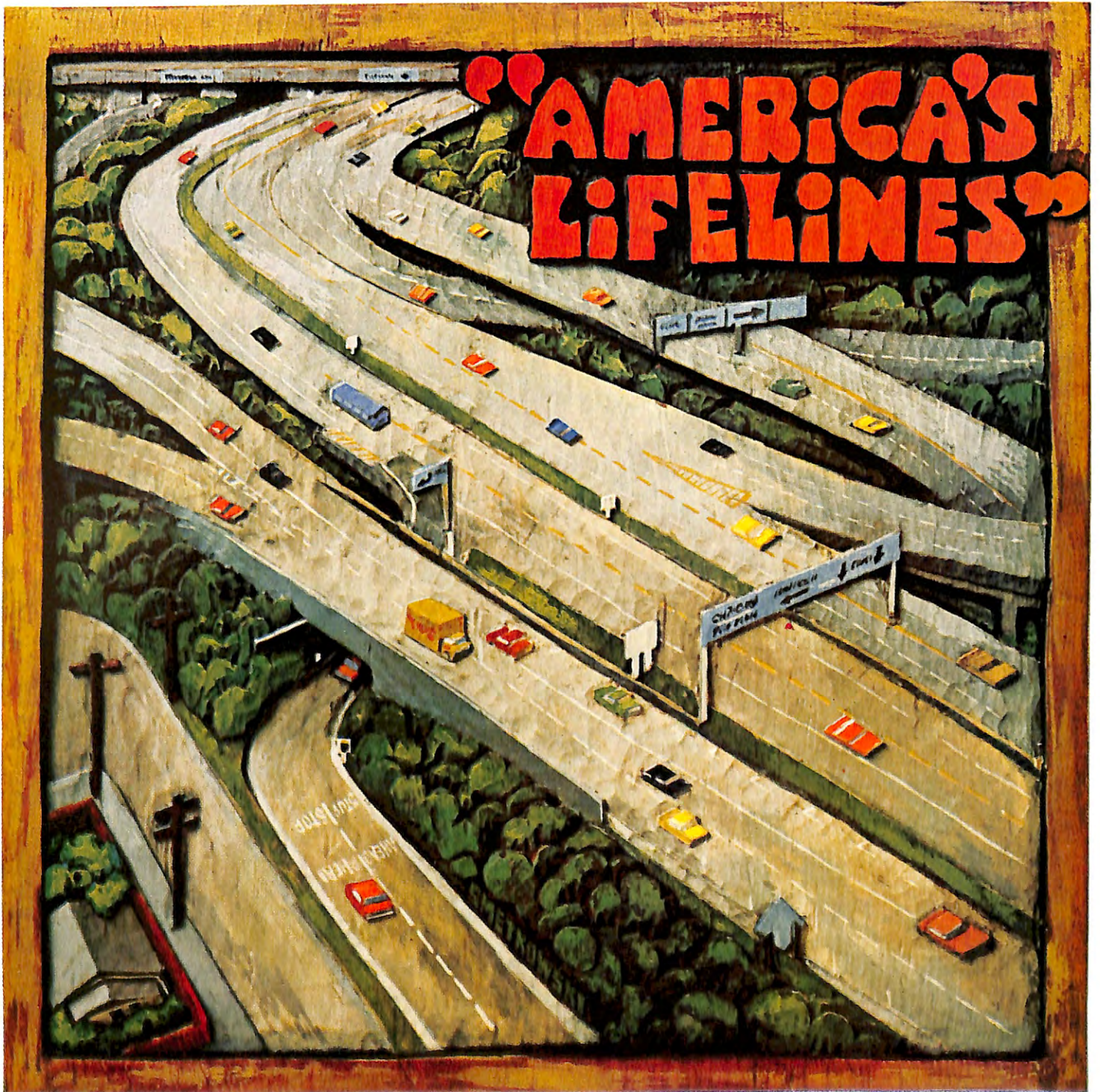


the  
**Elks**  
magazine  
April 1972



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These models are free, so we suggest you write for yours now. Again, we repeat, there is no cost, and certainly no obligation. Write to Dept. 4975, Beltone Electronics Corp., 4201 W. Victoria, Chicago, Ill. 60646.

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the **Elks** magazine

VOL. 50, NO. 11/ APRIL 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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### ADVERTISING OFFICES



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454



## Now Ford gives you a choice of swinging or sliding doors.



Sales leader for 11 straight years.

**Only Ford vans have so many better ideas that make vans easier to drive, to service, to use.**

New Econoline Vans now offer you a choice of conventional swinging doors or a new gliding side door for cargo handling in cramped alleys and beside loading docks. Three separate tracks, at top, bottom and center, give bridge-like support for solid, smooth, one-hand operation, tight seal.



**Shorter outside, easier to park.** Compared to other makes with similar loadspace, Econoline Vans have significantly less overall length. This means easier parking and better maneuverability in city-delivery operations—time saved on every trip.



**Easy, out-front servicing.** Routine service points are right at hand under hood: water, oil, battery, wiper motor, voltage regulator, plus many others.

**Strong, Twin-I-Beam Independent Front Suspension**—Ford's exclusive design smooths the going for both load and driver. Two forged steel I-beam axles provide strength and durability; wide wheel stance means stability in cross winds.

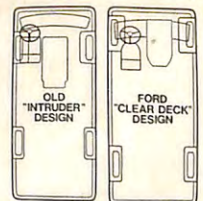


**Wider at top for built-ins.** Body sides are more vertical, wider apart at top than other vans. Built-in units fit better and leave more aisle.

**Biggest payload.** E-300 Series hauls

over two tons of payload; 4,285-lbs. to be exact—biggest of any van.

**Engine clear forward.** In Ford's clear-deck design, engine is forward—all the way out of cargo area. Over 8½ ft. clear floor space behind driver's seat . . . over 10 ft. in the SuperVan. Driver can easily step from seat into rear cargo area.



# FORD ECONOLINE VANS



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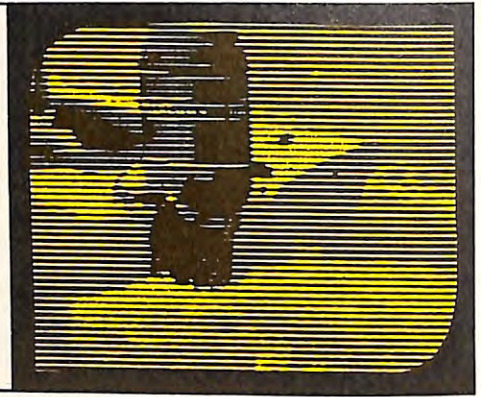
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# SPORTS ACTION

by Don Bacue



## OUTBOARD ECOLOGY

I READ an article the other day touting the new "ecology-minded" motor of the '70's, which isn't a bad angle for catching readers' eyes. After all, everybody's concerned about ecology. And someday in the not-too-distant future, outboard motors will be prohibited by law from discharging any drainage into the water . . . you know, that minute bit of unburned crankcase fuel that until recently escaped the wrath of practically everyone. Instead, all fuel condensate will be "recycled" and, ultimately, converted to power.

Well, Johnson Motors, claiming world leadership in outboard motor sales, just marked its 50th year in the business by introducing an all-new line of 28 drain-free models.

Good things come to those who wait,

is a new 65-horsepower Seahorse offering greater fuel economy, a new manual-start 50, and a 100 with revamped breakerless CD ignition system. This system, with fewer operating parts than conventional-ignition motors, supplies faster, easier starts. I haven't yet lake-tested one, but I'll be going out later in the year. Maybe you'll want to do the same.

Evinrude is another manufacturer of quality motors, 13 of which boast drainless fuel recycling systems. At the top of the line power-wise sits the Starflite 125, the motor which benefits, according to Evinrude, from the company's knowledge and experience gained from building the Evinrude V-4, which currently holds the world outboard speed record of 131 mph. Likewise, their Starflites 100 and 85 are both V-4's, all of which sport the new breakerless ignition system. Plus electric start, push-button shift, and automatic choke and temperature control.

Enough about drainless outboards? Not quite. There's one more line worth looking into . . . and that belongs to Mercury. In the high-performance class, take a close peek at the Mercs 800, 1150, and all-new 1400 (80, 115, and 140 horses respectively). The two largest are six-in-line powerhouses, the only six-cylinder outboards in the industry, with quick-start breakerless ignition and, forsoothe, Jet-Prop exhaust—that drainless crankcase, again.

In the lower power "fishing motor" class, Mercury has redesigned its motors' steering arm and control systems; so now each throttle unit is composed of only 13 parts. That should increase dependability. These fishing motors also feature something Mercury calls Glide-Angle design. Basically, it's a device enabling the lower unit to tilt at an angle less likely to snag in weeds or sheer against stumps in shallow water. And we all know the value of boating in shallow, weed-filled water. Especially with bass season right around the corner.



somebody once said; and Johnson, which produced its first motor in 1922 (a scampy little two-horse job), now offers a choice of power ranging from 125-horse V-4 to, aptly enough, a two-horse fisherman's special. But the 50-year-later model is sturdier, more stylish, and 13 pounds lighter than its predecessor.

Also included in the Johnson stable



# THE '72 MERCS. 4 TO 140 HP. NOTHING'S COME UP TO US YET.

The Mercs for '72 are every bit as good as they look. There are big and little changes. But we made them all for just one reason. To give you the finest pleasure machines that ever put a prop to water.

To start with, there's the new Merc 1400. At 140 hp, the most powerful production outboard you can buy. There's the new 3-cylinder Merc 650. At 65 hp, smaller and lighter than competitors' 60-hp models. New "phase-maker" Thunderbolt ignition in the smaller Mercs (20, 9.8, 7½, 4 hp) improves idling and high-speed performance. And every '72 Merc has a drainless crankcase which prevents oil or gasoline from draining into the water.

Mercury engineers took everything we've learned—from racing wins, performance runs, endurance tests, customer use—and redesigned features on every engine in the line. Improving. Strengthening. Simplifying.

We make the world's most dependable outboards. That means we keep making them better. They're waiting for you now . . . at your Mercury dealer.

Complete range of power: 4, 7½, 9.8, 20, 40, 50, 65, 80, 115, 140 HP. • For nearest Mercury Dealer, see the Yellow Pages under "Outboard Motors."



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**MERCURY**  
OUTBOARDS

# 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.

## And From YFU . . .

Dear Sir:

I read with interest the article concerning foreign exchange students in the February issue.

I am associated with a fine program called "Youth for Understanding" which is the largest foreign exchange program in world wide operation. I was disappointed that your article did not concern YFU and its fine operations.

For more information on the operations and advantages of YFU, Elks can contact Dr. Oliver Rose, 2015 Washtenaw Ave., Ann Arbor, Mich., 48104.

Dean J. Junkin  
Bertrand, Nebraska

## Decries Violence

Dear Sir:

THANK YOU for "Lady Imposter," the story about Lassie. Stories such as this about animals are interesting, and enjoyed by most readers.

Most people would not hunt and kill, wound or cripple an animal, and they resent anyone who would. People who hunt and kill animals in the wild are the vocal minority of people in this country.

I hope that future editions of *The Elks Magazine* will have articles that encourage kindness to animals, rather than hunting and killing.

Because I serve as a Humane Agent for the Animal Care and Welfare and see so much cruelty I am over-sensitive to it, but I think that the majority of people in the U.S.A. share my sentiments.

Edward J. Blotzer  
Pittsburgh, Pa.

## Fans Toot For "Cooz"

Dear Sir:

Please allow me to comment on the unsigned "SportsAction" column which appeared in the February issue. It is important for the author of this article to realize that the attributes of greatness which were rumored to belong to Bob

Cousy were indeed uniquely his.

While the "Cooz" stood only 6'02", his presence on the basketball court almost always dominated the game. It isn't quite true, however, that basketball was still in the era of two-handed shooters when Cousy first began to thrill crowds with the beauty of his one-hand push shot, as well as with his incomparable ball-handling, play-making and court leadership.

Finally, the author made a point of how hard and tough today's NBA player must be. I will never forget the most physical game that I ever saw, in which Boston and the old Syracuse Nationals hooked up in a playoff game which took four overtime periods to decide. Cousy played all but a very few of the sixty-eight minutes in the game and ended up with fifty (50) points, including the deciding basket as 14,000 spectators collapsed in their seats.

What he did that afternoon, he did countless other times for the Celtics and no matter what the competition, could still do today for any NBA or ABA team. The legend that was and is Bob Cousy was justly earned and a joy to watch!

William J. Casey  
Taunton, Mass.

*Author Don Bacue's intent was not to belittle Bob Cousy as a great star—rather to point out that our "superstar" athletes aren't necessarily a thing of the distant past, since records are being set and reset in today's NBA.*

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## A Call to Arms

Dear Sir:

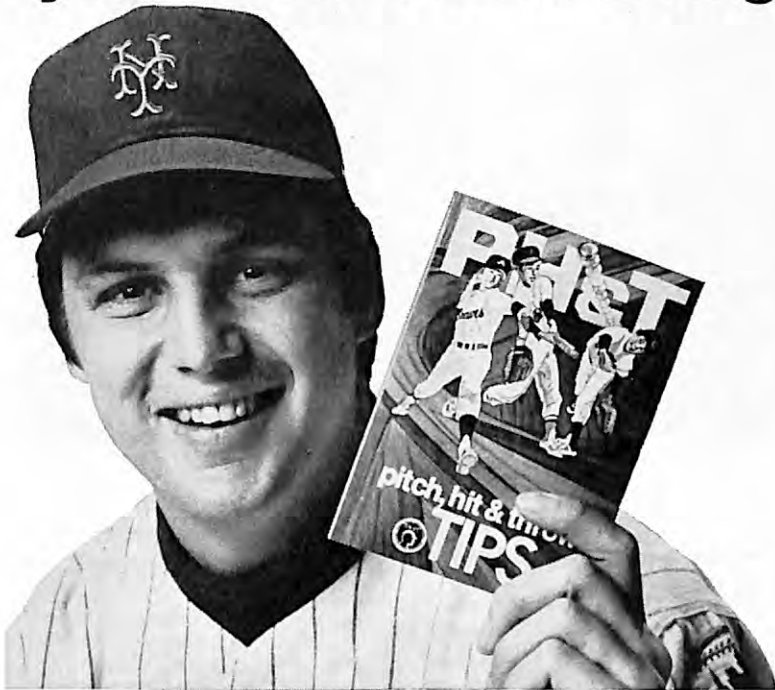
I have already had one inquiry as a result of the article, "Citizens Against Crime," regarding the organization of a citizen crime commission. This article may well generate a considerable number of inquiries which would, of course, be pleasing to the National Association of Citizen Crime Commissions. NACCC will continue to assist communities in the organization of crime commissions within its capabilities. The national office in Philadelphia has been closed but I have been retained as a Consultant to NACCC temporarily and will do what I can in that capacity to respond to inquiries directed to me. I may be reached at 1435 Byrd Drive, Berwyn, Pa., 19312.

The current President of the National Association of Citizen Crime Commissions is James L. McGovern, who is the Executive Director, Metropolitan Atlanta Commission on Crime and Juvenile Delinquency, 52 Fairlie Street, Atlanta, Georgia 30303.

On behalf of the National Association I would like to express our deep appreciation for your publication of the article in the February issue of your magazine.

Lauren A. Arn  
Berwyn, Pa.

# This booklet could get you and your son to the All-Star game.



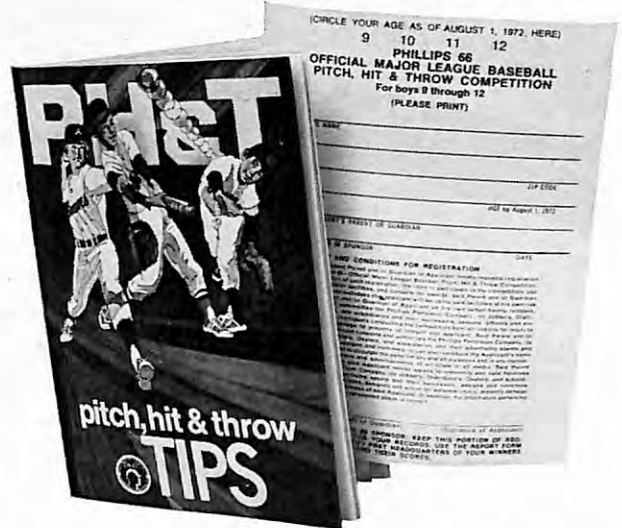
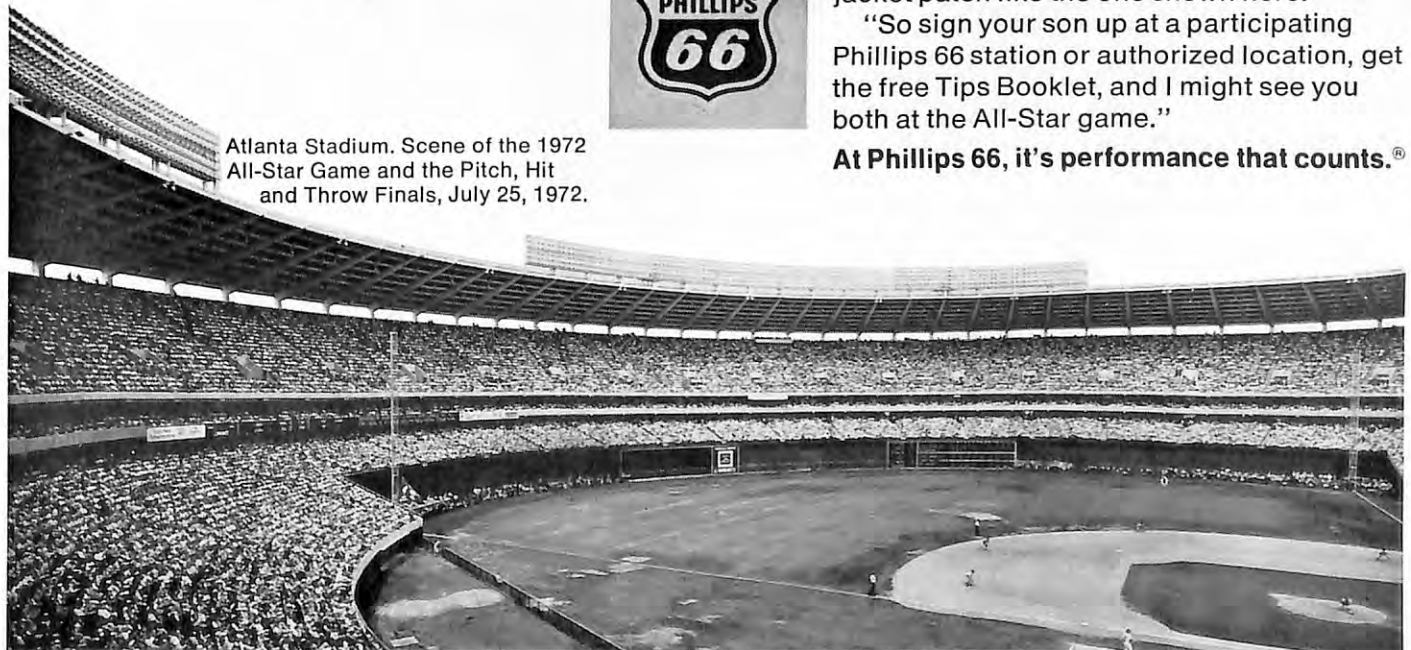
All-Star Pitcher Tom Seaver

"The third annual Official Major League Baseball Pitch, Hit and Throw Competition. Sponsored by Phillips 66. What is it? It's the chance of a lifetime for your son to improve his baseball skills, and possibly be one of eight finalists to compete at the 1972 All-Star game.

"Here's how it all can happen. The competition is open to boys 9 through 12 years of age as of August 1, 1972. To enter, your son—accompanied by a parent—must sign up at a participating Phillips 66 station or authorized location before June 4.



Atlanta Stadium. Scene of the 1972 All-Star Game and the Pitch, Hit and Throw Finals, July 25, 1972.



Attached to his entry form is this free Tips Booklet with hints by top major leaguers.

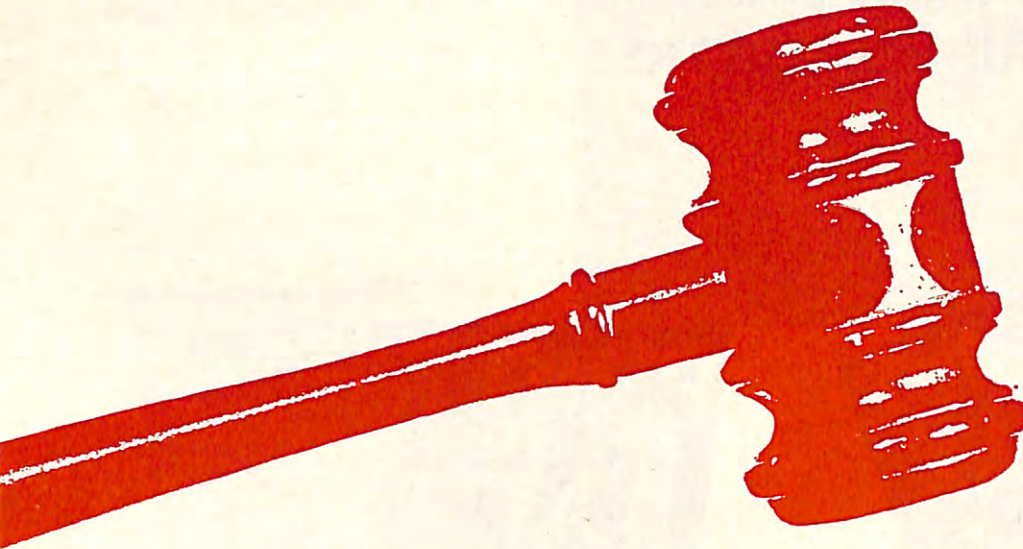
"Then each boy will compete only against boys his own age in pitching, hitting and throwing. If he wins his way through local, district and divisional competitions he could be one of eight boys who, together with their parents, go to the finals at the All-Star game. And there he could win one of four championship awards.

"Best of all, there are no losers, because each boy who competes will get a colorful jacket patch like the one shown here.

"So sign your son up at a participating Phillips 66 station or authorized location, get the free Tips Booklet, and I might see you both at the All-Star game."

**At Phillips 66, it's performance that counts.®**

## A Message from the Grand Exalted Ruler



# Support Your New Officers

**THE MONTH** of April marks the beginning of a new Subordinate Lodge year. At the same time, new officers will take office.

**I URGE** each and every Elk to support their officers, assist them with their plans, and work to implement the programs adopted.

**THE OFFICERS** of your lodge, I am sure, are eager and enthusiastic to make the coming year the very best one possible, but they will need your help and the help of every member of your lodge to be successful.

**IF YOU** have not been an active Elk, may I

suggest that you do not wait to be asked to participate but to volunteer your services.

**TELL** your Exalted Ruler or the officers of your lodge what you think you would like to do . . . what committee you think you can best serve . . . how you think you can do your part to serve Elkdom.

**YOUR EFFORTS** will be rewarded by the knowledge that you are at last a true Elk . . . one who loves and serves his fellow man.

**I SINCERELY** urge all Elks to Build Pride of Elkdom.

*E. Gene Fournace*  
E. Gene Fournace  
Grand Exalted Ruler

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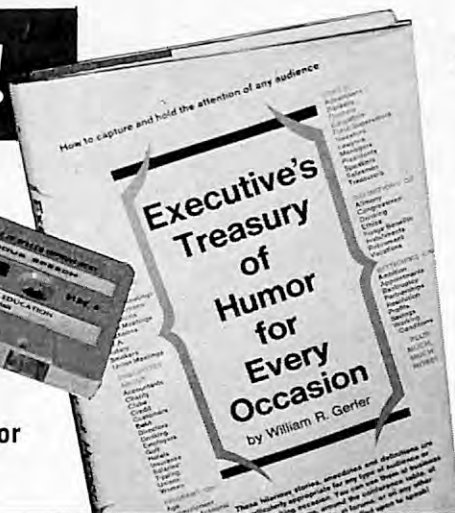
**"Build Pride Of Elkdom"**



# FREE!

## "The ART of HUMOROUS SPEECH"

A 30-Minute Cassette Tape That Actually Tells You How to Use Humor to Win Your Audience at Once!



## "The EXECUTIVE'S TREASURY of HUMOR for EVERY OCCASION" . . .

A Vast, Completely Indexed Volume of Jokes, Stories and Anecdotes!

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### Tape Brings Humor Home in Easy-to-Understand Demonstrations!

"THE ART OF HUMOROUS SPEECH" is a remarkably effective cassette tape that tunes you in to real-life situations. It graphically demonstrates humor. You don't have to guess where to put emphasis. You'll hear it! You'll listen to learn why jokes go wrong in their telling. It tells you how to overcome common errors. You'll learn how to deliver a joke easily and naturally—whether there are 2, 10 or a thousand listeners!

The tape tells you exactly when to allow your audience time to grasp your idea, teaches you how to time your pause for ultimate effect. You'll learn how to get a good-humored response that's a hundred times stronger than if you told the joke without knowing these simple keys to subtlety, wit, and repartee!

### "TREASURY" VASTLY ENRICHES YOUR REPERTOIRE OF JOKES!

"THE EXECUTIVE'S TREASURY OF HUMOR FOR EVERY OCCASION" gives you more than 200 pages packed with hundreds of the most amusing, laugh provoking anecdotes, epigrams, definitions, and funny stories ever collected under one cover! This hardcover volume gives you a lifetime supply of humor. It's compiled and indexed in 350 different classifications!

### BOTH TOOLS ARE YOURS FREE!

This extraordinary combination is yours FREE simply for returning the coupon below. It introduces you to "THE EXECUTIVE'S SHORTCUT COURSE TO SPEECH IMPROVEMENT," a monthly series of cassette tapes and looseleaf folios to help you train and develop your natural speaking skills.

This Course is a long overdue breakthrough for every executive who expects to be called upon for a speech, a presentation—or even to place his ideas for consideration in front of others.

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You'll learn how to use intonations to give subtle meanings to common words. You'll learn where to punctuate your speech with a pause that has the explosive power of an exclamation!

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I understand I may take up to 15 days to decide whether or not to continue the Course. If not, I will return the Course to you and not owe or pay a cent. Otherwise, keep it coming regularly at the low rate of only \$6.95 a month, plus a few cents for postage and handling—and, no matter what I decide, the FREE tape and book are mine to keep!

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**Dwarfing even the Great Wall of China, our nation's most important and impressive engineering feat—the Interstate Highway System.**

by Frank L. Remington

Not so long ago European travelers returning from the United States talked about Manhattan's skyscrapers. Today they rave about America's amazing highways. Riding along 4-to-10 lane expressways, under water, beneath cities, and in and out of sweeping cloverleaves fascinates Europeans and they don't soon forget.

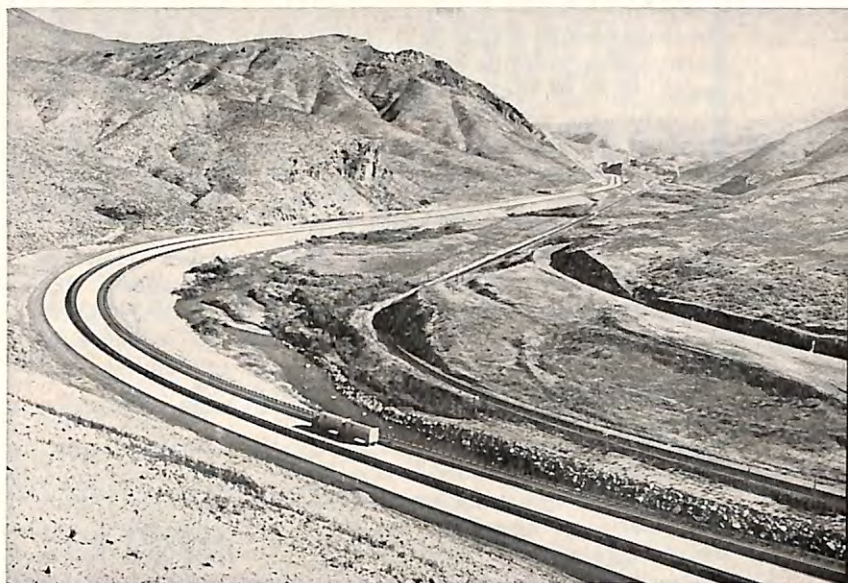
It's little wonder, for our magnificent highway system is not only unparalleled but unapproached anywhere. We travel this nationwide network of 3.7 million miles of roads and streets to the tune of over a trillion (1,000,000,000,000) miles a year—the equivalent of two million round trips to the moon. We (over 100 million drivers) accomplish this in our nearly 100 million vehicles—cars, buses and trucks.

Every day almost all Americans drive on highways or, as consumers, use products and services delivered over them.

Because of highways, more youngsters go to school and college, more people visit church, civic meetings, the polls, and drive to recreational spots otherwise inaccessible. Thousands of communities depend on highways as their only mode of transportation.

As President Nixon has said: "... The highways are the arteries of American trade. From the fluent movement of goods and people comes the economic growth that sustains our nation. But highways are more than just business. They are the opportunities for recreation and the invitations to adventure and travel. Through them people can enjoy the beauty and bounty of our great land."

Paradoxically, America grows but also shrinks. Its population and economy expand, but its dimensions, figuratively, dwindle, thanks to our roads which account for 75 percent of our



Many highways bisect urban areas, much to the annoyance of local residents (left). The Old Oregon Trail Highway (right) runs between Huntington and Lime in Eastern Oregon. The famous Burnt River flows adjacent to the new freeway.

national freight movement and more than 90 percent of our passenger movement. Our roads, particularly the comparatively new super-highways, mark perhaps the greatest revolution in ground transportation since the invention of the wheel.

In 1956, to complement our road system, the United States initiated the construction of the National System of Interstate and Defense Highways, commonly called the Interstate System. Incorporating and improving existing roads, bridges, and tunnels, as well as constructing brand new ones, Interstate aims at a highway network of 42,500 miles. It will link 90 percent of our cities of 50,000 or more population and provide vital defense routes in case of war.

From coast to coast and border to border, motorists will be able to drive with no traffic lights or stop signs to slow them. Embracing little more than 1 percent of our total road and street mileage, Interstate will carry 20 percent of our country's motor traffic. To date, about 32,000 miles of Interstate are open to traffic and around 4,900 are under construction.

Before the last mile is laid, Interstate will require:

- Enough dirt moved to bury Connecticut-knee deep.
- Enough concrete for 80 Hoover Dams; enough tar and asphalt for 35 million driveways; enough steel for 170 Empire State buildings, enough culvert and drain pipe for the water and sewer systems of six Chicagos.
- Enough sand, gravel, crushed stone, and slag to build a wall 9 feet



Ancient rim rock formations (left) rise beside Big Eddy-Celilo Sections of I-80N along the Columbia River. Westbound lanes ride a riverfill with railroad tracks in the middle. U.S. and State routes quite often share the same highways, at least for a little distance.



high and 50 feet wide around the world at the Equator.

• Enough materials used and enough men and machinery working to make a construction project 35 times as large as the Panama Canal, the Grand Coulee Dam, and the St. Lawrence Seaway—combined.

Interstate dwarfs such historical con-

struction accomplishments as the Great Wall of China and the colossal Roman road system. Julius Caesar probably wouldn't be too impressed by modern American highways. He might snort the Latin equivalent of "So What?" When Caesar rode his chariots, the Romans had either built or planned 53,658 miles of good highways.

Today's road builders probably studied Roman roads, for our engineers had practically no native prototypes. Prior to the modern era almost no roads, per se, existed. The Indians traveled dirt paths, often animal trails which later showed explorers and trappers the way. Early settlers moved westward on such trails, most notably the Santa Fe Trail, the Mormon Trail, and the Oregon Trail, which were little better than widened Indian paths.

Less than a century ago a prominent engineer termed our roads the "worst of any civilized country." All that changed, though, in 1893 when the Duryea brothers introduced the first American-made gasoline-engine automobile. Before long, prototypes of modern highways began to appear, but they scarcely equalled the challenge of linen-duster motorists. One early day hotrodder out of Albuquerque received these instructions for driving to Los Angeles: "Follow this mountain range 80 miles south to a stick in the fork of the road with a paper tied to the top. Take the rut that leads off to the right."

The Lincoln Highway and National Pike number among the initial transcontinental paved highways. Between the world wars we constructed 1,384,000 miles of surfaced roads. During the '30's, the expressway era dawned. The Pennsylvania Turnpike opened in 1940—the first modern long-distance highway designed for both pleasure and commercial traffic.

Construction of Interstate routes cannot be started overnight. Future traffic and its economic and social effects must be forecast, detailed locations selected, the ideas and plans of cities and counties considered and coordinated, surveys and plans made, and bridges and interchanges designed. All this must be completed before turning a shovelful of dirt.

Acquisition of right-of-way numbers among the chief pre-construction headaches. Right-of-way agents have been slapped, cursed, even threatened with knives and guns in negotiating with disgruntled landowners. Despite these protestations, however, the path of the autocratic automobile can't be blocked for long. In one case a new road isolated a farmer's privy from his house, forcing him to build a new one closer to home—either that or journey 8 miles and pay toll!

Acquiring right-of-way means that many families whose property obstructs new routes must be displaced, ancient elms felled, parks ruined, historic monuments sacrificed, and long-established businesses isolated. Clearing the way for a Chicago freeway necessitated digging up 700 graves in a local cemetery and transferring the deceased to new locations. In Milwaukee, one proposed

new freeway route knocked out several fairways at two golf courses and endangered the newly constructed zoo.

By what right does the state appropriate private property for public roads? It is the principle of "eminent domain," which takes over private property for public use at a fair compensation but without regard to the owner's wishes. However, generally, right-of-way agents show understanding and patience. When conditions warrant, they willingly mollify and appease angry landowners with concessions and cash.

Finding homes for evictees causes more headaches than a carload of aspirin could cure. Once, displaced persons of a Chicago apartment building organized a protest march on City Hall. The housing coordinator temporarily housed them in Loop hotels until more permanent homes could be found. Many displacees griped because they hadn't been ensconced in the plush Conrad Hilton hotel. The Federal highway bill of 1970 provides financial assistance and rehabilitation help to displaced families and individual small businesses.

With the right-of-way secured and homes and buildings razed or moved the actual construction begins. On-site highway construction involves many activities: clearing the right-of-way, excavating, grading, bridge building, paving, installing signs and lights, painting, sodding, and finally cleaning-up operations.

The new highways wind through forests and deserts, crawl over prairies, skirt rivers, bore through mountains, and extend in, over, and above urban areas. Urban portions of Interstate include only 17 percent of the total mileage but will carry 41 percent of the traffic and 47 percent of the cost. Each traffic lane is 12 feet wide. Of the System's mileage, 87 percent will have 4 lanes and the rest 6 or more. Interstate will total about 185,000 lane-miles.

On Interstate lanes we can cruise at 65 or better. Speed limits range from 60 to 70 miles an hour. Iowa, South Dakota, and Nebraska permit 75. The Kansas Turnpike allows 80. Highway patrols usually ignore those driving 5 miles or so above the posted speed limit. Motorists traveling under 45 can be ticketed for slow driving.

Accident studies in 39 states show that the fatal accident rate of Interstate has dipped 43 percent in rural areas and 15 percent in urban. When completed, Interstate's safety features will save about 8,300 lives a year. It's more than twice as safe as older roads. Federal Highway Administration (FHA) testimony indicates that already opened Interstate routes have saved 30,000

lives—motorists who otherwise would have died on conventional roads. In addition, thousands of injuries and millions of dollars in property damage have been averted.

Highway signs rank as an important adjunct to safety, guiding and protecting the motorist. To guide the driver, the numbered system of U.S. Highways was adopted in 1925. Until Interstate's birth these numbered primary highways constituted the principal interstate and transcontinental routes. They form a network of about 160,000 miles.

U.S. route numbers have a significance which, when understood, add to their general usefulness. Even numbers, such as U.S. Route 66 and U.S. Route 30, designate roads of general east-west direction. Odd numbers, like U.S. Route 99, indicate roads running generally north-south. Excepting U.S. Route 101, 3-digit route numbers designate short routes tributary or alternate to main routes, like U.S. Route 211 and U.S. Route 330. Interstate routes follow the same number system as U.S. Routes.

When different U.S. routes follow the same roads, the shield markers of each route are displayed together with points of divergence clearly indicated. Similarly, some sections of road carry U.S., Interstate, and state route numbers. Interstate numbers are clearly recognized by their larger size and red, white, and blue colors, U.S. numbers by the standard white shield markers, and state route markers by special designs peculiar to the respective states, such as the Indian head of North Dakota and the state outline of Ohio.

In 1925, highway officials also initiated a system of warning, regulatory, and informational signs for erection on U.S. routes. Warning signs are diamond shaped, regulatory and informational signs rectangular. For regulatory signs, the longer dimension is vertical; for informational signs horizontal. As exceptions, the regulatory "Stop" is octagonal, the advance warning sign for a railroad crossing is circular, and the warning sign immediately adjacent to railroad tracks is a crossbuck.

Initially, Interstate signs will cost more than \$200 million. Some run around \$10,000 apiece. If suspended across several lanes, a sign may cost around \$35,000—particularly large ones, \$50,000. Such amounts, though, are piddling compared to overall Interstate expenditures. Costing around \$1,400,000 a mile, the Interstate averages about \$887,000 a mile in rural areas and \$4 million in urban districts. Meanwhile, construction costs keep climbing. The cost rose 7.5 percent, for example, during the 3 months ending in June 1971.

The federal government contributes  
(Continued on page 19)

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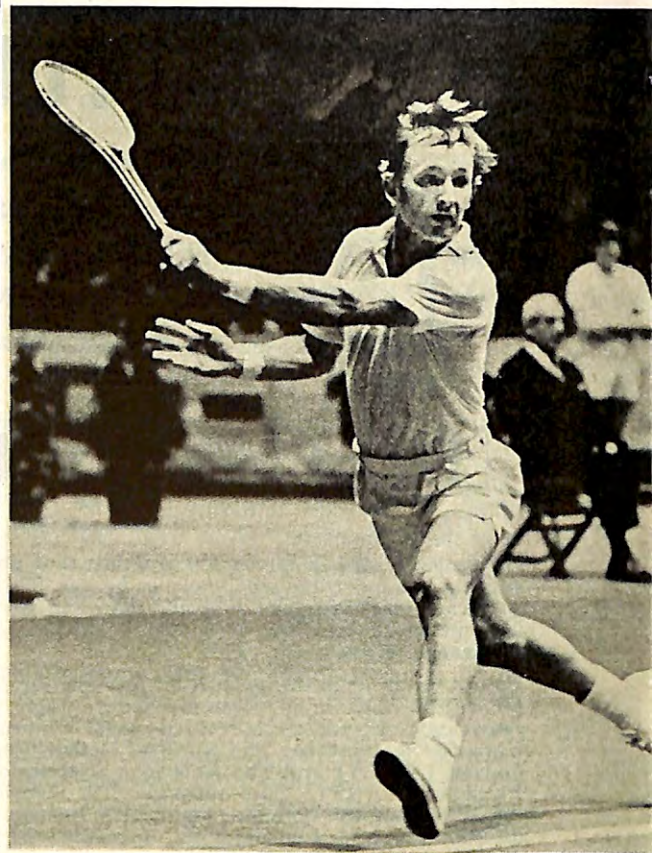
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# Pro Tennis?



# Bank on it!

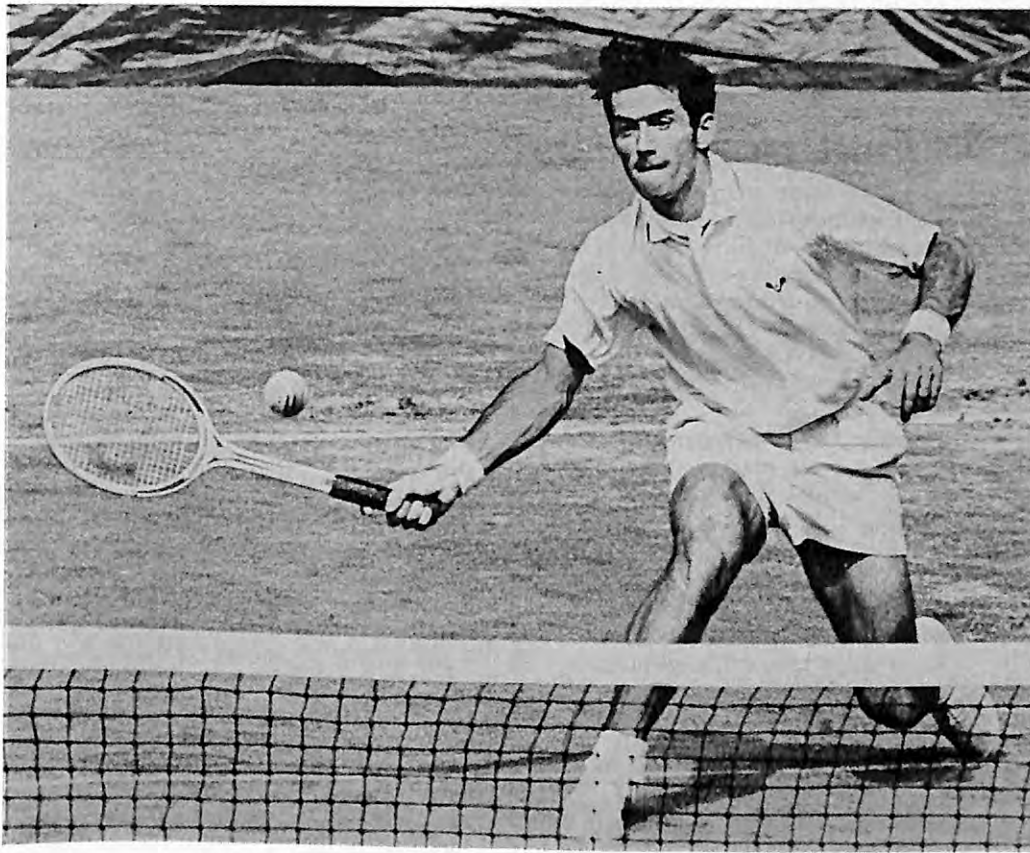
by Jack Scagnetti

Anyone for professional tennis? You bet! But it wasn't always like this.

In 1963, at a time when professional sports were booming, pro tennis was dying. Less than a dozen players were playing one night stands in all parts of the world, including remote areas and in ice rinks and other low-beamed buildings unsuitable for tennis. Raising sponsors, spectators and prize money was difficult. Pro tennis was disorganized. It was bush league—more so than the lowest minor league baseball circuit. Death to pro tennis seemed imminent, particularly when Ken Rosewall defeated Rod Laver at Forest Hills for the 1963 U.S. Professional Championship and neither was able to collect their prize checks. The tournament was bankrupt.

Today pro tennis is big business. Prize money throughout the world for 1971 is \$2 million, with \$1 million of it coming from the newly organized World Championship Tennis, a circuit of 20 tournaments played in North America, Europe, Australia and Asia. Rosewall, a 37-year-old Australian, won the U.S. Professional Championship again this year before a record crowd of 37,700 in Boston, but this time his check was \$10,000—and he didn't have to worry about it bouncing. It was a World Championship Tennis event and it was sponsored by a bank. All 20 tournaments in World Championship Tennis guarantee a \$10,000 first prize and a minimum overall prize fund of \$45,000. Those are amazing figures when you consider that the entire world circuit of pro tennis paid out only \$80,000 for the entire year of

1964. That same year Laver had won the U.S. Professional Championship, earning \$2,200 in the \$10,000 event sponsored by New England Merchants National Bank in Boston, a great "shot in the arm" for pro tennis. Last year the 34-year-old Australian-born Laver, a red-haired lefthander, won 13 titles as he smashed his way to earnings of \$201,453. Seventeen other players won \$40,000 or more, while Arthur Ashe won \$141,018 and Rosewall \$140,455. In 1971, through the first seven months, Laver had won \$207,767 in official earnings. That's more money than professional golf's super stars such as Arnold Palmer, Lee Trevino or Jack Nicklaus had won. And Laver is pushing his career earnings total to near the million-dollar mark, having won more than \$921,000 since turning pro in 1963. Only three pro golfers have won



more than a million—Palmer, Nicklaus and Billy Casper, and all started their pro careers before Laver.

What's happened to pro tennis? Has it reached the stature of pro golf? What's it all about? Let's have a closer look at the big turnabout.

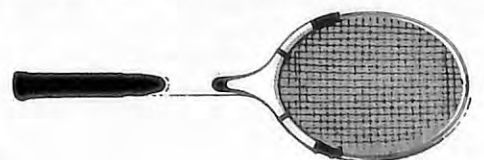
The World Championship Tennis circuit has 32 of the world's best players under contract, lured by big money. WCT comes to a climax November 26th at Madison Square Garden in New York with the biggest payoff in tennis history—\$50,000 to the winner, while the runnerup receives \$20,000 and third-place finisher \$10,000. Reaching the finals is the result of a "king of the hill" format in which players are seeded by a point system. Winners of a WCT event are awarded 10 points; the finalist seven points; losing semi-finalists four each; losing quarterfinalists two each, and losers in the round of 16 one each. Matches are decided on a best of three sets basis rather than the traditional three of five, reducing the average match to one and

a half hours. Long tie battles have been eliminated by a new tie-breaker system. Players battle it out in a sudden death point fight if the third set is tied at six games. Only the top eight players, determined by the point system, qualify for the quarterfinals and semifinals (Nov. 18-19, 21 at Houston) and eventual crack at the top prize \$50,000 Madison Square Garden finale.

There's more to the story than the big prize money. Tennis sometimes hasn't been able to single out any one player as No. 1. Last year three players ranked No. 1. Laver was named on some lists. Others selected Rosewall after his U.S. Open victory, while the third No. 1 honored was Wimbledon champ John Newcombe as selected by World Tennis Magazine. But the establishment this year of World Championship Tennis should leave no more doubt about who's No. 1.

World Championship Tennis flourishes mostly because of the promotional genius and financial stability of Lamar Hunt, at 38 years old the youngest son

of one of the world's wealthiest men, oil billionaire H. L. Hunt. This is the same Lamar Hunt of Dallas, Texas, who made headlines 11 years ago when he started the American Football League and made it a success against the greatest of odds. His friends call him "Super Chief" ever since his Kansas City Chiefs of the AFL defeated the Minnesota Vikings of the National Football League in the 1970 Super Bowl game. Hunt, who says "Tennis is a business venture... sports is a business, make no mistake," pointing to his big airline travel bills, established WCT after taking over eight contracts of players formerly belonging to David Dixon, a New Orleans sports promoter who was going broke because lawn tennis groups ran big tournaments and dates were difficult to find. Hunt took in his



nephew, Al Hill, for part interest and then added Mike Davies, a former British tennis star and Davis Cup player, and named him executive director of WCT events, overseeing international operations.

WCT takes a percentage of gate receipts as a governing group. In return WCT pays guarantees of \$600 to players for each WCT tournament they play. WCT also covers air fare, which along with the WCT staff, amounts to nearly \$200,000 a year.

The 32 players under contract read like a who's who in pro tennis. Fourteen of them are from Australia, long the home of great tennis stars: Laver, Newcombe, Rosewall, John Alexander, Bill Bowrey, Bob Carmichael, Dick Crealy, Owen Davidson, Philip Dent, Roy Emerson, Tony Roche, Ray Ruffels, Fred Stolle and Allan Stone. Others are Ashe, Roy Barth, Charles Pasarell, Dennis Ralston, Marty Riessen and Bob Lutz, all from the U.S.; Cliff Drysdale, Rob Maud and Frew McMillan from South Africa; Mark Cox, Graham Stilwell and Roger Taylor from Great Britain; Ismail El Shafei, Egypt; Andres Gimeno, Spain; Brian Fairlie, New Zealand; Tom Okker, Netherlands; Nicki Pilic, Yugoslavia; and Torben Ulrich, Denmark.

As the game's leading money winner, Laver could be called the "Arnold Palmer of pro tennis." Laver has twice won the tennis Grand Slam (Australian, French, U.S. and Wimbledon titles), in 1962 as an amateur (only Don Budge had ever accomplished this) and in 1969 when he won a record 31 straight matches. Like Palmer, although not yet to the same degree, Laver adds to his income of \$200,000 in annual earnings substantial amounts for investments and endorsements for such items as tennis rackets, socks, shirts, shoes, a calibrated exercise device, ball machine, and other items. One of his newest ventures is a plastic tennis court called Uniturf, which is being marketed under the name Laverturf.

Unlike Palmer, however, Laver doesn't have an athletic look. Laver is 5-foot-8 and bowlegged. His freckled body weighs 150 lbs. "I've found my size to be an asset... I'm quicker and don't get caught off balance," he explains to reporters. As the best shot-maker the game has even seen, he has been nicknamed the "Rocket." He is known for his complete game on all surfaces. He has uncanny ability to convert his opponent's good shot into a great return. He is a master of the spin. He makes shots from impossible positions (even in practice he goes for every shot). The southpaw is ranked by his opponents as dangerous both forehand and backhand, whether at the net or deep. His reflexes are razor

sharp, hitting the ball quicker than most players. Like Palmer attacks a golf ball, Laver literally attacks a tennis ball. *Sports Illustrated* said of Laver last year: "With his arsenal of high-powered shots, Rodney (Rocket) Laver is outasight—up, up and away ahead of anyone else who has ever played the game of tennis."

Like Palmer, Trevino, Nicklaus, Casper and other golf stars, Laver occasionally feels the pressure of the tournament grind. When he was defeated by unseeded Roger Taylor in the Canadian Open in August, he confided to friends he was considering taking some time off from tournament play, perhaps as much as a month, and rest at his home except for commitments early in the month at Fort Worth, Texas, and a CBS television event at Hilton Head, South Carolina. His friend and fellow player, Roy Emerson, explained that Laver was "over-tennis'd...mentally drained."

While Laver dominates the earnings list by a wide margin (second highest money winner through the first seven months this year was Okker with \$79,451), he is beatable. Through the U.S. Open on August 9, he had won one tournament out of 11 in which he competed, winning 28 matches and losing nine, while winning 66 sets and losing 29. WCT has many top stars capable of beating Laver. Newcombe had won three tournaments and so had Rosewall. Others high in the point standings included Drysdale, Okker, Ashe, Riessen and Emerson. Handsome, articulate Newcombe is one of pro tennis' most colorful players. His antics to please the crowd include hitting autographed balls to the fans. Another handsome player who is a crowd pleaser is Drysdale, who is noted for his two-handed backhand, called the "deadliest groundstroke in tennis." His unorthodox style has gotten him tagged the "Garbage Man" because of his wins with junk—half volleys, drop volleys and lobs.

While tennis stars aren't household names yet, the day may be coming soon. More television coverage will help promote the sport while adding revenues to the tournaments (two of the U.S. events in WCT were televised this year). It's a whole new ball game for tennis. Even the putting green silence is disappearing on the tennis courts. Players are becoming more lenient with the crowds. Following the trend in golf, WCT seldom uses names of its players in promotional material without mentioning their earnings. WCT officials believe the day is near when tennis super stars will reach the stature of such golf super stars as Palmer, Trevino, Nicklaus and Casper. Another golf trend, using the

names of movie and entertainment celebrities, may find its way into pro tennis. There's talk of celebrities who are tennis enthusiasts—such as actor Charlton Heston, singer Dinah Shore and comic Alan King—lending their names to major tennis tournaments. One such event is expected to be held in Las Vegas in the spring.

WCT, a corporation, is an entity in itself and does not operate under United States Lawn Tennis Association (USLTA) or International Lawn Tennis Federation (ILTF) rules. WCT players do, however, play in some USLTA and ILTF tournaments. The amateur-oriented ILTF recently announced that it will bar the 32 WCT players from all open tournaments, including such prestige events as Wimbledon and the U.S. Open. ILTF and WCT have been at odds over various points, including the possibility of a single competition under which all players, both from WCT and independent players, would be able to compete. ILTF's initial proposal to WCT limited the number of weeks that WCT could hold events to eight weeks in a year, so the ILTF could have use of WCT players for the rest of the active tennis year. "This obviously would have made it impossible for WCT to continue its promotion of professional tennis," said Hunt. Meanwhile, USLTA, one of 60 ILTF national affiliates, has created its own type of professional. Registered USLTA players, for the first time in history, can play openly for prize money, endorse products or contract for money-producing ventures. The USLTA may be Hunt's biggest roadblock to domination of pro tennis.

With tennis enjoying phenomenal growth, the pro tennis world can look ahead to continued interest from sponsors and spectators. Some 4,000 courts were constructed in the U.S. in 1970, boosting the U.S. total to about 100,000. A national survey, based on such indices as sale of tennis balls, rackets, enrollments and number of tennis courts, reveals the number of tennis players has nearly doubled in the last 10 years. The survey, supervised by Nielsen (of TV rating fame), indicates there are about 10,665,000 U.S. tennis players. Tennis is a family participant sport; many housewives and teenage children play. It was the large army of weekend golfers, combined with television exposure of pro tournaments, that built the pro golf tour. These same factors should work for pro tennis.

It's going to take time for tennis to capture the mass attention of America's sport fans. But Lamar Hunt is one promoter who can afford to be patient. He has the know-how. He has the stars. And he has the money. ■



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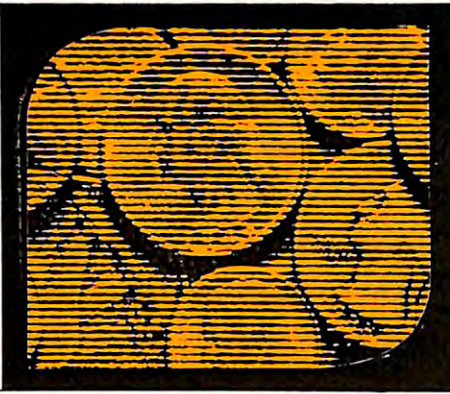
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# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



HE STARTED OUT back in 1927 with just a little root-beer stand. Today his company does about \$350 million a year in sales, has some 27,000 employees, and is a leader in what has become the "hospitality-services" industry. About \$3 million of that \$350 million income is spent each year on giving **training** to the employees so that they'll do their jobs in a way that will mean increased customer satisfaction, increased income, increased efficiency—and higher profits.

We're speaking of J. Willard Marriott and his Marriott Corporation. It's quite a rise from a one-man soft-drink stand to an operation that has some 600 restaurants (half of them franchisee-operated), a chain of motels, and an extensive food-catering service for a number of airlines and other companies. There are a number of reasons why J. Willard Marriott became so successful. He was success-oriented, he worked hard, he had good overall business ability, he could recognize opportunities—and he had an excellent understanding of the essentials of good personnel management.

It makes sense to talk about "personnel management" when you have 27,000 employees. But suppose you only have 27—or maybe only 7? Does it still make sense to think in terms of "personnel management"?

Indeed it does. Of the 2,000 businesses reported on in 1970 by the President's Task Force on Improving the Prospects of Small Business, more than 80 percent employed fewer than 50 people and more than 50 percent employed no more than ten. But the small businessmen themselves who were queried in that survey said that "personnel problems" made up one of their top three problem areas. And for many of those businessmen it was clearly their number one problem.

A business that has only ten employees isn't likely to have a "Personnel Department"—but it had better have good personnel management. There's plenty of reason to believe that personnel problems will become an even big-

ger headache for the small businessmen than they already are. Let's glance briefly at some of the reasons.

## How Will These Affect YOU?

The American economy is increasingly becoming a services economy. The U.S. Department of Labor estimates that in the 1970s nine out of ten new jobs will be service jobs. This trend is intimately related to another one—the growing demand for leisure and recreation. The 4-day work week is growing in popularity. Another important trend is the rise in white-collar wages and salaries. Overall, they rose 6.2 percent in 1970, 6.6 percent in 1971. And blue-collar wages have also been rising.

Will the overall inflationary trend in the economy stop? Almost certainly it will not, but the hope is that its rate will be lower. Indications are that the U.S. will have inflation for the foreseeable future—and remember that inflation can cause plenty of trouble for small businesses. Especially for those that are inefficiently managed.

It's possible, too, that the U.S. will relax its control of American big business as a move to strengthen U.S. competition in the world market. But such a policy change could generate additional difficulties for small business.

The franchising industry has been growing—but so has the trend in the retention or reacquisition of franchisable locations by the franchising companies themselves!

Now, let's "take inventory" on some of these points. What might these trends mean for **your** business? Some factors to keep in mind are these. The demand for services seems to be outstripping the supply of workers available to perform them. Last year a speaker at the conference of the American Institute of Industrial Engineers warned his listeners that by the year 2000 it might be necessary to "repair your own car, butcher your own beef, cut your own hair." (And how many young people are going into jobs as waiters and waitresses, janitors, do-

mestic workers, appliance repairmen?) Small business will be competing more and more against larger companies for service-jobs employees. And some franchises will be competing with their franchisers to recruit such workers!

A very important point to keep in mind is that it is difficult to improve worker productivity in service jobs! The most capable and willing waitress only has two hands. But even though the productivity of service workers can't in general be increased in the way agricultural and manufacturing worker productivity has been, the costs of service labor will continue to rise.

You may or may not employ service workers, but if you have any employees at all you will be at least indirectly affected by the strengthening and expansion of the American public commitment to a "full employment" policy and by such trends as the equalization of male and female work rights under law.

By this point you'll probably be ready to agree that good personnel management is extremely important in small businesses as well as in large ones.

## What Is "Personnel Management"?

As we're using the term here, "personnel management" includes all of these: employe recruiting, interviewing and evaluation, hiring, determination of wages, salaries and benefits, application of labor laws, regulations and union rules, job assignment, training, motivation, supervision, performance evaluation, job simplification, handling of compensation-and-benefits paperwork, improving communication between workers and management, transfers, promotions, and—eventually—termination. In very small businesses many of those functions will be handled quite simply and informally. A business owner whose employe recruiting operations amount to nothing more than occasionally having to put up a window sign reading "Waitress Wanted" is certainly not going to have an elaborate program of "personnel management." But if he simply forgets altogether about the idea of "good personnel management," then he may have trouble getting and keeping the couple of employes he needs, and he may not get very good performance from them while he has them.

Modern personnel management, as you see, includes quite a few more things than at first hit your eye. ■

## America's Lifelines (Continued from page 12)

90 percent of Interstate's cost and exercises its right of approval and reasonable control. Individual states, paying the remaining 10 percent, determine the routes, design the highways, and award construction contracts. Federal funds for state highway construction are usually 50-50, federal-state. Interstate operates on a pay-as-you-go basis. Highway users pay for it through taxes, like the 4-cent a gallon gasoline tax and levies on motor oil, tires, tubes, tread rubber, trucks, buses, trailers, and accessories.

Some \$42 billion of federal aid has gone into Interstate since its inception. At that time forecasts put its cost at \$27 billion with a 1971 completion date. Today, forecasts call for \$71 billion and completion in 1978—seven years late.

Building a federal-aid highway costs about 30 percent more than without federal help, according to estimates. Bureaucratic red tape accounts for the difference. A Maryland highway official testified the 50 percent federal contribution for a small urban road project didn't cover the added costs in meeting stiff federal requirements. In some cases, projects must be reviewed

by 62 agencies. As the upshot, there's a proliferating time lag, sometimes 8 or 10 years, between the start of a highway project and the actual start of construction.

Expressways, unfortunately, must go through cities, not around them, because most traffic originates and ends in urban centers. Ecologically, our nation might be more pure without freeways—that's true. But it would be economically poorer and we wouldn't be able to live the kind of life to which we are accustomed. We must recognize that transportation comprises one of the basics of any society—especially ours. Transport knits together all our nation's assets, both economic and social.

The late Thomas H. McDonald, former commissioner of the U.S. Bureau of Public Roads (now FHA) once said: "We were not a wealthy nation when we began improving our highways. But the roads themselves helped us create new wealth, in business and industry and land values. So it was not our wealth that made our highways possible. Rather, it was our highways that made our wealth possible."

Motorists, and that includes most of us, will realize an \$11 billion annual bonus from the Interstate. This will result from lower fuel costs because of shorter distances, decreased maintenance—these roads are easier on cars—reduced accident costs and time saved en route. Already Interstate has cut travel time between cities by at least 10 to 15 percent.

However, some fear that building super-highways may never end. More roads generate more traffic—and more congestion. Someone has speculated that congestion might necessitate, within 5 or 10 years, the booking of starting times on major highways, just as golfers now arrange tee-off times on crowded courses!

Roads are becoming more choked with automobile traffic every year. Each morning and evening our urban roads fill with bumper-to-bumper streams of automobiles. Over the years, this strangulating situation has retrogressed. In New York City, for instance, 1907 statistics reveal that horse-drawn vehicles averaged 11.8 miles per hour through traffic; in 1966, motor cars averaged 8.5 mph.

In Southern California an engineer facetiously says that traffic has become  
(Continued on page 48)

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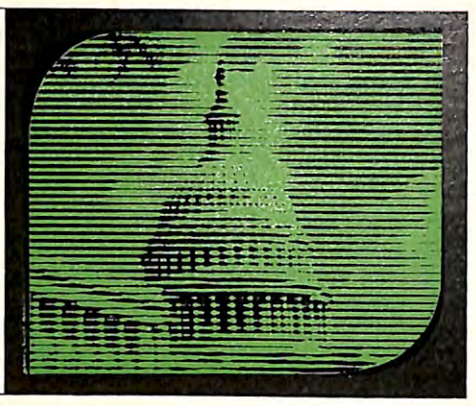


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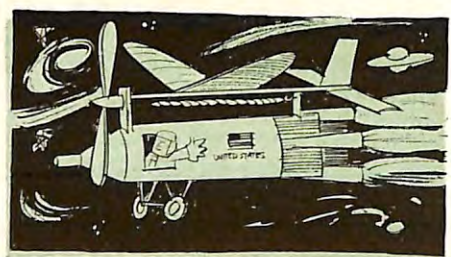
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# AROUND WASHINGTON



HIJACKINGS and sabotage of airliners may be cut down if it turns out that dogs can be trained to detect hidden explosives at airports. To test out the theory, the Federal Aviation Administration has put up \$34,000 to finance a 20-week training program involving four dogs and their handlers from the suburban Fairfax County Police Department.



NEWEST THING developed by NASA, unless Congress balks, will be the \$5.5 billion space shuttle. President Nixon has given the go-ahead for the shuttle which would be developed over a six-year period. It would rocket a four-man crew into space, then return them to earth like an airplane. The President's decision put new life into the hard-hit aerospace industry. But Senate critics contended that the shuttle represents a "senseless extravaganza" and "an outrageous distortion of budgetary priorities."

PRIZED FURNISHINGS were sent over from Washington for the new American Embassy residence in Paris. The renovated 100-room Rothschild mansion on Rue du Faubourg St. Honore has a 17th Century Flemish tapestry, titled "America," hanging on its grand staircase. It was loaned by the National Gallery of Art. The embassy drawing rooms are filled with French furniture given by the Special Fine Arts Committee of the State Department. It came out of the surplus stocks on hand after the department had completed the furnishing of the Thomas Jefferson drawing room in its VIP hospitality suite here.

SALES TAXES lead all other tax revenue measures in bringing in tax dollars for states, according to Commerce Clearing House reports. They show that general sales and gross receipts tax collections rose 9 percent to \$15.5 billion in Fiscal 1971—about 30 percent of all state tax collections. Individual income tax collections totaled \$10.1 billion, a 10.3 percent increase.

MONEY INSPIRES. This is the idea being tested in 1972 by HEW's Office of Education. A cash-incentive plan for teachers and parents during the current school year has been funded at a cost of \$770,000. Eight schools in four states—Ohio, Florida, California, and Texas—will participate in the program. If a classroom makes more progress than the predicted mean gain for its grade level, the teacher will get an award of up to \$1,200. In addition, parents can receive a maximum bonus of \$100 per child in the experimental schools.



INFORMATION on fire extinguishers for your home—what kind you should get and where to place them—is contained in a pamphlet issued by the General Services Administration. You can get a copy by sending 40 cents to Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Ask for "Fire Extinguishers: The ABC's and the One, Two, Three of Selection."

WIFE TROUBLE. John Justin Smith, travel editor of the Chicago Daily News, advises husbands that they had better be certain the intercom is working in

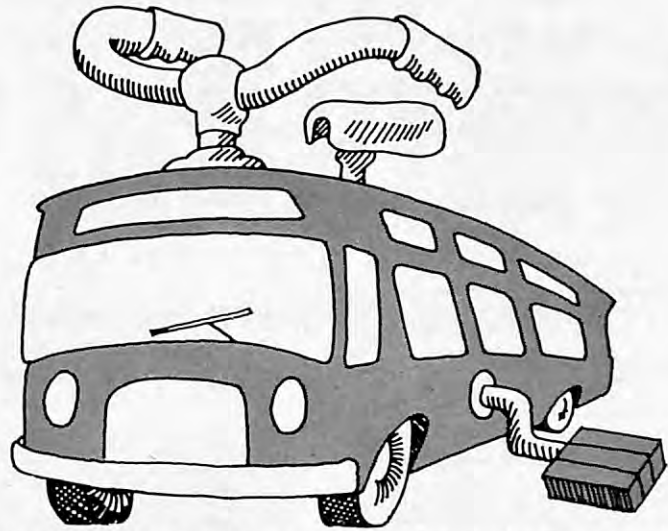
their camper when they take their wives on a camping trip. He tells of a man he knows who drove off and left his wife standing in the road in her nightgown. She had been sleeping late in the back of the camper and told him through the intercom that she would join him in the cab when he stopped at the next stop sign. The trouble was he did not hear her as the intercom was not working. He stopped, she got out—and he drove off. He was shortly re-joined by a very annoyed wife who was given a lift, in her nightgown, by a motorist coming along behind.

MILTON EISENHOWER believes he is the nation's oldest college president. The brother of former President Dwight D. Eisenhower retired in 1967 after spending 11 years as president of the Johns Hopkins university in Baltimore. Now 72, he is rounding out his first year back at his old job this month. He returned to it in answer to an urgent demand to fill a leadership gap and has agreed to stay on as an interim president until a permanent new head of the university can be found.



APRIL FOOL'S DAY this year was a red letter day for the nation's consumers. It was the date that new FDA regulations went into effect which prohibit the fooling of consumers with fraudulent "bargain deals" in food, drugs and cosmetics. From now on, for example, a box cannot be marked "economy size" unless there is a saving of at least five percent for the bargain-size package over the price of the equivalent amount in smaller packages.

COMMUTERS are finding the afternoon traffic jams more bearable here now because of the humor they pick up on their car radios. WRC, an NBC-owned station, moved Walker and Scott, known as "the Joy Boys," from their regular night spot to afternoon "drive time" as part of a move to regain lost ratings. Washington visitors who turn on their radios quickly discover why the commuters, who end their day with Walker and Scott, like to begin it with an early morning funny pair, Hardin and Weaver. They have made WMAL, the Washington Star-owned station, one of the most popular at breakfast time.

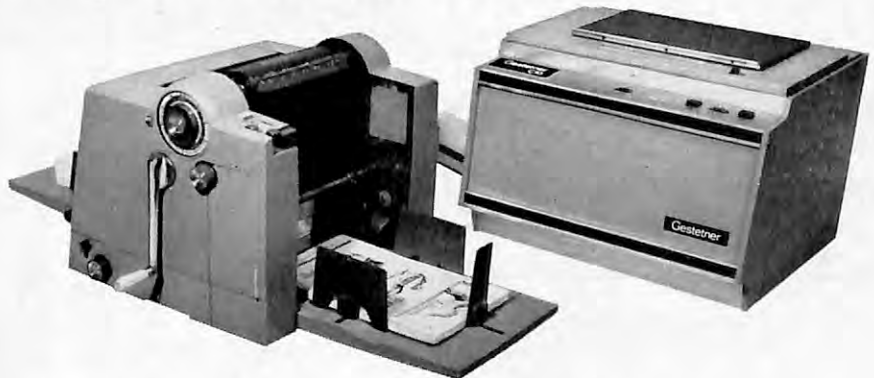


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PVP Howard L. Laib (left) presented an award to PER Frank Durney, Poughkeepsie, N. Y., Lodge Foundation chairman, in recognition of the lodge's efforts in recruiting new members in the Foundation. The lodge has signed up the most new participating members in the district. PER James Palumbo (right) was also present.

GER E. Gene Fournace (center) presented honorary founders certificates to GL Auditing Committeeman Peter N. Hall (third from left) and PER Alvin Southwick (third from right), both of Hartford, Vt., Lodge. Also present at Newport Lodge during GER Fournace's visitation were (from left) State Foundation Chm. Raymond J. Quesnel; PDD John Brown, Bellows Falls, and PDDs Americo Columbo and Wilfred Fisher, both of Barre Lodge.



ER Harold Brookshire of Bradenton, Fla., Lodge presented 16 new Elks National Foundation certificates to DDGER Robert P. Rosin during his recent visit to the lodge. The new participating members were present on the occasion. DDGER Rosin has gathered more than \$25,000 in pledges during his visits to the Southwest District lodges.

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

WHEREAS: Brother Homer Huhn, Jr., has unselfishly and untiringly served Mount Pleasant, Pa., Lodge in a distinctive and untiring manner in many capacities, including eleven years as Secretary; and

WHEREAS: he has served the Pennsylvania South and Southwest Districts as District Deputy Grand Exalted Ruler and as Chairman of the Southwest District Advisory Board; and

WHEREAS: Brother Huhn has rendered outstanding service to the Pennsylvania Elks State Association as an Officer, Committeeman and as its President and as its Secretary for five years; and

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

WHEREAS: Brother Huhn has, since January 15, 1971, served with diligence, prudence and distinction as Grand Secretary of the Benevolent and Protective Order of Elks of the U.S.A.; and

WHEREAS: Brother Huhn has consistently displayed his integrity, administrative ability, knowledge of the affairs of the Order and strict adherence to its Constitution and Statutes during the years since becoming a member of Mount Pleasant Lodge No. 868, in 1941;

NOW THEREFORE BE IT RESOLVED AND IT IS HEREBY RESOLVED: That Mount Pleasant Lodge is indeed honored and proud to present to the 1972 Grand Lodge Convention in Atlantic City, N. J., the name of Brother Homer Huhn, Jr., for re-election to the Office of Grand Secretary of the Benevolent and Protective Order of Elks of the United States of America.

Paul Baird, *Exalted Ruler*  
Frank Kaczmarek, *Secretary*



**Macomb, Ill.,  
Lodge Presents  
H. Foster Sears  
for Grand Treasurer**

H. FOSTER SEARS, having served in all

the chairs of Macomb Lodge No. 1009 of the Benevolent and Protective Order of Elks; and

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

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

WHEREAS: He did faithfully serve as a member and the treasurer of the Crippled Childrens Commission, the major project of the State Association; and

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

WHEREAS: He has faithfully and successfully served our Order, this past year, as Grand Treasurer; and therefore

BE IT RESOLVED: that Macomb, Illinois, Lodge No. 1009 is proud to present to the 1972 Grand Lodge Convention in Atlantic City, New Jersey, in July, 1972, Brother H. Foster Sears for re-election to the Office of Grand Treasurer of the Benevolent and Protective Order of Elks of the United States of America.

Harry McDaniel, *Exalted Ruler*  
Richard C. Nester, *Secretary*



**Seattle, Wash.,  
Lodge Presents  
Robert A. Yothers  
for Grand Trustee**

WHEREAS: Brother Robert A. Yothers has served Seattle Lodge for several years in many capacities, including the office of Exalted Ruler and member of the Board of Trustees, and is an Honorary Life Member; and

WHEREAS: He has served the Washington State Elks Association as Trustee of the Major Project for 17 years, serving 3 years as Chairman of the Major Project, and further, he has served the Washington State Elks Association as a member of the Executive Committee and as Treasurer, and has been elected Honorary Past State President, and is presently serving as a member of the Executive Committee and Public Relations Committee; and

WHEREAS: Brother Robert A. Yothers has served the Grand Lodge as District Deputy Grand Exalted Ruler of the Northwest District of Washington and as a Special District Deputy, and further, served as a member of the Grand Lodge Ritual Committee for four years and is now a member of the Grand Lodge Judiciary Committee; and

WHEREAS: In his community he is a member and has served as Trustee and

Elder of the Presbyterian Church and in many civic organizations including the Board of Trustees of Ballard Community Hospital for 22 years and is now a member of the Board of Directors of the Ballard Bank of Washington; and

WHEREAS: In all of his activities, he has consistently demonstrated continued devotion and service to the Order of Elks;

NOW, THEREFORE, BE IT RESOLVED that Seattle Lodge No. 92 is honored to present to the Grand Lodge Convention to be held in Atlantic City, New Jersey, in July, 1972, the name of Robert A. Yothers, as candidate for Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America for a term of four years.

Earl E. Yates, *Exalted Ruler*  
Dick Mitchell, *Secretary*



**Red Bank, N.J.,  
Lodge Presents  
Edmund H. Hanlon  
for Grand Trustee**

WHEREAS: Brother Edmund H. Hanlon was initiated on March 18th, 1954, into Red Bank, N. J., Lodge No. 233 and has served this lodge in many capacities including the office of Exalted Ruler, Chairman of the Board of Trustees, and is an Honorary Life member; and

WHEREAS: He served the New Jersey State Elks Association as its President in 1968-1969, has served on its Board of Trustees, as Chairman of the Youth Activities Committee, and is presently the Chairman of the Convention Committee; and

WHEREAS: Brother Edmund H. Hanlon has served the Grand Lodge as District Deputy Grand Exalted Ruler of the South Central District of New Jersey and is presently serving as Chairman of the Grand Lodge New Lodge Committee; and

WHEREAS: In his community he has been active in civic affairs and is at present serving on the Park and Recreation Commission as well as Shade Tree Commission. In business he has been associated with M & T Chemicals, Inc., Subsidiary of American Can Company for more than 45 years; and

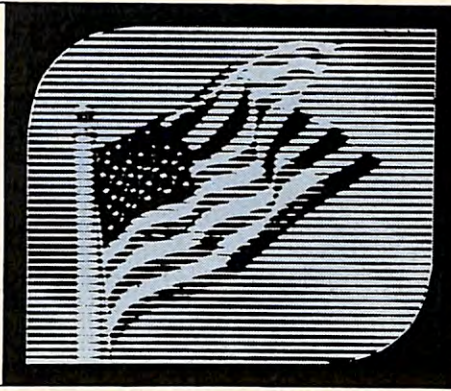
WHEREAS: In all of his activities he has consistently demonstrated effective leadership and continuing devotion to the Order of Elks;

NOW THEREFORE BE IT RESOLVED that Red Bank, N. J., Lodge No. 233 is honored to present to the Grand Lodge Convention to be held in Atlantic City, N. J., in July, 1972, the name of Edmund H. Hanlon as candidate for Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America for a term of four years.

Harold J. Trahman, *Exalted Ruler*  
Harold A. Duncan, *Secretary*



# ELKS NATIONAL SERVICE COMMISSION



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



A popcorn machine was donated to the Veterans Administration Center in Hot Springs, S. D., by the Elks. Hugh Davis (left), VA Center Director, accepted the gift from VAVS Chairman Mark D. Ackley of Hot Springs Lodge.



Hospital Chairman Fuller Johnson (left) of Roseburg, Ore., Lodge presented a movie camera and projector along with two checks totaling \$550 to the VA Hospital in Roseburg. Dr. John A. Doering, hospital director, accepted the gifts furnished by the Oregon Elks Association.



Susanville, Calif., Lodge accumulated 11,400 pounds of books and used appliances and contributed the goods to the Veteran's hospitals in California. Helping to prepare the 155 boxes, containing 6,000 books among other things, were (from left) Past Grand Est. Lead. Knight Paul Wemple; Secy. Ivor Lanigar, and Est. Loyal Kt. Bob Wagner.

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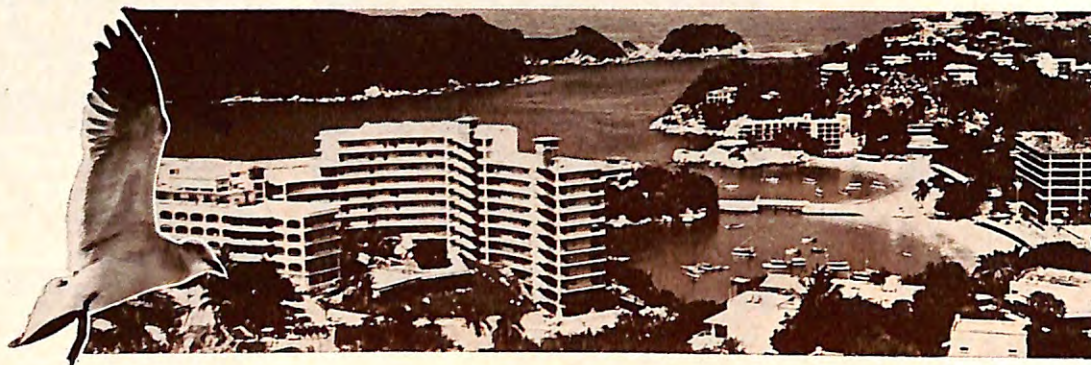
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# Aztec-in-Wonderland:

# MEXICO ON THE ROCKS

by Jerry Hulse

ACAPULCO'S FAMOUS beer-drinking donkey went through his act one night recently in a finale to the biggest party ever brewed in Acapulco. It was D. K. Ludwig's way of saying salud, D. K. Ludwig being the world's richest man. Yes, richer even than J. Paul Getty who, by no mere coincidence, happens to be his next-door neighbor. They're friends as well as fellow billionaires. What Ludwig was celebrating was the opening of his new \$40 million Aztec-style hotel on Revolcadero Beach, only 10 minutes from Acapulco's airport and 10 miles from the frantic merry-go-round of downtown Acapulco. The result of his labors—along with the help of 2,500 Mexican workers—is a brand new aerie for the jet set, disguised as an Aztec-style pyramid.

It is doubtful that there ever was a nobler temple. Waterfalls supply a series of rapids that flow among musical gardens. Swimmers are also serenaded by underwater Musak. Ludwig's pleasure dome, which is topped off at 16 stories, contains 777 rooms. The Princess is possibly the world's first truly attractive, unobtrusive high-rise hotel, its balconies overflowing with bougainvillea. Not only are the guests

reminded of the Aztecs who founded Mexico City in the 14th century, but there is the Disney touch as well. Pre-cast rocks rising beside the lagoons and swimming pools were created by a former Disney designer. The result is a little like Aztec-in-Wonderland.

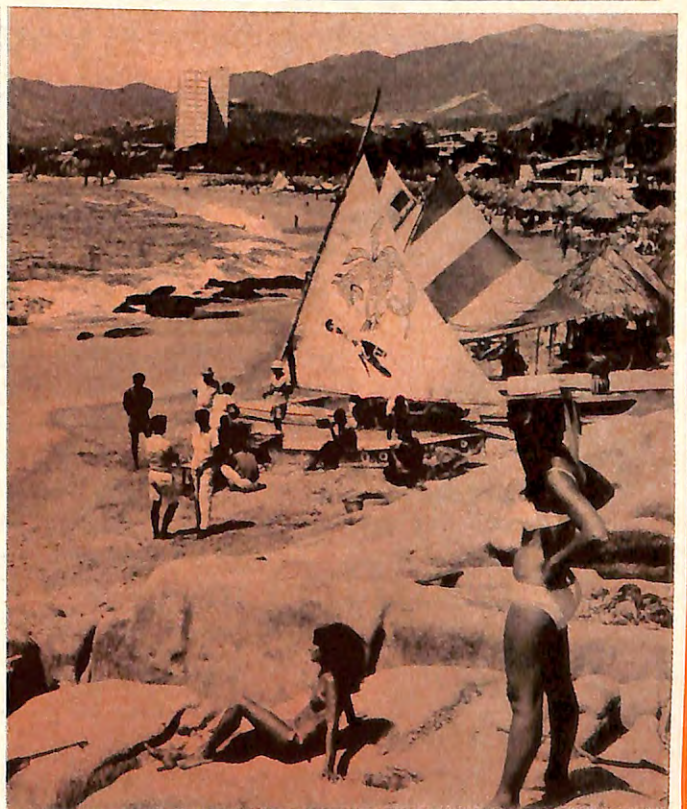
Guests swim beneath a waterfall to reach the Grotto Bar or else march across a couple of wooden bridges to drink margaritas in the Laguna Bar. Besides this they have the choice of a third bar, four restaurants, a night club and the underground discotheque.

Besides the hotel, the Ludwig landscape contains an 18-hole par 72 championship golf course, not to mention the spiffiest tennis courts this side of Wimbledon. Two of the courts are indoors with air conditioning, piped-in music and potted plants. They are, indeed, the most expensive tennis courts in the world. D. K. told tennis pro Bill Sweeney, "Build me the greatest tennis courts on earth." Sweeney did. The courts cost \$500,000 and, insists Sweeney, couldn't be duplicated in the United States for less than \$1.5 million.

Soon the "for sale" sign will go up on villas beside the golf course at the Princess for prices ranging from \$50,000

to \$75,000. If the cost seems a bit steep, just remember that for all the rest of your life someone will be on hand to mow the lawn and paint your house. For free. Billionaire Ludwig could, if he wished, secede from Mexico altogether, having created a pocket-size empire that contains a water purification plant, a bakery, a laundry, a power and sewage plant, a health club and sauna baths, a hospital and Mexico's hugest nursery where he grew 60,000 bougainvilleas for the lobby atrium, plus thousands of other plants for his hotel. Later, Ludwig waved his billion-dollar wand and presto, there appeared 1,500 full grown palm trees to grace the grounds—as well as the lobby. Among jetsetters planning to fold their wings at the Acapulco Princess is millionairess Doris Duke, who reserved five of the six penthouse suites with their Roman

*The Acapulco Princess Hotel (top, facing page) is one of the city's many examples of modern Aztec architecture. The beach at Acapulco, Gurerrero (right), and the waterfall bar and pool at the Acapulco Princess (lower left) provide stark contrast to the secluded beach (center) at Zihuatanejo, Mexico.*



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baths and velvet covered walls. Less pretentious shelter is available at \$34 and \$38 a day per person double and \$54 to \$62 single, which includes both breakfast and dinner.

To properly launch his hotel, Ludwig sent out invitations to more than 200 friends, among them industrialists, board chairmen, presidents, show business celebrities and California's governor. They jetted down by chartered planes from Los Angeles, New York and Mexico City, to be met upon arrival by mariachis and margaritas. To keep the party colorful, Ludwig imported the huge 77-member Ballet Folklorico from Mexico City plus a chef from Brazil. Earlier, Acapulco's social set emptied their pocketbooks at a \$150-a-plate Red Cross ball. Altogether Ludwig tossed four previews, highlighted by donkey races and fireworks displays.

It is a peachy neighborhood he occupies, not only with J. Paul Getty, but with multimillionaire Troy Post as well. Getty operates the Pierre Marques on one side of Ludwig's Aztec temple while Post does business at his exclusive Tres Vidas, which combines 32 swimming pools, 32 holes of golf, tennis and saunas, all with a membership fee of \$7,000.

The billionaires have other new neighbors in the lineup of Acapulco hotels. Back along the bay the beat of the jackhammer is in tune with the mariachis. Among the newest on the scene is Flagship's \$15 million Condesa del Mar. At 21 stories it has the dubious distinction of having reached highest into the heavens of Acapulco. Perched on a base of solid rock, it faces that most breathtaking of all girl-watching sandlots, the famed Condesa Beach. Guests register in an open air lobby and take their evening meals in a rooftop supper club, the Techo del Mar. There is, in addition, the choice of three other restaurants, four bars and two swimming pools. Barely was the Condesa properly launched with fireworks and Sergio Mendes than the new 750-room Plaza International signaled its opening.

All of this is causing serious concern to Mr. Acapulco himself, Teddy Stauffer, who operates the chic Villa Vera racquet club. The Villa Vera is Acapulco's spiffiest digs, save perhaps that pink bouquet at the far end of the bay, Las Brisas. Fortunately Stauffer had the foresight to place his luxurious Eden on a hillside so that guests may still catch a glimpse of the Pacific blue. What has Teddy worried is the possibility that one day the beach-front hotels could present a solid wall of concrete. Presently Teddy reigns as the messiah of the jet set. From his throne above the ocean front he holds court for the Beautiful People. Teddy isn't really a snob, but he does adore attractive

people. Especially attractive girls. They come in all sizes and shapes—and the shapes are breathtaking. He adores attractive females to such a degree, in fact, that two of his ex-wives are glamorous film stars.

The golden girls of Teddy's harem repose before nearly two dozen swimming pools surrounding Villa Vera's 60 rooms. During winter a double with private terrace fetches \$28 a day while a cottage overlooking one's own private swimming pool and garden is offered at \$72 a day. During the April 15-Dec. 14 off-season, prices are reduced approximately 25%. Tennis buffs stir up a fuss on three clay courts and those seeking a partner have only to challenge Teddy. At 63, the blonde and bronzed Swiss-born Stauffer still plays well.

Teddy arrived in Acapulco 33 years ago with Errol Flynn. Before that he had been an orchestra leader in Europe. After World War II he obtained a visa to enter the United States and eventually sailed with Flynn to Acapulco. Not one to dally long without a pocketful of pesos, Teddy gathered driftwood along the beach with which he built his famed nightclub, La Perla. As the guru of Acapulco's Beautiful People, he attracted a host of Hollywood celebrities. With his bankroll growing fat he took possession of Villa Vera, a restaurant (the Swiss Chalet), a shopping center and Acapulco's exploding disco-teque, Tequilla-A-Go-Go. Author Leon Uris wrote of Stauffer: "Teddy is a grown up Huckleberry Finn, a Ponce de Leon who found the fountain of youth."

Less affluent jet setters settle for Club Mediterranee, the French playpen for the young and uninhibited. Club Med occupies the old majestic hotel on Peninsula La Playas. Vacationers dine together and play together—the weekly tab during the off-season running \$160 for room, meals, wine and partytime play. While the French operate Club Med, a Spanish nobleman has created a Tahitian-style hideaway on Golden Playa Morro. Prince Alfonso Hohelohe's Club Marbella—he operates another on the Costa del Sol—vibrates between 10 a.m. and 4 a.m., the asking price for membership being \$240 a year.

What with Acapulco growing so dramatically, the old quiet life still remains elsewhere—at Zihuatanejo, for example, which is the Acapulco of half a century ago, or Puerto Vallarta before the arrival of Liz and Burton. Still, you'd better hurry. Soon, I fear, the tour buses will be arriving at Zihuatanejo, too, along with high-rise hotels, Col. Sanders, Foster Freeze and all those other distractions of a questionable civilization.

Zihuatanejo faces the sea 150 miles northwest of Acapulco, but it could be  
(Continued on page 36)



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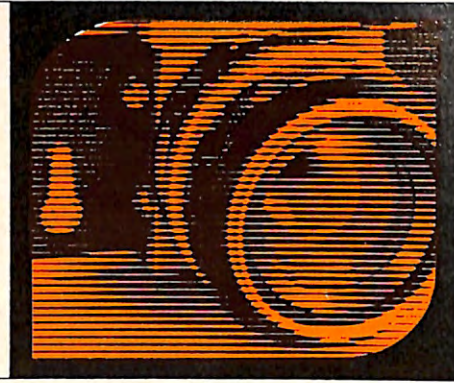
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# NEWS OF THE LODGES



**GADSDEN STATE JUNIOR COLLEGE** received a substantial contribution from Gadsden, Ala., Elks for the third consecutive year. John I. Jones (left), college fund co-worker, accepted the check from ER Joseph R. Watson, who said, "We feel there are no projects more worthwhile than helping to send young people to college."



**DURING THE FALL CONVENTION** of the Iowa Elks Association at Mason City, ER M. A. Peterson was confined with a broken leg. (From left) SP Harry Carney, GER E. Gene Fournace, and PGER Glenn L. Miller visited with him and joined in presenting a check to D. A. Boyer (right), director of Handicap Village, for the purchase of a new flag pole.



**CAMP FIRE GIRLS** of Cassia County presented a certificate of appreciation to Burrely, Idaho, Elks for their continued support. ER Chuck Shadduck accepted the plaque from Gale Keen, county director, during the annual Camp Fire Banquet held at the lodge home.

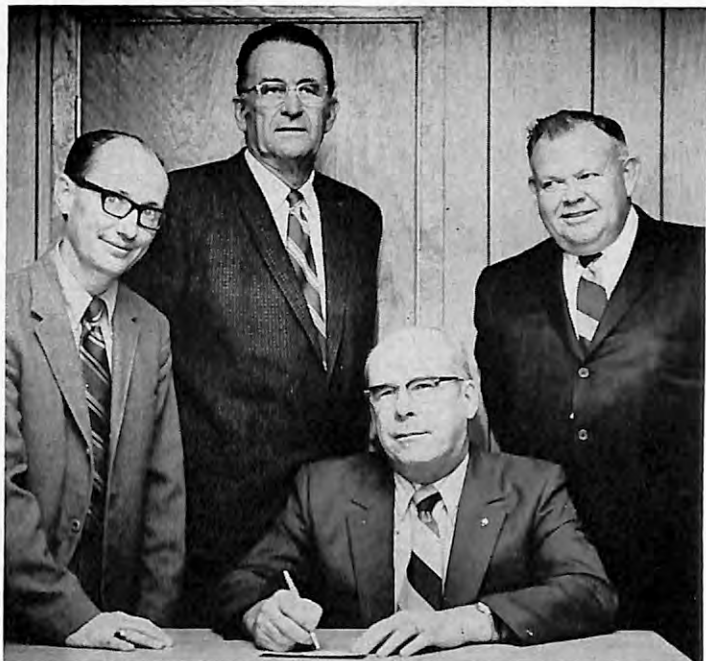


**WEST POINT** Cadet Glee Club appeared at Watertown, N. Y., Lodge sponsored by the youth activities committee. Among those present were (foreground, from left) Cadet Glenn Harper, club president; Spec. 6 William Cosby, club director, and (second row) Brother Lewis Manfred; ER Richard Davis; Maj. William Daugherty, and Youth Chm. Ambrose Gaffney.



**BRADENTOWN, Florida,** Lodge's Scholarship Chairman Al Anderson (right) received a check from a former scholarship winner. Mr. Bigger (left) presented the check on behalf of his son, who won the scholarship in 1962 and felt that by returning the amount of the grant, another student could be aided. ER Wishard H. Brookshire thanked him on behalf of the lodge.

**STATE VETERANS SERVICE CHAIRMAN** Harry Larson (center) visited Big Bear Lake, Calif., Lodge recently with an exhibit of articles made by patients at the state's VA hospitals. He accepted a \$300 check from the lodge for the purchase of canteen coupons for the veterans. Joining him were (from left) Veterans Co-chm. Robert Kennedy; District Chm. "Ski" Dobrowski; ER Ken Lefler, and Co-chm. Doc Dahlquist.



**PROCEEDS** from El Campo, Tex., Elks' trail ride were donated to the El Campo Opportunity Center for Retarded Children. ER Cecil Smith signed the \$1,000 check as (from left) Willis Vickery, Retarded Children's Council president, Brother Wilbur Swanson, and Est. Lead. Kt. Robert J. Young looked on. Another \$2,236 was given to the Texas Elks Crippled Children's Hospital.



**A PUBLIC ADDRESS SYSTEM** was presented by East Orange, N. J., Lodge to the local Senior Citizen's Association. (From left) ER Howard J. Nelson and Brother Frank T. Craig made the presentation to Marge Ambrose, social director, and Karl H. Zoepfel, executive director.





**THE MOTORCYCLE DRILL TEAM** of Huntington Park, Calif., Lodge continues to bring widespread fame to the Elks. Their most recent achievements have been leading the Rose Bowl Parade and appearing in the movie "Evil Knievel."



**STUDENT OF THE MONTH AWARDS** were presented by Carlisle, Pa., Lodge to three local boys. Taking part in the program were (from left) Americanism Chm. Alexander Contract; Kenneth Spence; Thomas Stone; Robert Marconi, and Est. Lead. Kt. Glenn McClain. The three were honored for their community service.



**THE FIRST RUMMAGE SALE** held by Kalamazoo, Mich., Lodge raised \$100 for the state major project fund. The sale took place in an area of the community where it would benefit the most people. Working their shift during the two-day project were (from left) Mrs. Ralph Kitchen, and ER and Mrs. Fred Tornquist.

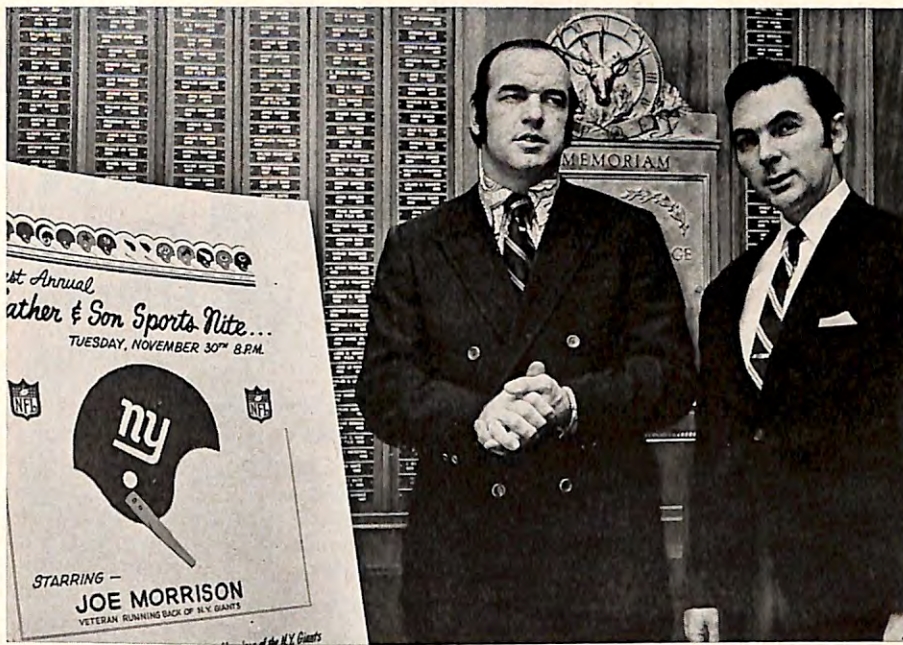


**THE TOP-RATED OFFICERS** in the ritualistic competition from the Southwest District of New York performed a special initiation of 16 candidates representing various district lodges. The initiation was held at Corning Lodge to honor 38-year Secy. P. W. Johnson (standing, left). Taking part in the ceremony were (seated, from left) DDGER M. L. Madigan; Est. Loyal Kt. B. Gillespie and Est. Lead. Kt. J. Griffin, both of Hornell; District Ritual Chm. D. S. Helm, and (standing) In. Gd. L. Paladino, Jamestown; Est. Lect. Kt. L. Leach and ER N. Bottoni, both of Bath, and Esq. K. McCaig and Chap. T. Hillman, both of Corning.



**A RED, WHITE, AND BLUE BUS** was purchased by the Elks National Home in Bedford, Va., and christened by Kitty Irvin, wife of Home Superintendent Doral Irvin. A number of outings for the residents are now being planned to make use of their new means of transportation.





**NEW YORK GIANTS** Running Back Joe Morrison (left) was guest speaker at the first annual Father and Son Sports Night at White Plains, N. Y., Lodge. Est. Loyal Kt. Al Evans was master of ceremonies for the event, which included filmed highlights of the Giants' 1970 season.

**STEVE BLASS** (third from left), winning pitcher of two World Series games for the Pittsburgh Pirates, was honored at Winsted, Conn., Lodge and received a life membership. The evening included the showing of official World Series films. Joining the honored guest were (from left) ER Richard Skargensky, PDD John Winn, and DDGER Howard Buckley.



**PARADISE, California,** Elks celebrated their mortgage burning with a special ceremony. Included in the activities were (from left) PGER Horace R. Wisely; ER Noel Campbell; SP Walter Schween Jr., and PER Lee Stucky.



**FIRST PRIZE** in the arts and crafts contest sponsored by Albuquerque, N. M., Lodge was won by Raymond Wasinger (center), a blind patient at the Albuquerque VA Hospital. Admiring his hand-woven poncho were Gail Shoemate, occupational therapist, and Brother James H. Carpenter.



### STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Oklahoma	Oklahoma City	April 7-8-9
New Mexico	Gallup	April 20-21-22
Ohio	Columbus	April 27-28-29-30
Tennessee	Knoxville	April 27-28-29
Michigan	Pontiac	April 28-29-30
Wyoming	Thermopolis	April 28-29
Kansas	Wichita	May 4-5-6-7
Iowa	Burlington	May 5-6-7
Louisiana	New Orleans	May 5-6
Missouri	Springfield	May 5-6-7
Arizona	Phoenix	May 10-11-12-13
Alaska	Fairbanks	May 11-12-13
California-	San Diego	May 17-18-19-20
Hawaii		
New York	Kiamesha Lake	May 18-19-20
Illinois	Springfield	May 19-20-21
Mississippi	Clarksdale	May 19-20-21
Nebraska	Lincoln	May 19-20-21
Utah	Logan	May 19-20-21
Wisconsin	Kenosha	May 19-20-21
Florida	Orlando	May 25-26-27
Oregon	Milwaukie	May 25-26-27
North Carolina	Greensboro	May 26-27
Maine	Rockland	May

(Continued on page 49)



**EXALTED RULER** Robert O. Glodich (second from right) came directly from his National Guard drill to greet GER E. Gene Fournace upon his arrival at Water-vliet, N. Y., Lodge. Taking part in the welcome were (from left) Est. Lect. Kt. Francis LeBeau, PSP Robert Bender, and Est. Lead. Kt. Thomas Malo.



**THE COACH OF THE YEAR** in the eyes of Inglewood, Calif., Lodge is Gene Popko (left), who was selected for his outstanding intramural program at Inglewood High School. ER William Formeca presented a check to the coach during a special meeting at the lodge.



**HALF CENTURY MEMBERS** of Patterson, N. J., Lodge were honored at a special luncheon at the lodge. Forty-seven Brothers with service ranging from 50 to 64 years attended. Among those present were (from left) SP Frank Kaiser; Thomas Bay, 52 years; Henry Alber, 52 years; John Hinchliffe, 58 years; PGER William Jernick; William Albonica, 50 years; Charles Villa, 51 years; ER Ken Bogert, and John Campana (seated), 50 years.

**THE BOYS' CLUB** of Duluth, Minn., received a \$500 check from Duluth Elks to help open the new club house. ER Charles Lemon (left) and Sidney L. Adelson (right), president of a local business club, each presented a check to Warren E. Berg, president of the Boys' Club.



**MARIETTA, Georgia,** Elks were hosts to all lodges in the Northwest District for a program on drug abuse control and education. Capt. Judy Moore of the Salvation Army Girls' Lodge discussed rehabilitation of drug users. The officers attending included (seated, from left) ER Dan Glover, Marietta; ER Ray Cornelison, Dalton; SP Art Wink; VP Hoyt Edwards, Calhoun, and (standing) ER Jack Jolley, Cartersville; Est. Lead. Kt. Robert Breed, Newnan; ER Jimmy Prather, Calhoun; ER James Kaigler, Atlanta; Ms. Moore; SDGER John Brinsfield, and DDGER Philip Bailey, Dalton.





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Wyoming	Thermopolis	April 28-29
Kansas	Wichita	May 4-5-6-7
Iowa	Burlington	May 5-6-7
Louisiana	New Orleans	May 5-6
Missouri	Springfield	May 5-6-7
Arizona	Phoenix	May 10-11-12-13
Alaska	Fairbanks	May 11-12-13
California-	San Diego	May 17-18-19-20
Hawaii		
New York	Kiamesha Lake	May 18-19-20
Illinois	Springfield	May 19-20-21
Mississippi	Clarksdale	May 19-20-21
Nebraska	Lincoln	May 19-20-21
Utah	Logan	May 19-20-21
Wisconsin	Kenosha	May 19-20-21
Florida	Orlando	May 25-26-27
Oregon	Milwaukie	May 25-26-27
North Carolina	Greensboro	May 26-27
Maine	Rockland	May

(Continued on page 49)

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

(Continued from page 29)

a lifetime away. One evening recently I lay in a hammock looking up at a Milky Way which I'd forgotten existed. The moon was new and the Big Dipper branded the sky. Earlier thunderheads boiled over the entrance to the harbor—filled with electricity that ignited the evening twilight. Only the crashing of the waves on Playa Ropa and the voices of crickets disturbed the silence. At Zihuatanejo (pronounced Zee-what-anay-ho) there are no nightclubs; just a single discotheque at Posada Caracol. Pepe Solorzano and his wife Susan operate Posada Caracol: \$14 single, \$24.80 double. This is not only for the room. It includes meals, too. During summertime there is a 25% discount. Besides the discotheque there are two swimming pools, three bars and Zihuatanejo's only boutique—La Manchincuepa Morada. It means The Purple Somersault.

"What is there to do in town?" I asked Jack Verrey, an ex-newspaperman from Mexico City who was tending the office at Hotel Sotavento. He smiled,  
 (Continued on page 52)

**ELKS YOUTH WEEK**

GER E. Gene Fournace has declared that America's youth is its most valuable resource. This treasure, however, can become a burden if Elks, as parents, do not provide proper guidance. The youth of today will be the leaders of tomorrow if we prepare them. Accordingly, Brother Fournace has requested 100 percent participation in Elks National Youth Week beginning May 1, 1972.

The GL Youth Activities Committee, under the leadership of Horace E. Miller Jr., is asking each state association to sponsor a program for the lodges under its jurisdiction. In addition, the committee is asking each subordinate Lodge to conduct its own program during the first week in May to demonstrate Elks' interest in our youth.

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

To enter the contest, simply prepare an accurate brochure on your activities. In it, please submit a membership classification. To qualify, no brochure shall weigh more than 25 pounds; it shall not exceed 15 x 18 inches in overall size and 6 inches in thickness. Additional details may be found on pages 20 to 23 of the 1971-1972 Youth Program booklet.

All brochures must be received no later than May 29, 1972 by

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

**Art Linkletter Talks About Drugs**



■ A thread that starts at the beginning and continues throughout the program of effective drug education is community involvement and participation—in goal identification, training, selection of materials, evaluation, and the rest.

Although some old-fashioned schoolhouse primitives might fight the notion, the fact is that kids don't do all their learning inside the classroom. To teach about drugs in a vacuum is to ignore the powerful influences "out there" where the student grows up, shapes his values and his self-concepts. It makes sense to include the community in drug education planning because of the wealth of resources the community offers as an educational force: Mass media space and time; neighborhood "hangouts"; display space; the family situation; peer group activities; professionals working within the community; opportunities for meeting and relating to street-wise and anti-drug activists. The list is endless and varies from town to town. But the concept is the same everywhere. Good drug education is really good, comprehensive, and relevant education. It depends on the successful interaction of formal schooling and experiential learning for its effectiveness.

There is no formula for a "good" drug abuse movie or a "good" pamphlet. Some say that scare techniques and misinformation are allowable if they get the job done—that is, if they dissuade students from using drugs. Others say that it is damaging and counter-productive to teach with misinformation, and that the truth is the only way to educate—on film, in print, or in person.

Instead of getting hung up on the horns of this dilemma, it is probably more productive for the drug educator to establish a basic philosophy of evaluation along these lines:

Does the material contribute in a meaningful way to program goals? Is it the best representation of program philosophies and policies; does it speak from a valid point of view? Is it likely to insult the intelligence of the audience or instruct? Finally, does it have some relationship to the rest of the program?

# LODGE VISITS

GRAND EXALTED RULER E. Gene Fournace



Bordentown, N.J., Lodge held a dinner-dance in honor of GER Fournace when he visited the lodge. Dignitaries present included (from left) DDGER Floyd S. Gray; DDGER George Metz Jr.; PGER William Jernick; DDGER Joseph Russo; Brother Fournace, and ER Harry O. Kurlander Jr.

GER Fournace was welcomed by more than 400 Elks when he visited Enfield, Conn., Lodge. Waiting for his autograph were (from left) SP Francis J. Adams; State Secy. Thaddeus Pawlowski; PDD Edward Szewczyk, and Henry J. Lacroix, lodge public relations director. Brother Frank Mancuso, mayor, presented GER Fournace with gifts and a citation from the town.



Mr. and Mrs. David Patterson of Appleton, Wis., Lodge presented GER Fournace with a copy of the Appleton/Linkletter plan on drug abuse.

PGER Lee Donaldson (second from right) accompanied GER Fournace on a visit to Madison, Wis., Lodge. A banquet and dance was held in their honor. Joining them were (from left) SP Thomas Pierce; ER Dan Aspinwall, and PSP Kenneth Sullivan.





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# Elks Family SHOPPER

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**GLASSES REPAIR KIT.** When screws work loose from your glasses, you'll be ready to repair them in a jiffy. Kit has professional optical screwdriver, assortment of 12 standard frame screws and nuts, instructions. \$1.00 ppd. (Ca. res. add 5¢ tax.) Columbia Co., Dept. K-30, 528 Mutual Savings Bldg., 301 E. Colorado Blvd., Pasadena, Ca. 91101.



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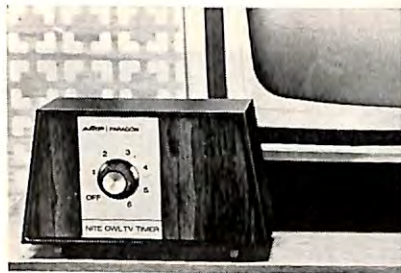
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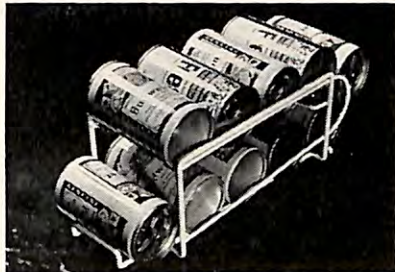
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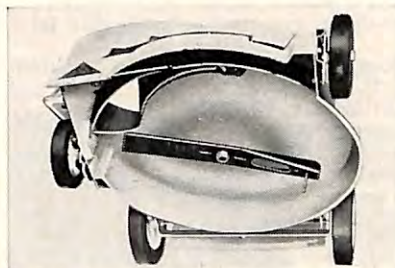
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**POW-TAP** operates portable power tools and appliances from auto alternator. Installs in minutes to deliver over 3,000 watts. You can operate any 115V AC-DC soldering iron, hedge trimmer, drill, weld sheet metal up to 3/16" or charge batteries. 3-yr. guar. \$24.95+\$1.00 shpg. J. W. Holst, Inc., Dept. EK4, 1005 E. Bay, East Tawas, Mich. 48730.



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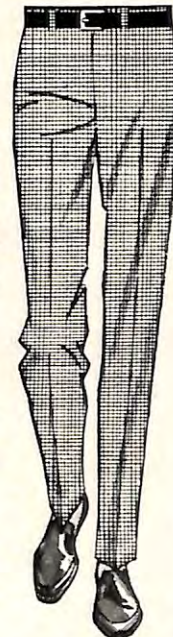
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28	x	x	x	x	x	x	x	x	x	
29	x	x	x	x	x	x	x	x	x	
30	x	x	x	x	x	x	x	x	x	
31	x	x	x	x	x	x	x	x	x	
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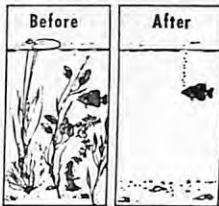
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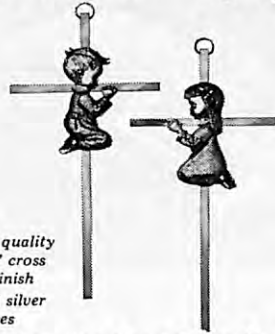
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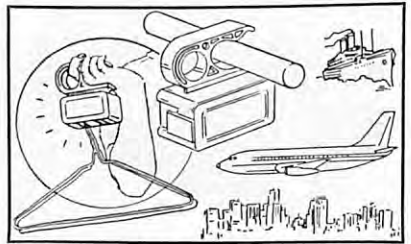
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# Lady Plugs In Zoysia Grass Saves Time Work and Money

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

By Mike Senkiw  
Agronomist



Amazony is the Trade Mark Registered U.S. Patent Office for our Meyer Z-52 Zoysia Grass.

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

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

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

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

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

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

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

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

### CUTS YOUR WORK, SAVES YOU MONEY

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

### WEAR RESISTANT

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

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

### CHOKES OUT CRABGRASS

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

### NO NEED TO RIP OUT PRESENT GRASS

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

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

### PERFECT FOR SLOPES

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

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

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

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

### Your Own Supply of Plug Transplants

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

### NO SOD, NO SEED

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

### Every Plug Guaranteed to Grow

#### In Your Area • In Your Soil

- **WON'T WINTER KILL**—has survived temperatures 30° below zero!
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Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product.

Consider the time and money you invest in your lawn and it doesn't pay to struggle with grass that burns out just when you want it most. Order Amazony now and let it spread into thrillingly beautiful turf!

**FREE UP TO 200 PLUGS**  
For Ordering Early!

Order Now For Earliest Planting In Your Area

100 Plugs plus bonus of 10. TOTAL 110 PLUGS 695

100 plugs and plugger, plus bonus of 20 FREE PLUGS	200 plugs and plugger, plus bonus of 25 FREE PLUGS	300 plugs and plugger, plus bonus of 50 FREE PLUGS	1100 plugs and plugger, plus bonus of 200 FREE PLUGS
TOTAL 120 PLUGS 995	TOTAL 225 PLUGS 1375	TOTAL 350 PLUGS 1775	TOTAL 1300 PLUGS 3995

### Work Less • Worry Less • Spend Less

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

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

**SAVE** ON PATENTED STEP-ON PLUGGER, OR GET IT FREE WITH LARGER ORDERS OF 600 PLUGS OR MORE.

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Dear Mr. Senkiw: Please send me the quantity of guaranteed Amazony as checked below:

<input type="checkbox"/> 100 Plugs plus bonus of 10. TOTAL 110 PLUGS.....\$695	<input type="checkbox"/> 100 Plugs & Plugger plus bonus of 20 FREE TOTAL OF 120 PLUGS.....\$995	<input type="checkbox"/> 200 Plugs plus bonus of 20 FREE. TOTAL OF 220 PLUGS.....\$1120
<input type="checkbox"/> 200 Plugs & Plugger plus bonus of 25 FREE. TOTAL 225 PLUGS.....\$1375	<input type="checkbox"/> 300 Plugs & Plugger plus bonus of 50 FREE. TOTAL 350 PLUGS.....\$1775	<input type="checkbox"/> 1100 Plugs & Plugger plus bonus of 200 plugs. TOTAL 1300 PLUGS.....\$3995

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

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ADDRESS.....

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RELAX INTO A YOUTHFUL SHAPE  
WITHOUT EXERCISE

Reducing belts may come and belts may go, but WAIST-AWAY, the belt that started it all, continues to trim bulging waistlines long after the imitators have fallen by the wayside. That's because the WAIST-AWAY method is a basically sound, scientific method that works for everyone. The WAIST-AWAY belt was the first with the tested and proved reducing principle that athletes have used successfully for years.

It took a champion athlete to develop the WAIST-AWAY Belt. Athletes in training have used rubber "sweat suits" to lose bulk fast. All that was needed was to find a way to concentrate the body's heating effect on the area bulging with fat.

### All belts are not the same

All "reducing belts" are not made with the same materials and design as the WAIST-AWAY. Some imitate, but none can duplicate the original WAIST-AWAY design. Note these important differences:

WAIST-AWAY is made of the same soft, rubber-like composition that athletes use. This is the most effective material to make your body heat sweat away the excess moisture that builds up bulky fat. And it's the most comfortable to wear next to your body. Not a cheap elastic or cloth.

### Reduces — doesn't just hold in

Some belts just hold you in like a corset while you wear them. WAIST-AWAY actually trims down the bulge; doesn't just squeeze it in.

WAIST-AWAY's special construction creates a soothing massage effect that relieves back and waist tensions. The heating effect developed by WAIST-AWAY helps ease backache and stiffness.

The WAIST-AWAY Belt works on a simple, scientific principle, with no gimmicks. You don't have to wear cumbersome weights. WAIST-AWAY is perfectly safe. There are no vibrating devices in WAIST-AWAY. No special exercises, either. You do whatever you wish while you wear it: do housework, jog, or just sit and watch TV.

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WAIST-AWAY Belt postpaid . . . . . \$9.95

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STREET \_\_\_\_\_

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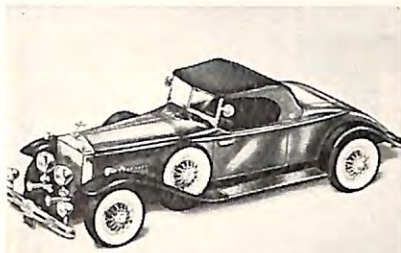


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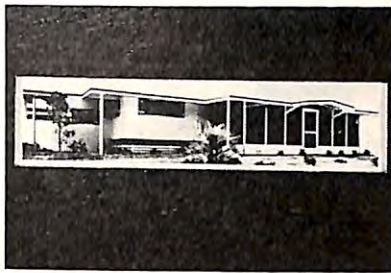


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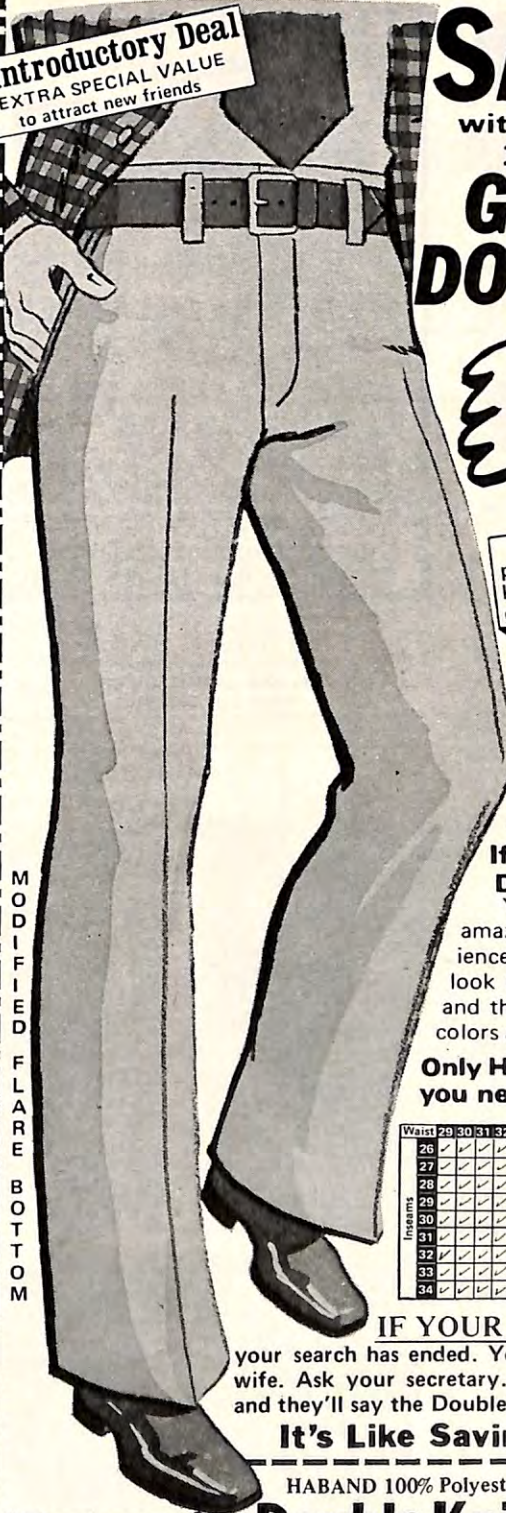
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2. Henderson, Tennessee
3. Shenandoah, Pennsylvania

### 301 to 600 members

1. Paris, Tennessee
2. Fulton, New York
3. Clifton Forge, Virginia

### 601 to 1,000 members

1. Fond du Lac, Wisconsin
2. Oswego, New York
3. Ludington, Michigan

### 1,001 to 2,000 members

1. Augusta, Georgia
2. State College, Pennsylvania
3. Rome, New York

### 2,001 or more members

1. Fargo, North Dakota
2. Grand Forks, North Dakota
3. Corvallis, Oregon

# "To Our Absent Brothers"

THOSE who no longer answer when their names are called were honored with remembrance by lodges throughout the Order last December 5—Elks Memorial Sunday—in Elkdom's annual tribute to the memory of its "Absent Brothers."

GL Lodge Activities Committeeman Ronald C. Wolfe, Kittanning, received reports from 622 lodges, with a total of more than 47,000 persons attending their services.

The judges for this year's competition were PDD Richard McCandless, Butler; PDD Carlton O'Malley, Scranton; PER Frank Carcaise, Elwood City, and PER Charles Sennick and Secy. William Liebman, both of Wilkes-Barre.

Awards will be presented at the Grand Lodge convention July 9 to 13 in Atlantic City.

Photographs from the first-place brochures are shown here.



The Memorial Sunday Service Committee of Fond du Lac, Wis., Lodge spent many hours preparing the details of their lodge's ceremony.

Mrs. Mary Thompson provided the musical selections during Paris, Tenn., Lodge's annual Memorial Service.



The officers of Fargo, N. D., Lodge reminded those attending the service that "An Elk is Never Forgotten."

Brother R. K. Lambeth and ER James H. Deese of Augusta, Ga., Lodge admired the "Eleventh Hour Clock," a lovely floral wreath which contained a white carnation for each departed Brother.



The Esteemed Lecturing Knight of Dunkirk, Ind., Lodge placed the traditional sprig of ivy on the altar.



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## America's Lifelines (Continued from page 19)

so bad that within a few years vehicles in Los Angeles County will grind to a halt in one huge, insolvable jam. When this happens, he suggests pouring concrete over the whole mess and building a new city on top!

As writer Arthur C. Clarke says in **PROFILES OF THE FUTURE**: "If anyone before 1900 could have seen the approaches to a modern city on a Monday morning or a Friday evening, he might have imagined that he was in hell—and he would not be far from wrong."

Some savants declare that we should divert some highway funds to improving mass transportation to help relieve congestion. By the mid-seventies we will have spent more than \$50 billion for the Interstates and less than \$1 billion for mass transportation in cities during the same period. Today, the flexibility and convenience of the private automobile has squeezed most profits from our public transportation systems. In the doldrums, virtually no public transportation system operates profitably without government assistance.

Getting us out of cars and into rapid transit vehicles will require a tremendous re-education program. That shiny automobile represents not only a convenient means of transportation but a status symbol for many climbing the social ladder. The need to woo commuters to mass transit has become urgent. Without positive action, mass transit will continue to decline until congestion becomes worse and parking even more costly. Observers believe that 5 to 10 years will be necessary before mass transit becomes more widely accepted. Improved mobility for city dwellers will require a "balanced system"—a blend of private cars and mass transit (bus, rail, subways, and the like).

Buses dominate mass transit, handling 70 percent of rapid transit riders. Efforts are underway to develop completely new city buses and to stimulate bus use through such innovations as exclusive freeway lanes in rush hours. Most buses accommodate 50 to 60 passengers—so it requires only 50 to 60 of them for the same number of commuters in 2,000 automobiles. Likewise, less than 5,000 passengers can travel a single lane of freeway in one hour of peak traffic, while a double-track rail system can move 50,000 in an hour.

Wider use of mass transit can not only make a significant contribution to reducing congestion, but eliminate much of the exhaust fumes and the interminable creeping in traffic jams

as well. The 1970 highway bill permits use of federal-aid highway funds for constructing exclusive or preferential bus lanes, passenger loading areas and facilities, including shelters and parking facilities, to serve passengers who drive to rapid-transit terminals.

The wave of the future might include automated vehicle control (AVC). Much discussed, this idea will probably be developed and demonstrated during this decade. Under such a completely computerized operation, the automatic system would utilize automatic blocks, electronic road signs, radar obstacle detectors, navigational grids and the like. With AVC's, a system fabulously expensive to install, the driver would need only to tell the vehicle his destination—by dialing a code or, perhaps, even verbally—and it would roll there via the most expeditious route. Of course, first the AVC would check with the highway center system against traffic jams and blockages. When the car delivered the driver to his office, or wherever, the operator would tell it to go home again until summoned by radio to pick him up. All this and no parking problems either!

Developments underway also include TACV's—tracked air-cushion vehicles. In one method, the track would be a continuous platform with a low parapet along each side. Airstream directed against the platform would hold the vehicle in suspension; air streaming against the parapets would hold it in its path. The principle has been tested in France, where trains are said to have attained speeds of nearly 190 miles an hour.

Probably there's no miracle in the offing to solve all our mushrooming transportation problems. But by 1985 our highways must handle a projected total of 158 million vehicles and a forecasted annual highway travel of 1.5 trillion miles. "As far in the future as we can see," says FHA Administrator F. C. Turner: "highways are going to remain essential to the mobility and economic life of America's urban communities."

It is hoped that our highway builders will resolve highway transportation problems and continue to give us the best engineering and design conceivable to insure top-level roads. For a safe and adequate highways system is truly the keystone of our American way of life. F. C. Turner says: "Can you imagine the ordinary, everyday life of our cities without highways? Complete chaos—even death—would be the inevitable result in a very short time."

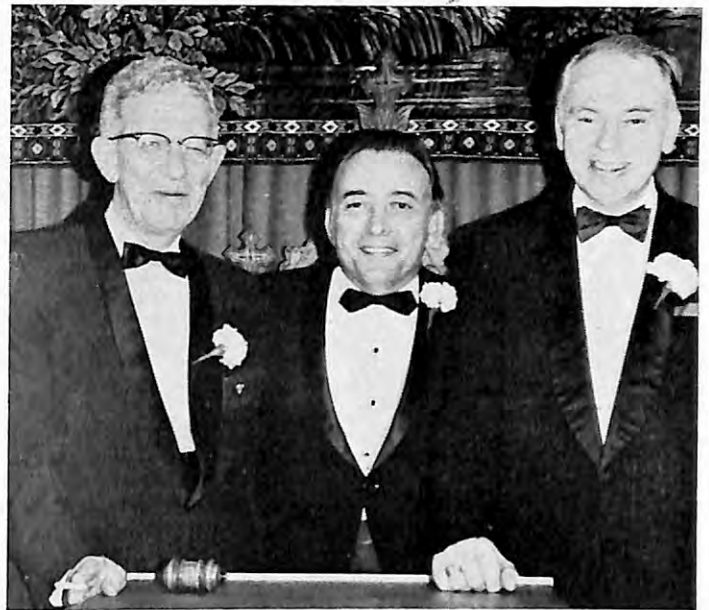


# NEWS OF THE LODGES

(Continued from page 35)



**MIAMI, Florida**, Lodge's ER Robert J. Paterno (left) accepted a 1928 Elks National Convention poster from DDGER Harry Knight, Key West. The ancient keepsake was found in the archives at Key West Lodge, Florida's first lodge.



**A NEW LODGE**, Ramapo Valley (Suffern), N. Y., Lodge, was visited recently by DDGER A. Frank Mueller (left) and VP John Woolley. ER Frank R. Hershner welcomed the officials during their first visit to the lodge.



**HONORED GUESTS** at Watertown, N. Y., Lodge during Old Timers Night were (from left) Doral Irvin, superintendent of the Elks National Home; PER Frank C. O'Brien, the oldest living member of the lodge, and Past Grand Trustee Francis P. Hart (right). ER Richard D. Davis (second from right) welcomed them.



**A LIFE MEMBERSHIP** and a gold identification card were presented to Past Secy. C. Bernard McMenemy (left) of Middlesex, N. J., Lodge by ER Joseph J. Jaidullo (right). DDGER Dr. Louis W. Barile was also present to offer his congratulations.



**MICHAEL SABATINO** (center) received the Teenage Citizenship Award from Port Chester, N. Y., Lodge. Est. Lead. Kt. George Martin (left), youth activities chairman, and ER Robert Rende made the presentation.



**BROCKPORT, New York**, Lodge registered a first recently when ER Edward Sodoma (second from left) initiated his three sons, (from right) Ronald, Robert, and Randy Sodoma, into the lodge. Among the visiting officials present were VP Wayne Cartwright (left), North Tonawanda, and DDGER Gilbert M. Bell, Albion.



**MASSACHUSETTS** Secretary of State John F. X. Davoren (center) received the 1970-71 Distinguished Citizenship Award from Milford, Mass., Lodge. ER William Grant (right) and Robert Lewis, chairman of the awards committee, presented the citation to the prominent lodge member in recognition of his "outstanding and meritorious service to humanity." Secretary Davoren is a former Speaker of the Massachusetts House of Representatives.



**CUB SCOUT PACK No. 82** received an American flag from Enfield, Conn., Lodge. At the presentation were (from left) Arleen Ellis and Nancy Whitney, den mothers; David Marshal, cub scout; Brother William Morgan, and Frank Morton, pack leader. Brother Morgan, institutional representative of Boy Scout Troop No. 224 sponsored by the lodge, made the presentation.



**EACH YEAR** the golf committee of Arlington-Fairfax, Va., Lodge contributes \$100 to the Elks National Foundation for an honorary founder's certificate. Golf Chairman Parker A. Spurlin (left) and Co-chairman Jim McCollin (right) awarded a trophy to the 1971 golf champions, Carl W. Drotz (second from left) and Trustee Homer A. Bacas.



**GREETERS** gathered at Newton, Mass., Lodge to welcome home DDGER Ambrose C. Rondina (fourth from left). Also present were most of the state's district deputies. They are (from left) E. Alfred Scotti, New Bedford; James J. Consolmagno, Worcester; Alfred F. Fisher, Lynn; Edward V. Callanan, Revere; Roy D. McKillop, Framingham, and Frederick J. DeVries, Wakefield.



**A TESTIMONIAL DINNER** was held at New Castle, Pa., Lodge in honor of Chuck Tanner, manager of the Chicago White Sox. He received a luggage set from Gomer Lewis and members of the committee who planned the affair. Also present were Fred Shaffer, White Sox scout, and Joe Lonnett, coach.

**THE BEST SHOOTERS** in the New London, Conn., Lodge free-throw basketball contest were awarded trophies from ER Charles Lusk Jr. The winners are (from left) Tim Pinch, Craig Irwin, and Peter Vincent.





**GER E. GENE FOURNACE** was welcomed to Groton, Conn., Lodge for dinner following memorial services. Greeting the guest of honor were (from left) PER Carmine Ruma; Grand Est. Lect. Kt. Francis G. Adams; DDGER Andrew Champagne; ER Roger Frattali, and SDGER Arthur J. Roy.



**EQUIPMENT** used in the testing and treatment of aphasic children was purchased by the Boston School for the Deaf with the \$1,000 contribution from the Massachusetts Elks Association. SP Donald A. Podgurski made the presentation. Others present were Sister Helen Callahan, principal; Sister Alice Mary Kirby, administrator, and SDGER Michael J. McNamara.



**AN HONOR PLAQUE** was presented to the Rev. Laurence M. Brock by PER Thomas E. Donlan of Boston, Mass., Lodge during a recent appreciation night. Also present were former recipients of the award Joseph McLaughlin (left), columnist, and Boston Police Supt. William J. Taylor.



**A CLASS** of 21 new members was recently initiated by Berwick, Pa., Lodge. The lodge designated this class in honor of the late PDD Richard C. Megargell. ER Thomas McCabe led the ceremony.



**VETERANS** of Buckhead (Atlanta), Ga., Lodge were honored at the lodge's veteran commemoration dinner. The veterans of WWI, WWII, Korea, and Vietnam are Brothers Jim Rochette, Neil Young, Jesse Lindsay, Charles Moran, Bob Harwood Jr., Jack Callaway, and Russell Burnette. The program was planned under the direction of Dr. Gary Tourjee, chairman of the Americanism committee.



**A SPAGHETTI DINNER** was served and awards presented to the Woodbridge High School football team by the Youth Activities Committee of Woodbridge, N.J., Lodge. Some of the guests were (from left) Walter Lee, youth activities chairman; Coach Sam Lupo; Al Gluchoski; Chuck Clausen, assistant coach at Ohio State University; Dan Fenton; Thomas "Tucker" Thompson, former All-Pro Lineman with the Detroit Lions; Walter Kopcho, committeeman; Principal Louis Gabriel, and Brother Leo Seyglinski, director of parks and recreation.

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### TIME SAVING IDEA:

Clip and file the pages of your Elks FAMILY SHOPPER. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

(Continued from page 36)  
amused by the question. "Nothing," he said. "Absolutely nothing."

Zihuatanejo is a place to escape to, leaving behind the frustrations of crowded beaches and acid rock. The beaches are mostly deserted. Only an occasional rider passes, homewardbound by burro from the coconut plantations. At the hotels guests are not ambushed by vendors as they are elsewhere in Mexico. Once the bay served as a port for trade from the Orient. Now bananas are delivered to the dock and coconuts are brought by the truckload.

Eighteen years ago Jose Armando Acosta built the Catalina on a hillside overlooking a bay the color of laundered blue denims. It was Zihuatanejo's first hotel. There are 24 rooms and a funicular that runs to the white sands of Playa Ropa. Besides a room and the beach, guests are provided three meals a day for as little as \$18 during the November-June winter season. That's the total tab. It is less during the June-November off-season. The Catalina is a bungalow-type affair strung up the hillside. Just next door to the Sotavento.

At the Sotavento it takes good legs and a strong heart to make the trip up

and down the hill to the beach. A double room and three meals costs \$26 to \$36 a day.

Sport fishermen rent boats (up to \$35 a day) and hook onto roosterfish, tuna and even marlin. It is best to stick to seafood in Zihuatanejo: shrimp and red snapper and ceviche, the fish cocktail marinated in lemon juice. Other supplies are trucked in from Acapulco and the meat is not to be recommended. Across the bay barbecues are prepared on the beach of Las Gatas—The Cats—so named for wildcats which used to forage there.

Visitors to Zihuatanejo are delivered by road and by air. Aeronaves arrives twice daily from Mexico City (\$17.28 one way) and there are air-conditioned buses from Acapulco (\$2.25 one way). From Acapulco the road is paved the entire way, the only danger being cows, horses, burros, pigs and people who use it just as the cars and buses do. Soon I fear Zihuatanejo will have vendors and packaged fried chicken.

Meanwhile, the old life goes on. In the village burros kick up puddles of dust and the walls of ancient buildings crumble—and at night the Milky Way lights the sky and the crickets sing. ■

## KÜMMEL KLOPS (German Caraway Meatballs)



Combine 1 pound ground beef, 1 teaspoon salt, ¼ teaspoon pepper, ¼ teaspoon poultry seasoning, ¼ cup fine dry bread crumbs, ¼ cup milk, 1 tablespoon chopped parsley, and 1 slightly beaten egg. Mix well; shape in small meatballs. Brown in hot fat.

Add 2 cans condensed beef broth, two 4-oz. cans chopped mushrooms, drained, and ¾ cup chopped onion. Cover; simmer 30 minutes. Blend two 8 oz. containers sour cream with 2 tablespoons flour, and 1½ teaspoons caraway seed; stir into meatballs. Bring to boiling, cook 5 minutes. Serve with Spaetzels.

## SPAETZELS

- 2 cups sifted all-purpose flour
- 2 eggs
- 2 egg yolks
- ¾ cup milk
- 1½ teaspoons salt
- Dash pepper
- Dash nutmeg
- 1 tablespoon minced parsley
- ¼ cup butter or margarine
- ½ cup fresh bread crumbs
- Minced parsley

Mix flour, eggs, egg yolks, milk, salt, pepper, nutmeg, and 1 tablespoon parsley. Place mixture in coarse-seived colander over large pot of rapidly boiling salted water (at least 3 qts.): press through colander with large spoon.

When all mixture has been pressed through, cook about 5 minutes, stirring occasionally. Drain. Melt butter; add bread crumbs and brown lightly. Stir in Spaetzels and brown lightly over low heat, about 10 minutes. Sprinkle with minced parsley.

# The GRASS MENAGERIE

**Beating a path back to nature:  
today's American (Zoo) Revolution**



*Clockwise from top: Siberian Tiger; mother Orangutan and daughter; Dall Sheep, until 1971, a member of the only breeding herd in captivity.*

WHAT'S NEW in zoos? Everything under the sun, practically. Especially when you're talking about suburban Chicago's Brookfield Zoo, where a real "grass-roots" upheaval is taking place. No, it's not another organizational Bolshevik Revolution—but a revolution of a different sort, with far greater consequences.

At Brookfield, designers are turning

to biological and behavioral studies to determine what's best for their animals, from food and shelter to companionship. The reason? It's all very simple, in a complex sort of way. It's easy to understand that providing the most natural setting for animals in captivity makes them, well, most natural. It's a bit more complex trying to understand why. And that's the big



Clockwise from left: Dall Sheep with Golden Eagles; Polar Bear with ice cube; Olga the Walrus; Lion Lord Sparks and heir, Pharaoh.



reason behind Brookfield's Revolution. Once some of the answers start rolling in, perhaps they'll provide scientists valuable information about *another* complex social animal, one nearer and dearer to our own hearts than any other the world has ever known—us.

In discussing the theories behind the study of animals and the existence of zoos, the questions invariably arise:

Why zoos? Why captivity? Actually, today's modern zoos are probably the best things to hit the animal kingdom since Tyrannosaurus Rex. Without them, hundreds, perhaps thousands more species would've tread the path of extinction over the last few centuries. When people decry keeping animals captive, they often fail to realize zoo animals receive food, shelter,

and mates . . . things not easily obtainable in the wild. In addition, most zoo animals are as healthy as the *healthiest* of species in the wild and ordinarily live as much as 25 percent longer than their in-nature counterparts. There are no natural predators in the confines of a zoo. No sweeping epidemics of hoof & mouth or other diseases, either. But are caged animals happy? Not always. That's what Brookfield's setting out to change.

Zoos are hardly new. They existed long before the Pilgrims split corn with the Indians at Plymouth Rock. In fact, primitive zoos commonly span history as far back as 2000 B.C. in Egypt. Queen Hatshepsut, who ruled that nation between 1501 and 1480 B.C., sent out the first recorded zoological expedition seeking wild animals for her zoo. It was the first successful zoological venture to a foreign land ever (present-day Somaliland) and yielded an extraordinary collection of baboons, cheetahs, cattle, leopards, and birds, as well as the first giraffe to strike hoofs to sand since the animal's extinction in Egypt during the days of the Old Kingdom.

The Chinese, too, built large zoological parks by the year 1000 B.C. (reputedly even before they learned to

play ping-pong). The most famous, over 1,500 acres, belonged to Emperor Wen Wang. His park was called Ling-Yu (Garden of Intelligence) and included deer, birds, and fish.

King Solomon, in all his wisdom, was an authority on animal husbandry, too. He earned himself a spot in zoological history as the first zoo animal trader, swapping monkeys and peacocks with King Hiran of Tyre; while King Nebuchadnezzar of Babylonia was worth more than his name in gold, due to his impressive collection of imported Lions.

Across the sea, the Greeks were the first to take school children to visit zoological collections as part of their education. The Greek public, too, was so interested in animals, they were the first in history to pay an admission price for the privilege of simply looking. About 325 B.C., Aristotle applied his endless vitality toward writing the first book about wild animals. In his *History of Animals*, he described over 300 kinds of vertebrates, acquiring both animals and information from Alexander the Great, one of his students. Thus, as Alexander set off on his journeys to conquer the world, the first zoology text was written, and ancient Greek zoos, which had begun as simple bird farms, expanded to include hundreds of species.

Perhaps the greatest setback to the concept of collecting and maintaining animals for study came during the rise of the Roman Empire, when keeping animals for "sport" became popular. The types of amusement to which they were put was surely a reflection of the ideals of Roman Civilization, which unleashed huge zoos into arenas where bloody fights ensued.

Brookfield, while comparatively new (founded in 1934), has long been recognized as an innovator in the field of zoological study. But not until current Brookfield Director, Dr. Peter Crowcroft, arrived three years ago did the zoo "take off."

"To someone like myself," quoth Crowcroft in his now famous *A Zoo Manifesto*, "whose previous knowledge of zoos has been limited to those of Europe and Australia, the zoos of the United States present a number of unpleasant surprises, and I can best nail my colors to the mast by discussing those."

"The first and most unpleasant surprise is that they contain so much garbage. Much of this is brought in and distributed by the visitors, but there is also an impressive amount which is offered for sale in order to raise funds for the zoo.

"Even at Brookfield, which happily is not administratively associated with either a fun fair or a circus, the com-



Baby Nile River Hippopotamus.



Trio of Reticulated Giraffes.

mercial operation is so prominent that one wonders if the animals are only to attract the visitors in order to sell hot dogs, stuffed toys, and balloons.

"One Sunday, unable to tolerate [it] any longer, I seized a screwdriver and took out the [cotton candy] machines. That was a lucky gesture, and I have not had the courage to act with the same decisiveness about the balloons. But I did go so far as to outlaw toy spears."

It's almost inconceivable that zoos around the country balk at refusing to sell candy, marshmallows, and toys on the basis of not wanting to lose revenue. If they stopped to total the veterinarian bills due to their unquenchably sweet-toothed polar bears or the number of animals that swallowed carelessly discarded dolls and trinkets, they'd find, as Brookfield did, that it doesn't pay *not* to take a stand.

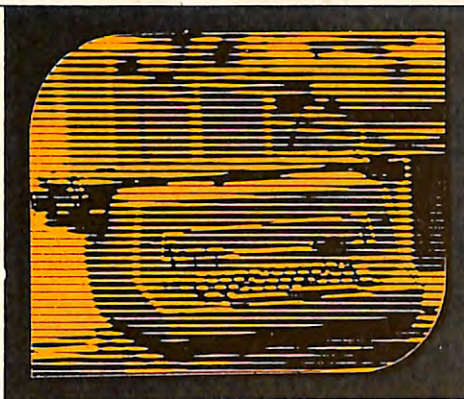
Zoos can post "Do Not Feed the Animals" signs around the park until they're blue in the face, but that doesn't stop people from feeding them. There's something irresistibly bound in his nature that makes a man munching an Almond Joy want to share it with wife, kids, and, ultimately, the Galapagos Tortoise straining his head toward the fence. So instead of banning visitors from sharing the booty, why not just make sure what's good for the goose is good for the gander, so to speak? Unsalted peanuts, grain, and fruit. It's all part of the planning—and thinking—involved at Brookfield, where Crowcroft and Company are intent upon changing the role of modern zoos from passive park setting where learning unfolds accidentally to active educational environment.

"The great zoo of the future," says Crowcroft, "will not be the one that breeds the most bongos or sells the most hot dogs. Its glory will not be measured in terms of the size of its budget, the number of species, the height of its elephant, or the age of its chimpanzee. It will be measured by the extent to which it changes the attitudes of its visitors, and through them, affects the culture of the nation."

Inching toward this ever-impressive goal, Brookfield now accompanies its displays with improved graphics, down-to-earth explanations to help visitors understand the animals they view just a little better. At the drawing-board stage: an improved baboon island more closely representative of the natural habitat of these creatures—with an eye-catching sign nearby explaining the animals' social behavior.

Ever visit a zoo when half the animals were rolled up in a ball and sleeping in their cages? In their newly refurbished small mammal house, Brookfield recently shed new light, uhh, dark, on the subject. They solved the problem by literally turning the world upside down and inside out for their nocturnal (night-active) animals. By blacking out all glass portals in the house and installing artificial moonlight, they turned daytime into night...at least as far as the animals are concerned. So now, for the first time ever, you can walk into the building at 12 noon and see everything from armadillo to vampire bat scurrying around playfully. When the doors officially close to the public in the evening, on come the spots, and out go the animals, if I may pun, like a light.

Such experiments as cohabitative living (placing zebras, sitatunga, and giraffes on the same open plains) and reversing night and day may someday earn Brookfield, and other zoos like it, a unique niche in sociological history. Today it's experimentation with animals; tomorrow the information gathered from these experiments may enable man to speed off toward Jupiter or Mars...or down to the lowest depths of the ocean. Or it may even help solve other problems, social problems as old as the ages. By studying an urban complex of mice inter-relating to one another, can man take a giant step toward eliminating racial tension and prejudice in his own society? Nobody knows for sure. But at Brookfield, word has it they're betting even money on it. And if they're right, every one of us stands to be the really big winner. ■



## Elks Lodge . . . Not Club

TOO MANY MEN who belong to Elks (and similar organizations) help foster the idea that we belong to a "club." We really don't.

We belong to a LODGE with club facilities, not vice versa.

We should keep our sense of priorities straight by not putting our social activities above the ideals and goals of our Order. Charity, Justice, Brotherly Love and Fidelity refer to our beliefs as members of the Order of Elks. Our club facilities are a separate part of our total activities and an added advantage to being an Elk.

There are those who berate and poke fun at us for being men who get together only to have a great time by drinking, dancing, wearing funny costumes, doing snake dances through lobbies of hotels and down streets and

acting for all the world like middle-aged juveniles. We know this is NOT TRUE in the overwhelming majority of cases. We know that Elks and their wives and families conduct themselves like ladies and gentlemen in 99 percent of the cases. Once in a while, being humans with all our usual frailties, some few will get out of line, but they are so much in the minority it isn't even funny. No good Elk appreciates misconduct of any kind which will reflect unfavorably on himself or his Order.

Then there are quite a number of Lodges which add fuel to the fires of those who try to roast us as nothing but playboys by erecting signs which call attention to their Elks CLUB . . . not LODGE. Their priorities seem to be reversed.

Newspaper and magazine articles and stories all too often refer to the local Elks "Club." Any publicity should be certain to refer only to the Elks LODGE, if we wish to change this false image.

We should make it an essential part of the indoctrination of all new members to emphasize that we are a Lodge with club facilities. And we should urge all older members to use the correct designation.

Certainly we enjoy highly desirable social advantages through our club facilities . . . but let's put the emphasis back where it belongs as we think of the great works the Order of Elks regularly perform for the benefit of our community, state and nation.

Think and talk Elks LODGE . . . not club!

## Are you a joiner?

ANY MAN OR WOMAN who joins a civic or fraternal organization acknowledges the importance of such groups to the city, state and nation. The primary reason for such organizations is *service* . . . and nobody can serve to maximum efficiency unless he or she is a knowledgeable individual. One must have more than a passing interest in the affairs of government to effectively get into perspective what he is trying to accomplish for his community through his service in a club or fraternal order.

It goes beyond local or domestic affairs. The truly knowledgeable person is one who takes an interest in what goes on all around the world, because, with communications and travel what they are today, we are neighbors of people in far

reaches of the world formerly almost inaccessible. What happens in Israel or Chile, Tanzania or India, China or Australia . . . or anywhere else, for that matter, is important to us. Not many people had ever heard of Vietnam, Laos and Cambodia before the trouble broke out there . . . but they certainly know about them now!

If war should break out again between Israel and Egypt, it could have far-reaching effects on not only this country, but the entire world.

Trade between nations is being emphasized more than ever, so it's important to know what's going on in monetary discussions, import quotas, tariff regulations, air fare agreements and a hundred other things. Our lives are influenced by

what goes on in the governing bodies of London, Paris, Tokyo, Bonn, Mexico City, Peking . . . and the hundreds of other capitols in the world community. That's why we feel so strongly that a good citizen has an obligation to be *informed*.

He should also be willing to work to help correct what needs correcting . . . vote when that time comes . . . feel a sense of pride and duty to his country . . . and abide by its laws. To sit idly by while others bear the responsibilities and work is NOT being a good citizen.

Make your club, your lodge, your fraternity or sorority, your trade association an important part of your life by being a DO-er, not just a joiner. When you do this, EVERYONE benefits.

Think about it!





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