GL Credentials Committeeman William Raw; SDGER Elmo Angele; PGER Frank Hise; SP W. G. Zandell; PSP Worth Blacker; former GL New Lodge Committeeman Robert Stults, and (back row) Ass't Sgt.-at-Arms Bob Babcock; Dr. O. L. Johnson; VP Bruce Reed; State Trustee Ben Harlow; VP Ernie Zielinski, and State Trustee John Reiley.



MEDIC ONE CARDIO write-out equipment was presented by ER Robert D. Countryman, representing Lake City (Seattle), Wash., Lodge, to assistant Seattle Fire Chief Frank R. Hanson. The equipment will be used in the New Lake City Fire Station #39 Aid Unit. The donation totalled \$1,000.

A STEAMING VOLCANO surrounded by tropical foliage delighted guests at the second annual luan of Lompoc, Calif., Lodge. More than 200 Elks, their ladies, and guests came in Polynesian attire to enjoy kalua pig (roasted underground) and other authentic dishes.





THE 60TH ANNIVERSARY of Richmond, Calif., Lodge was celebrated recently. Participating in the ceremonies were (from left) SP Walter Schween Jr.; PGER Horace Wisely, ER Donald O'Larey, and PGER R. Leonard Bush.



EXPLORER POST No. 25, sponsored by Santa Barbara, Calif., Lodge, is made up of young men afflicted with cerebral palsy. The scouts are (from left) Jim Woodling, Greg Mallars, Peter Stoner, and Craig Hynes. ER D. W. Merrow received the Post's charter. Ray Kent (at the podium), youth activities chairman, has been the Post's counselor for 16 years.



TWIN FALLS, Idaho, Lodge recently initiated a class in honor of the late PGER William S. Hawkins. The new members are (first row, from left) Marcus Keele, Dale Johnson, Clarence E. Showers, John R. Neilsen, Evan E. Smith, and Gene McGuire. The lodge officers are (second row) Est. Lect. Kt. Robert Skrederstu; Chap. Jerry Seiber; In. Gd. Don McKinster; ER Donald L. Granzow; Est. Loyal Kt. Tom Wilkins; Est. Lead. Kt. Michael Stover; Organist Henry Wills, and Esq. Ron Brady.



OFFICERS of Seward, Alaska, Lodge presented an American and a state flag to the William H. Seward elementary school. The officers that took part in the ceremony were (from left) ER Gary L. Mattson; Secy. Harold W. Davis; PER Martin N. Kowalski; Est. Lect. Kt. C. Ernest Estel, and Chap. Joseph B. Carter Jr. Student Council President Brad Gilman (center), made the acceptance.



BAKER, Oregon, Lodge celebrated the 75th anniversary of its charter recently. As part of the festivities ER Joseph P. Davis initiated his son Pat, Don Gross and his son Glenn, and Bob Young Jr., son of Brother Bob Young.



HARDEN "PAPPY" HART (third from left) was 90 years old August 16, 1971. He is the eldest member of Inglewood, Calif., Lodge. Other old-timers that attended Pappy's birthday party are (from left) John Wright, Dr. Joseph Waters, Jess Klein, Oliver Berry, and William Hicks.

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"SECRETS OF SUCCESSFUL CLASSIFIED ADVERTISING" tells short-cuts to bigger mail response and profits. Includes copy-hints plus where to place your ads and why—and much more. \$2.00 onspaid. Refundable. Free Details about millions-of-prospects for your "offer." Write, S. Omessi, Dept. SO-1, Classified, Inc., 100 E. Ohio St., Chicago, Ill. 60611.

Motel Entrepreneur (Continued from page 39)

ful in handling receipts. Use some simple checking procedures. Linen audits at unannounced times are effective. Other spot audits help.

As for building a new enterprise, or purchasing an existing one, it's a matter of which one does the most with his invested dollars. The major problem in purchasing an existing facility is that the "value" to the seller may be substantially more than it is to you, considering realistically its age, condition, and estimated net profit with you as the operator. It's been "home" to the seller, but you haven't yet acquired his "rose-colored glasses!"

An unbiased consultant or auditor can be helpful. There are many fine motels on the market that show sound financial statements. I've briefly mentioned previously the use of "rules of thumb." They can be useful, but a detailed financial analysis is ultimately necessary to establish true value.

If you find the available offerings don't do enough for you, locate a proper site and construct your own enterprise from the ground up. Talk to qualified people in every relevant professional discipline. Then determine the route to go.

Will yours be a "Mom 'n Pop" operation? Will you be an absentee owner?

What type of clientele will you look for? How about your fixed operating expenses? What about other businesses that will complete your enterprise?

In the matter of furnishings and equipment, you may lease or buy. It's often simply a question of preference. Leased equipment is written off as current expenses. You acquire no ownership, but you have no large cash outlay, either. Purchased equipment is depreciated and offset against income. You do acquire ownership.

I've intended to develop briefly some understanding of the motel business as an opportunity with no age limit and the requirement of only a moderate amount of cash. For the man who possesses the necessary personality and enthusiasm, it can be challenging and rewarding—offering independence and a growing sense of accomplishment to the modern "Motel Entrepreneur"... a distinguished breed. ■

ROSE LEWIS

The Magazine notes with regret the death on November 3 of Mrs. Rose Lewis, wife of the late PGER L. A. Lewis. Services for Mrs. Lewis were held November 4 at St. Mary's Catholic Church in Whittier, Calif.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of August 12, 1970: Section 3685, Title 39, United States Code)

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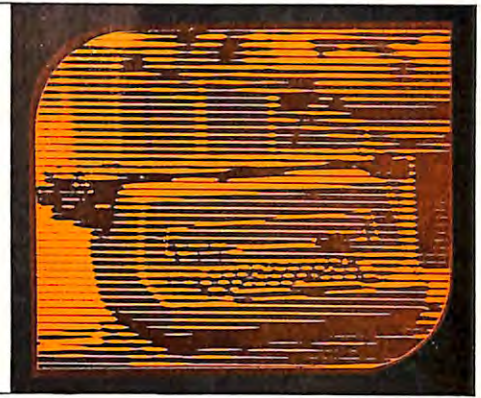
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	Average No. Copies Each Issue During Preceding 12 Months	Actual Number of Copies of Single Issue Published Nearest to Filing Date
11. EXTENT AND NATURE OF CIRCULATION		
A. Total No. Copies Printed (Net Press Run).....	1,589,807	1,593,814
B. Paid Circulation		
1. Sales Through Dealers and Carriers, Street Vendors and Counter Sales.....	—0—	—0—
2. Mail Subscriptions.....	1,578,002	1,577,540
C. Total Paid Circulation.....	1,578,002	1,577,540
D. Free Distribution by Mail, Carrier or Other Means		
1. Samples, Complimentary, and Other Free Copies.....	3,817	3,813
2. Copies distributed to News Agents, but not sold.....	—0—	—0—
E. Total Distribution (Sum of C and D).....	1,581,819	1,581,353
F. Office Use, Left-over, Unaccounted, Spoiled After Printing.....	7,988	12,461
G. Total (Sum of E and F—should equal net press run shown in A).....	1,589,807	1,593,814

I certify that the statements made by me above are correct and complete.
Wm. H. Magrath, General Manager



Second Class Military Power

WE HAVE SEEN A NUMBER of estimates of US vs USSR naval strength and from what we've seen, we wonder if we aren't fast becoming a second rate naval power. The Soviets have more surface ships they could use for military purposes right away, but they are particularly in the lead in submarines.

The US has 41 nuclear and conventionally powered ballistic missile subs, while the USSR has an estimated 50-plus.

We have an estimated 47 nuclear powered attack submarines to their estimated 20 to 24. Here we have the edge, BUT...they have some 220 conventionally powered attack subs to our 59! That "edge" disappeared in a hurry!

In cruise missile attack subs we have NONE; they have an estimated 65! And about half of theirs are nuclear powered.

To break it down, we have 88 nuclear powered subs; they have an estimated 75 to 83...and that is as of July, 1970. They have more than likely surpassed our fleet by now since they are building them at a far higher rate than are we. We have 59 conventionally powered submarines; they have an estimated 280! Remember what the German and Japanese submarine fleets did to us in World War Two?

Think of what a potent weapon a nuclear powered bal-

listic missile submarine can be. We can spot land-based missile sites, but it is very hard to detect a submarine on the bottom of the sea and capable of traveling great distances as they move these portable H-bomb launchers. They can wreak havoc in very short order.

Vice Admiral Hyman Rickover, called the "father of the nuclear Navy," and a most outspoken military man, warns that in the past five years alone the USSR has built over 200 surface ships to our less than 100. He adds that over half of our fleet is over 20 years old while less than one percent of their ships are that old.

There is a point of diminishing returns when we speak only of the *sizes* of navies, air forces and armies. One H-bomb delivered to the right place at the right time can neutralize numerical superiority. What the Soviets are doing is improving their ODDS by spreading muscle over wider areas of the globe, thus making it more difficult for us to knock them out while making it easier for them to hit us telling blows.

If this situation continues, the US will, indeed, become a second rate military power, vulnerable to Soviet communist power politics. We ought to know we cannot negotiate from weakness.

Stolen U.S. Property

WE SAID when Chile went communist that it was just a matter of time until President Salvador Allende and his crew would begin taking over not only Chilean industry and commerce, but they'd expropriate property of foreign governments as well. Allende protested long and loud that he wouldn't do such a thing!

As predicted, he has done what he said he wouldn't do.

He took over three copper mines in which American business had substantial interests. According to Chile's own figures, the book value comes to about \$629-million! Add to that the value of other investments by U.S. firms which have been taken over by the communist government and you come up with a staggering figure!

What has the U.S. done for Chile in recent years? Since the end of World War Two, we have sent dollar aid to that poverty-stricken nation to the tune of \$1.3 BILLION dollars, according to the House Appropriations Committee! Some gratitude!

Right now, this country has over a BILLION dollars outstanding in loans made to Chile...yet Allende scornfully seizes U.S. property worth hundreds of millions of dollars!

To make the irony of the situation even more complete, the American companies will probably get their money back from Uncle Sam...or should we say "Uncle Sucker?" Congress passed a bill in 1969 creating the Overseas Private Investment Corporation, to insure private firms that their overseas investments wouldn't be lost by just such actions as we herewith discuss! The Overseas Private Investment

Corporation now has reserve funds estimated at \$170-million, but it has outstanding contracts that amount to around \$8-BILLION dollars.

The Chilean losses ALONE could result in claims of up to \$275-million...or about \$105-million MORE THAN O.P.I.C.'s PRESENT RESERVES! If the government pays off by additional appropriations, every one of us who pays taxes will be helping to pay for Chilean communist banditry.

To repeat what we have said many times: there is NO WAY we can trust communists! It is part of their ideology that a lie is perfectly all right if it serves their cause.

American property has been expropriated by a number of other countries besides Chile. Cuba, Guatemala, Haiti, Brazil, Bolivia, Peru, Ceylon and others have done the same thing, and we go right on trying to do what we feel is the right thing by our "neighbors."

Many nations laugh at us behind our backs because we seem to be so naive. We persist in "turning the other cheek" even though countries such as Chile bloody one cheek pretty badly. We're the only nation in the world which will beat the daylight out of another country in a war and then finance the rebuilding of that conquered nation into a serious trade competitor by making it more prosperous than it was before the war. And we finance our less well-to-do friends with cash, knowledgeable industrialists and with thousands of jobs for their people, only to see them steal our investments under the guise of nationalism.

We still have much to learn in foreign relations.

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—the healthful state, where it's great to live and vacation

Just as a road map shows you how to reach your destination, Thomas B. Lesure's big book, **All About Arizona, the healthful state**, leads you to whatever you want in the fast growing state of sun and scenic wonderlands.

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Or do you want to tour this Grand Canyon State? What's the best way to see Arizona by car (or otherwise)? What is really worth seeing along the roads and down interesting side roads? Or in the cities, the national parks and the other four-star sights? What are those world-famous but relatively unknown four-star sights overshadowed by spectacular Grand Canyon? What is really the best way to see the Grand Canyon? The Indian reservations? The other Canyons? Which are the best places to eat and stay along the way?

What are the sure ways to cut travel costs in this big state?

Filled with facts, over a hundred thousand words in length, **All About Arizona, the healthful state** almost brings Arizona to your door, answering these and a hundred other questions and giving you a richer, better picture of Arizona than many people have after living there for years.

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At What Look Like Prewar Prices

In **Off-the-Beaten Path**, the best-selling book by Norman Ford, you read of island paradises aplenty in the United States and Canada, of art colonies (artists search for picturesque locations where costs are low!), of areas with almost a perfect climate or with flowers on every side.

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Off-the-Beaten Path is a big book filled with facts that open the way to a different kind of retirement or vacation made all the more attractive by the rock-bottom prices. About 100,000 words. Yet it costs only \$2.50.

The Island Paradises You Can Drive To

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And nearby are others to which you can drive most of the way; incredible Cozumel off Mexico, that country where your dollar buys so much more. Or other off-the-beat gems in the brilliant Bahamas, some just a \$15 ride from Florida.

In **Utopia Is an Island**, Norman Ford, America's leading travel expert, takes you to those islands which the world has found so attractive in all respects they are known as Island Paradises—the closest thing to a real Utopia, where you leave behind the noise and the rush of the world for a remarkable vacation or to stay awhile or retire, often at fantastically low prices.

You learn about the popular islands—Barbados, Tobago, Jamaica, Puerto Rico, the Virgins; Ibiza, Majorca, Capri, the Canaries, plus many an unknown one of equal or greater charm and less expensive. Even in the popular islands Norman Ford shows you sections which the crowds have not discovered. If your eyes are upon Hawaii but you fear it might be too expensive, wait until you read about the corners which he has found. See, too, whether you can resist those islands off in another direction where \$10 a day means you and your wife live like kings and queens. Altogether, you learn about 169 Island Paradises, more than fifty of which you can drive to.

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Norman Ford knows Mexico from north to south, from east to west,

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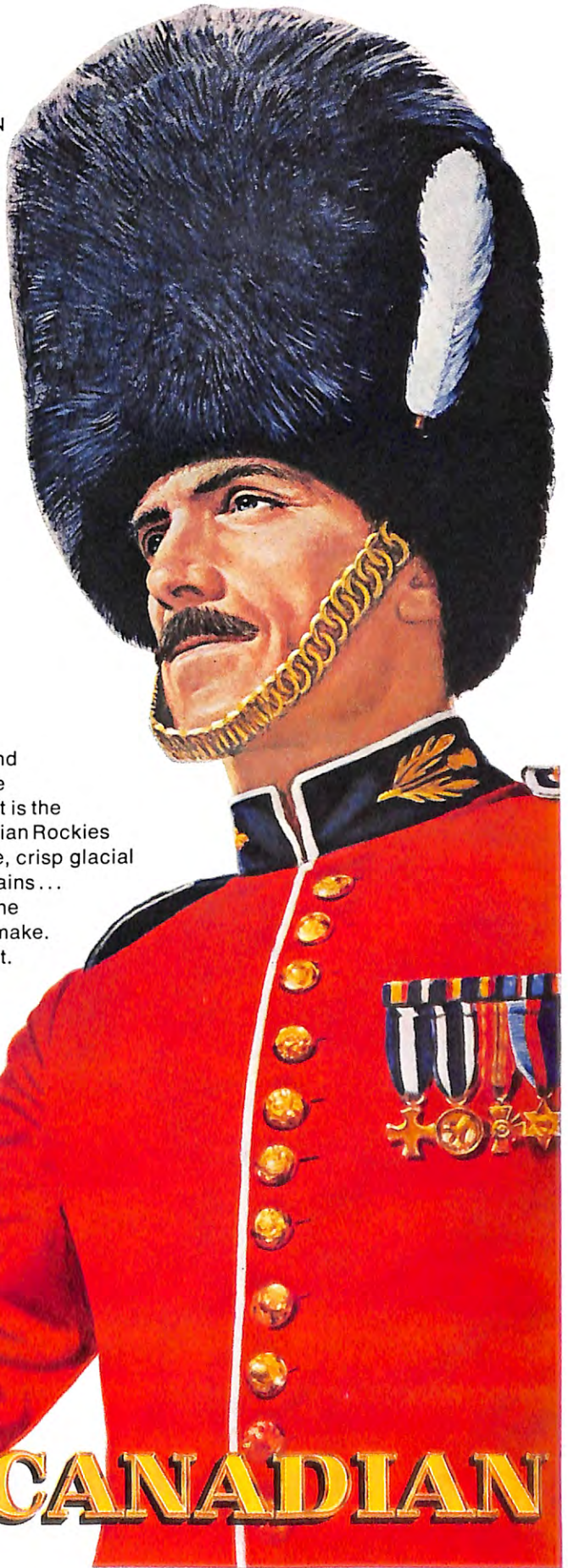
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**Fantastic "No-Recipe" Recipe—no ingredients except your meat—
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LA BISQUERA does your flavoring, your tenderizing for you nature's way... draws out bitterness, acids, fats, lets taste you never dreamed was there come through unmasked, undiluted. Steaks, chops, meat loaf, hamburgers, fish, chicken taste sinfully rich (yet you add no fat)... zesty (yet you add no spice)... succulent (yet you add no water)... tender (yet you add no softners). No basting needed, not even for meat loaf! See box above for tests by an independent testing Laboratory—then

**Achieve Your Own Fabulous Results on Top of Any
Stove... Prevent Meat Shrinkage!**

No more messy oven clean-ups—your kitchen stays cool. And where ordinary broiling must utilize high heat, shriveling meat before your very eyes, La Bisquera broils to perfection over medium heat on any stove—gas or electric. Result—less shrinkage... with LA BISQUERA paying for itself in no time flat! Attached cover prevents messy, dangerous splattering. Handles are heat-resistant. Serves up a generous meal for two. Cleans easily in hot water.

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TESTS PROVE FOOD ACIDITY REDUCED*

*Independent Laboratory, reports "the foods cooked in La Bisquera show a substantial reduction in acidity compared to conventional utensils." Bitterness, fats are drawn out: meat, fish, poultry stay moist, succulent—in their own juices. No basting!

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