

the
Elks
magazine

JULY 1972

CONVENTION '72 / ATLANTIC CITY



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A Message from the Grand Exalted Ruler



GRATITUDE AND CONTINUING DEVOTION

My Brothers all:

Someone once said, "Gratitude takes three forms: a feeling in the heart, an expression in words, and a giving in return."

It is in this spirit that I take my leave as your Grand Exalted Ruler. Gratitude for the high honor you have bestowed upon me shall remain in my heart forever. I can only say "thank you" for allowing me to offer what time and talents I have been able to muster in this past year on behalf of our great Order.

I pledge my continuing, constant devotion to the cause of Elkdom in the years to come. Just as my predecessors have continued to serve as members of our Grand Lodge Advisory Committee, I shall try to follow in their paths and add to their works in every possible way.

During our National Convention in Atlantic City, we will again take up the very important issue of a proposed amendment to our Constitution and Statutes; whether we shall eliminate any racial restriction in our membership requirements. As good Elks and also good Americans, let us vote our conscience, bearing in mind what is so vital to the good of the Order, and then let us abide by the will of the membership as expressed at the ballot box.

Finally, my Brothers, let me express my every best wish for success to the man whom you will name as my successor. I know you will give him your utmost cooperation as you have done for me. Thus, together we can say we have done our best to Build Pride of Elkdom.

A handwritten signature in cursive script that reads "E. Gene Fournace".

E. Gene Fournace
Grand Exalted Ruler

"Build Pride Of Elkdom"



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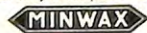
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the ELKS magazine

VOL. 51, NO. 2/ JULY 1972

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8 CATV BOOM

Would you believe Professor Quiz popping out of a cable in your living room? How about a week's groceries?

Victor Block

12 MIRACLE POWER

Spurting forth from the bowels of the earth—it's Super-power!

Andrew Hamilton

31 HOT STUFF

"Psst! Hey, buddy. Wanna buya . . ."

Jack Roth

41 LADY LIBERTY

At 88, this French-born gal established her American citizenship long ago.

R. Daniel Clark

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454

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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.



Thanks, but . . .

• Thank you for the article entitled "Blue Water, Blue Sky," in your May issue. You, and author Bacue have done a great public service! But, we can't eliminate pollution in our environment until we eliminate pollution in our government!

Harold C. Reynolds
Albuquerque, N. M.

Train Nut

• Just wanted you to know how much we enjoy your frequent articles on travel by train. Besides being some kind of a train nut (I've always liked to watch them) we find it such a pleasure when we can work them into a vacation. You always see more scenery than when you are holding the wheel of the family auto!

Keep them coming, I'm sure there are a lot of Elks who like to read about trains.

G. V. Zintel
Chicago, Ill.

Conned?

• That article, "Setup," in your June issue was great. It had me on the edge of my chair.

I've never been a policeman, but I guess just about everyone has met at least one "really smooth talker." Seeing the talker conned instead of doing the conning was a real twist, and a delight.

The Elks Magazine is always a pleasure to read, both the articles and the lodge news, but this article made it even more so.

George P. Lewis
Houston, Tex.

• Jack Ritchie's story, "Setup," in the June issue, was superb. He's truly a master of suspense.

I've been a personal fan of Mr. Ritchie's for years and have followed his writing in such magazines as *Ellery Queen's* and *Alfred Hitchcock's*. You're to be congratulated on your excellent choice of all the articles and stories in *The Elks Magazine*, but especially for Jack Ritchie.

Just one question, who can we look forward to next, James Michener?

Joseph A. Block
Detroit, Mich.

We're working on it.

Soft Pedalling

• We just read Don Bacue's article "Kid

Stuff" in the June *Elks Magazine*. We enjoyed and appreciated it, but he didn't even mention the kind of bicycling we do . . . on a tandem! We have a 5-speed, "Schwinn Twinn" and really enjoy riding which we do almost nightly, 11 or so miles at a crack.

We like the tandem for a number of reasons, especially the society of it. We talk as we ride, and contrary to what many people think, the fellow behind works just as hard as the one in front!

Many of our friends bicycle, but we seem to do more than they do. We think that it's the togetherness aspect that makes it so much fun—and we feel great too!

John and Betty VanBerckelaer
Santa Barbara, Calif.

• I've been riding and racing since the 1930's, and would suggest that the beginner ride every other day as this helps the protein intake rebuild the muscles.

The best frames are made of "double-butted manganese carbon-moly tubing" developed by Reynolds, an English engineer who developed the process of tapering these steel tubes on the inside—in other words the tubes are thin in the center span and thick at the ends. Even though the tubes are thick at the ends, the ends are too thin to accept electric or gas welding so the tube ends are fitted into forged lugs and brazed. Aluminum frames have been tried many times but do not have the wanted characteristics of double butted steel.

The term "ten-speed" is a misnomer. It is true that two chain wheels multiplied by five cogs on the gear-cluster equals ten combinations. In practice, however, the beginner will find that only six gears are feasible due to excess chain misalignment when using extreme gears—like the small chain-wheel geared to the small cog. The frustrated beginner will forever be adjusting his derailleur system to get what he will never have.

The most expensive bike you can afford is the cheapest machine in the long run, since it will outlast several "cheapies." I have one "Campy" equipped bike that has over 20,000 miles on it, with one bearing set replacement in the crank in that time. If the beginner gets serious about his riding, the riding will become a way of life, and if he plans in this direction then the best machine available is a must. Campagnola equipment is of course

accepted as probably the best, and on the plus side for Campy is the fact that his metric tools are available for servicing.

The medical profession in England published some interesting facts a few years ago regarding a group of older riders who were studied over a period of years—these riders, who had been riding for many years (and some up to 70 years of age) have never been bothered by heart problems of any kind. One of these riders time-trialed 25 miles in a little over one hour, this at over 60 years of age. So there's hope for us all, and it's never too late to start.

William P. Dapses
Salem, Ore.

• Granted that the ten speed bicycle is the very best for long trips; but, would a five speed model suffice for the average rider?

Is there any advantage to an American-built bicycle over a foreign one in areas of service or parts availability?

Are the turned down handlebars necessary, and is it possible to get a ten or five speed without them?

Dennis Jones
Bethalto, Ill.

Rather than being suited to "long" trips, the ten speed is valuable in hilly terrain. If you plan on doing any riding even in slightly hilly areas, I'd recommend you seriously consider a ten speed. You'll find the price difference isn't that great.

About the availability of parts on foreign bicycles, if you're not located near a foreign manufacturer distributor, you might well have a legitimate worry about obtaining parts.

Turned-down bars? I enjoy them because they stretch the back muscles, distribute the body weight over the center of the frame, and just plain feel good—especially on long trips. However, if you'd like upright, or flat, handlebars, you can purchase several fine bicycles equipped with them.

D.B.

• Could you please tell me more about the "tubular aluminum frame" bike, and who makes them?

Thank you very much, and continued success in your wonderful column.

Wm. P. Sandova
W. Orange, N. J.

The best bicycle frame you can purchase is made of Reynolds "531" double-butted tubing, which is a rather technical description of the very best quality frame available. Such bicycles as the Louison-Bobet Pro C-35, Peugeot PX10E, and the Schwinn Paramount P-13 have this frame construction—but they're expensive! From \$160 to \$245.

You can purchase cycles with other types of frame construction—by Reynolds, again—at a more moderate price. The Schwinn Super Sport, for example. I'm sending you a list of several well-thought-of bicycle manufacturers you can write for more information.

D.B.



WELCOME TO ATLANTIC CITY

Officers and Members
Benevolent and Protective Order of Elks of the U.S.A.

Dear Friends:

The City of Atlantic City is indeed pleased to extend a whole-hearted welcome to the Elks, their families and guests who will be attending the 108th Grand Lodge Session in July of 1972.

We are delighted you have chosen our City for your fraternal deliberations. In your leisure time we hope you will find opportunities to enjoy the many attractions in our area for which Atlantic City is famous as "The Capital of Health and Pleasure."

Everything is here to make your stay enjoyable and memorable. You will find it pleasant to stroll our Boardwalk and, of course, you will want to take time to relax on our beautiful white sand beaches and take a refreshing dip in the Atlantic Ocean.

We deem it an honor and a privilege to be your host and I know I speak for all of our citizens in assuring you of our desire to be friendly and helpful in every way which will make your visit an outstanding success.

With all best wishes and warm personal regards.

Sincerely,

Joseph F. Bradway, Jr.
Mayor

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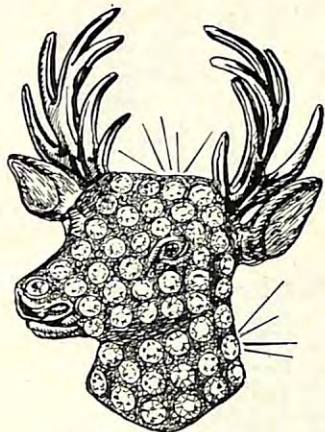
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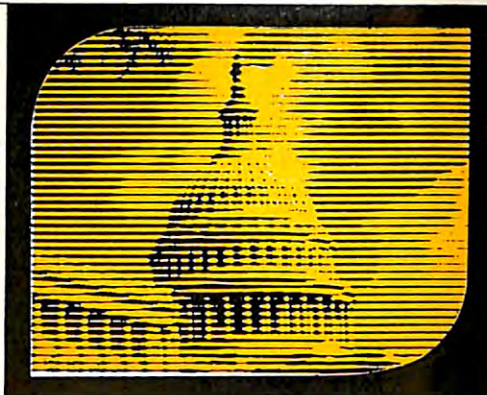
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AROUND WASHINGTON



BEER in the barracks has not proved to be as popular with the GIs as the Army had thought it would be. Beer vending machines have been taken out of the barracks on some posts. But there's always a big business at the milk and coke dispensers, the Army says.



MENU PRICES have gone up in nearly all of Washington's 3,500 restaurants. The restaurant owners say they have no choice but to raise prices because wholesale prices they pay for the food they serve have increased. The higher tab ranges from one to five cents on a hamburger at a MacDonal'd's stand to 10 percent across the board at the fashionable Rive Gauche in Georgetown.

HAIR TRANSPLANT undergone by Senator William Proxmire of Wisconsin has become the talk of the Senate. He paid \$1,500 to have 200 plugs of hair pulled from the back of his head and neck and moved to a semicircle on his forehead. He could have gotten a fine wig "for only \$500," he says, but he preferred to have the real thing—even though it is only a partial solution to his baldness problem.

OUR 200TH BIRTHDAY which is only four years away is being celebrated in advance by the U.S. Postal Service this month. Four Bicentennial Commemorative stamps were issued July 4th. The new 8-cent stamps, printed deep brown on buff paper, depict four colonial craftsmen—a glass maker, a silver-smith, a wigmaker and a hatter.

MONTHLY BILLS are hand delivered to their customers in the District by

PEPCO and in the northern Virginia suburbs by VEPCO to save money on postage. The Virginia Electric and Power Co. which started doing it last year after first class postal rates went up from six to eight cents estimates it is saving \$200,000 a year. The Potomac Electric Power Co. which waited until late spring of this year to follow VEPCO's example projects a saving of \$79,000 yearly. The company delivers are forbidden by law from using mail boxes so they stuff the bills into mail slots, door jamps, behind screened doors and sometimes hang them on door knobs with special envelopes.

GETTING TATTOOED is something that only men, especially sailors, used to do. But now some of the coeds at American University here are trying to get it started as a fad for their sex. Smoky Nightingale, a local tattoo artist, planted a tulip on one girl's leg during a demonstration of his art in a class on American Folklore. A second coed got a rose on her wrist and a third ended up with a daisy on her arm.



WATER SO CLEAN that trout can survive and people can swim in it. That is what U.S. and Canadian officials hope they will have in Lakes Erie and Ontario by 1976 through the anti-pollution agreement signed by President Nixon and Prime Minister Trudeau. It will cost a lot of money to clean up the Great Lakes. The agreement calls for Canada to spend \$250 million, for U.S. federal, state and local governments to spend about \$2 billion, and for private industry to invest between \$700 million and \$1 billion in pollution control.

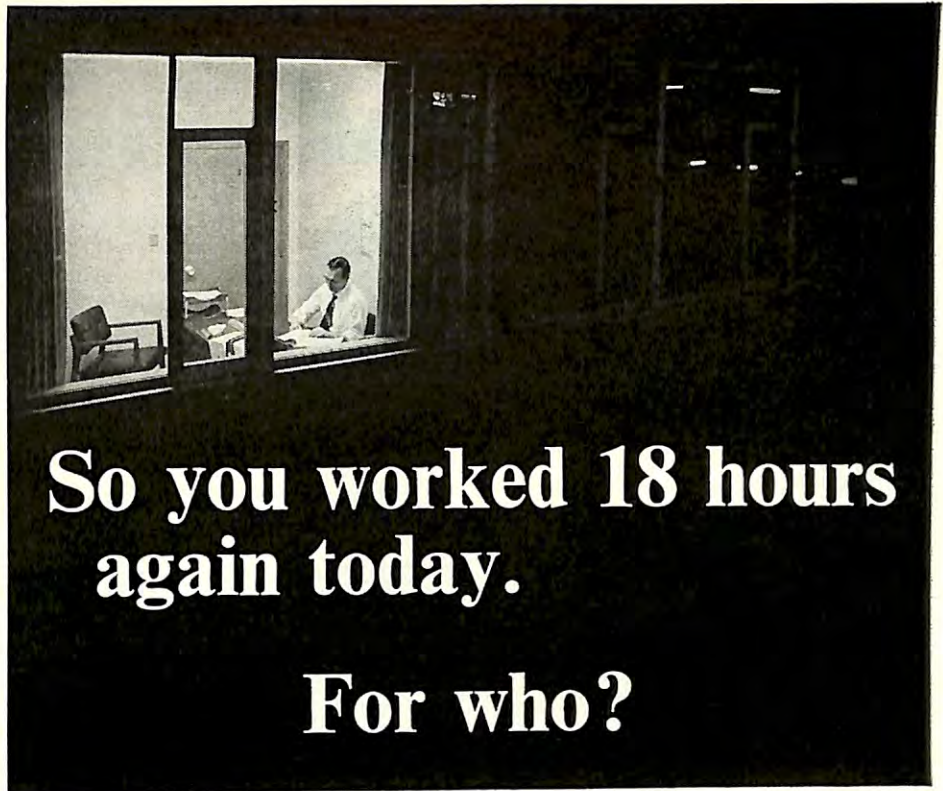
ANIMALS have one thing in common with humans—eye trouble. They can develop conjunctivitis, glaucoma, and cataracts, according to Dr. Seth A. Koch, who has an unusual specialty. He is a veterinary ophthalmologist in suburban Alexandria, Va., and treats animals' eyes. He advises pet owners not to let their dogs or cats ride with their heads out of the car window. The reason for this is to avoid the risk of possible infection from the dirt they would get in their eyes.



SENATE WIVES learned how bomb conscious the Secret Service is when they had a Washington store gift wrap a present they bought to give Pat Nixon at their annual luncheon for the First Lady. The Secret Service agents insisted on unwrapping the gift, a porcelain figurine of a child, before Mrs. Nixon arrived. When the wives saw how clumsily the agents rewrapped the package they quipped that maybe they had better bring the gift unwrapped at next year's luncheon and wrap it under the agents' eyes.

MOON EXPLORATION which comes to an end with the voyage of Apollo 17 in December will have cost the U.S. about \$25 billion. It has been well worth the cost, according to NASA Deputy Administrator George M. Low. He says that American prestige has gone up everywhere in the world and a new technology of benefit to U.S. industry has been developed. Scientific information and rocks brought back by the astronauts, particularly the haul made in the highlands of the moon during the Apollo 16 mission in April, will require three to five years to study and digest, he says.

PLANTS are smarter than you think, says Cleve Backster, a lie detector specialist. He contends that plants are aware of it when their owners praise them and react to this display of affection by growing better. He bases his theory on a six-year study of plants with a polygraph (lie detector) machine. He discovered by accident when he hooked up a plant to a lie detector that plants send out signals that can be recorded on the machine, he says. But Washington area scientists have not been convinced by his research.



So you worked 18 hours again today.

For who?

Sure, you get paid — but in proportion to your time and effort? Probably not.

Full income rewards generally go only to the independent business man. So why not go into business as a Western Auto store owner?

Sixty years of experience. The Western Auto Associate Store Plan is time-tested. Nearly 4,000 owners find it the key to financial security, a better life. And, like you, most once worked for "the other guy".

No franchise fee with Western Auto. Your total investment goes into your store. Western Auto profits from your purchases, *your* long-term success — wants to *build*, not drain you.

No retail experience necessary. This plan enables you — without retailing experience — to apply ambition . . . and succeed! It — and Western Auto people — help you all the way. From the beginning you'll be independent — yet *never* alone.

Need financial help? Let's talk. Western Auto will help arrange financing for qualified people. The modest investment required may be much less than you think, and Western Auto can help stretch it.

Already a retailer? Many current dealers have found converting to Western Auto an immediate answer to their growth and profit goals.



General merchandise for car, home and family from the company on the GROW

Mail to: R. T. Renfro, V.P.
Western Auto Supply Co.
2107 Grand Avenue
Kansas City, Mo. 64108
Dept. EK-772

I'd like to know more about owning my own Western Auto store. Please send free information.

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____

CATV

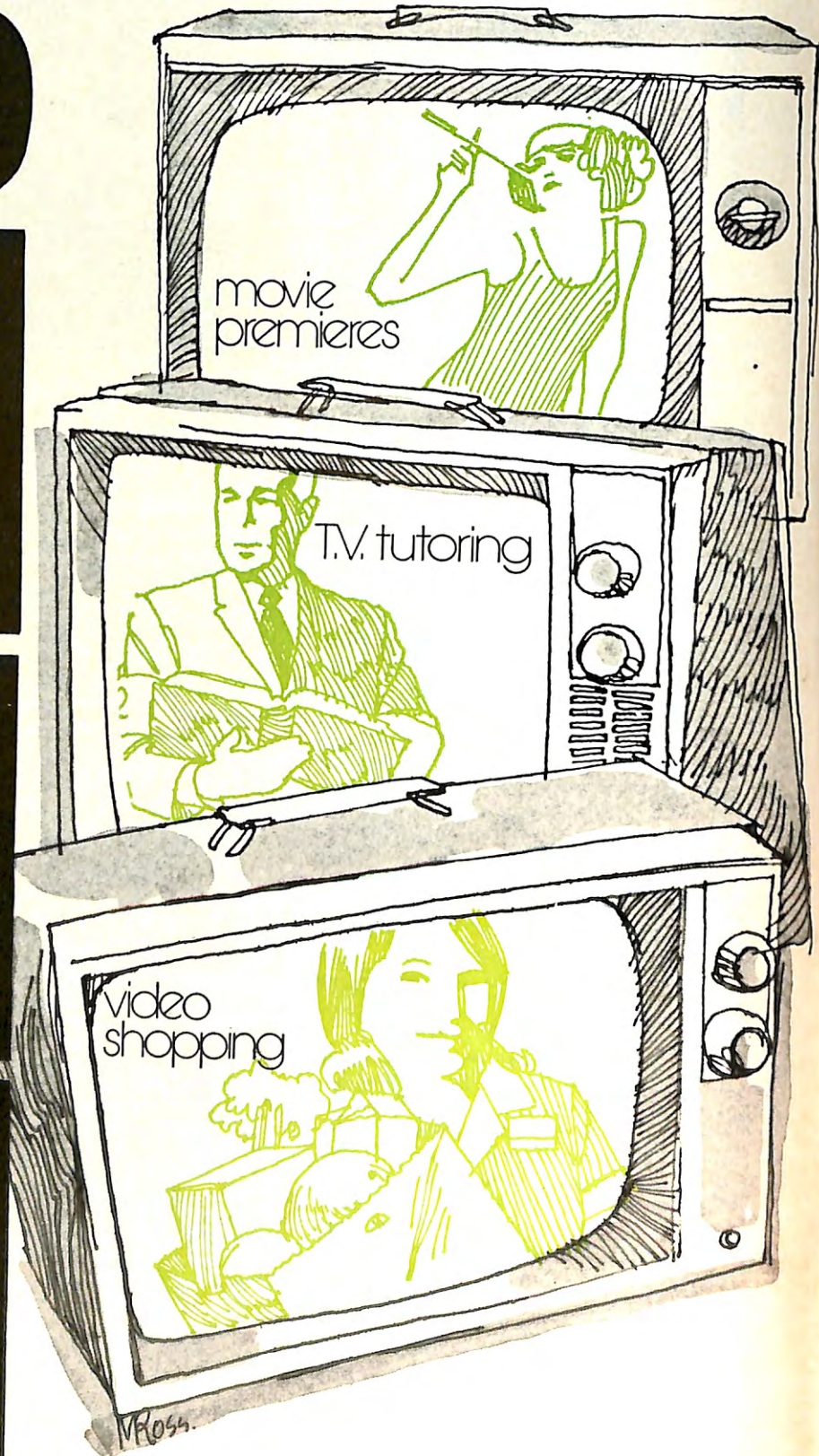
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BY VICTOR BLOCK



IN PAMPA, TEXAS, television viewers interested in up-to-the-minute weather forecasts switch on their TV sets at any time of the day, tune to a certain channel and watch as a camera scans instruments in the broadcast studio giving the temperature, wind velocity and barometer reading.

At Boston's Logan Airport, passengers stricken by a sudden illness are put on-camera before a two-way, closed circuit video system linked with the Massachusetts General Hospital. Physicians monitoring the hospital's viewer diagnose the problem and prescribe emergency treatment over the same TV cable.

In New York City, some fortunate television viewers recently saw the first live opera broadcast from Lincoln Center.

And in Overland Park, Kansas, bedridden and handicapped children receive instruction from their teacher by means of a special two-way television hook-up.

These incidents, while unusual, might seem like isolated examples of new uses for television. In fact, they are part of an emerging picture that promises to bring important changes to the life of every American.

The technological breakthrough that holds out this promise is known as community antenna television—CATV, or cable TV, for short. Actually, it no longer can be considered a new development, having been on the scene since 1949. It was in that year that two small CATV systems—one in Oregon, the other in the hills of eastern Pennsylvania—made their debut. Since then, CATV has grown to encompass approximately 2,750 separate systems serving some 5.9 million households that account for about 9% of the national television audience.

What is new today about cable TV is the variety of services being tried out and put into use by systems throughout the United States. Spurred by these developments, the Federal, state and local governmental agencies concerned with regulation of television have been moving toward agreement on how to handle this burgeoning broadcast medium. Out of this combination of technological advancement and regulatory decisions is coming a first step toward the world of tomorrow: conversion of your television set from an appliance into an electronic communications center that will touch almost every facet of your daily life.

Until recently, the benefits of cable TV were limited primarily to two groups of people seeking better reception on their television sets. One group—which served as the original impetus for CATV systems—consisted of people living in rural areas too far from sta-

tions to pick up good reception with their own TV aerials. The other includes residents of cities who found they can enjoy better-quality pictures by means of cable than they were able to get by direct reception of broadcast signals.

The signals that carry a television picture from a regular broadcast tower to your set generally are effective for no more than 50 or 60 miles. Even within that range, they may be blocked or distorted by hills, buildings or other such obstacles.

The original purpose of CATV systems was to overcome these problems—first in outlying areas, more recently in cities and large towns—by relaying signals by means of cable, rather than through the air. The first companies built large antennas on high ground near bad reception areas; picked up broadcast signals, and relayed them to individual homes over coaxial cable. Those wishing to subscribe to the service generally pay an initial, one-time installation fee—ranging from only a few dollars to as much as \$50—and a monthly service charge of between about \$4 and \$16. (These monthly reception service fees should not be confused with pay television, which imposes a charge for picking up a specific program.)

The slender coaxial cable that is used for CATV looks much like the telephone or electric power line that runs to your home. But further comparisons, according to one industry observer, would be like contrasting a garden hose with a rushing river. The CATV cable has roughly 1,000 times the carrying capacity of telephone wire. In terms of your TV set, this means the CATV wire can deliver about four times as many channels as can be broadcast through the air without interference. That's why subscribers in relatively small communities served by cable TV systems often enjoy a much greater selection of programs than big-city viewers who must depend solely upon through-the-air reception for their viewing pleasure.

The advantages of being able to choose from among such a selection of programs seems to be beneficial enough. With so many outlets, programming may be geared to the preferences of relatively small groups of people, so that there can be—literally—something for everyone.

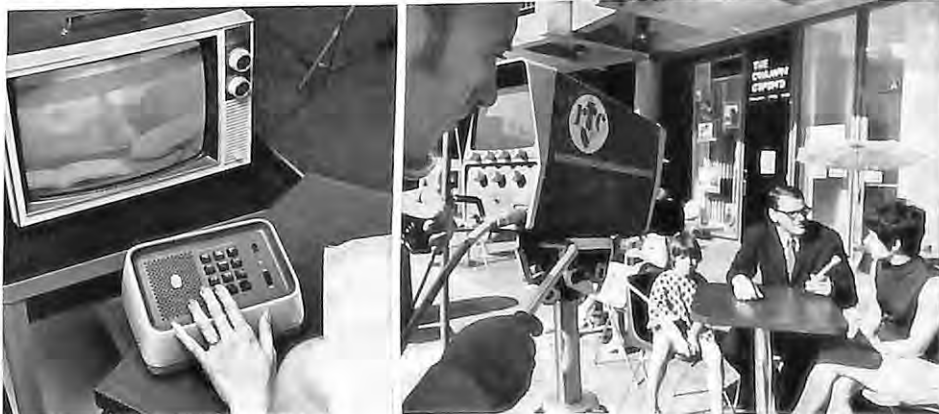
But the advantages of CATV do not stop there. Once a town is wired for cable television—and an individual house hooked into the "wired city"—the same cable that carries TV signals can perform numerous other functions.

The Committee on Telecommunications of the National Academy of Engineering last year compiled a report for the Federal Government on the uses of communications technology for improving the lives of city dwellers. Among the types of services mentioned that could be provided by a citywide CATV system are teaching over two-way television, both in schools and at home; a telemedical communications system between hospitals and satellite clinics; constant monitoring of air pollution, with reports from various locations telecast to a central point; complete automation of traffic flow; security networks for housing projects and public institutions, and a 24-hour TV surveillance system to help protect citizens from crime on city streets. (Using one Brooklyn, N.Y., precinct as a model, the NAE Committee determined that 140 TV cameras mounted on lamp poles at intersections—monitored by 35 viewers—could provide surveillance of all the neighborhood's streets once every minute.)

Combine these with still other imaginative services, add the availability of many more regular broadcast channels than at present, and it's easy to understand why CATV has been variously termed "the television of abundance," "a new communications giant" and "the hottest thing in TV."

While the complete wired city concept remains a dream—although one rapidly approaching reality—many of the services and benefits offered by

Cable TV has a myriad of uses. Home-bound students can communicate with their class via TV; CATV goes out to meet the community.



cable TV already are in use. For example, the type of constant weather forecasting provided TV viewers in Pampa, Texas, is offered by hundreds of other cable systems in towns throughout the nation.

Medical cable telecasting also extends far beyond the airport-to-hospital link-up in Boston. CATV systems in Alabama, Florida, Illinois, New York and Pennsylvania cablecast weekly, hour-long programs of current medical practice information to physicians in their homes and offices. This is one example of the use of cable's many channels to provide specialized programming of interest to a select audience. Another use—geared to the public rather than the medical profession—is exemplified by a series of programs on preventive dental care, proposed for the Watts Community of Los Angeles.

The Overland Park, Kansas, experiment is one of the most exciting underway, because it demonstrates cable TV's two-way capability. The project began when 17-year-old Jeff Hubert—partially paralyzed by a brain tumor for the past three years—participated in an American History course taught by his teacher from a classroom. With a television camera recording her words and movements, Mrs. Sheila Kocher lectured, wrote on the blackboard, and asked questions. As she observed him by means of a camera at his end of the hook-up, Jeff used a keyboard resembling a touch-dial telephone to respond to his teacher's queries and ask questions himself.

The full potential of this type of instruction arises from the possibility of having a single teacher conduct classes for several homebound students at once. A bedridden girl tuned in on Jeff's history lessons for several weeks. With a "class" of students, each in his own home, the cable system's two-way capability would enable each boy and girl to switch his monitor to see whichever student is talking, and to participate in group discussions similar to a classroom setting.

In addition to helping Jeff work toward his high school diploma, the same equipment has been used to test another use of cable television. Seated in the comfort of their home, Jeff's mother watched a televised fashion show put on by the local Sears store and, by punching a couple of buttons on her TV terminal, ordered a dress. Her order, and the delivery and billing processes, were handled by a computer linked with the cable network. On another occasion, Sears staged a commercial for a laundry detergent, which viewers could order by using their keyboards.

As the Overland Park experience indicates, cable TV has two capabilities

not offered by broadcast television which make possible an almost limitless variety of services. One of these is its ability to zero in upon almost any segment of its wired-in audience, no matter how small. The other is the two-way capacity that enables viewers to "talk back" to the system and, in some cases, to other subscribers along the wire.

The benefits that may be derived from each of these capabilities already are being experienced in many towns and cities, and planning is underway for more such projects. For example, Television Communications Corp., which operates CATV systems in several cities, is preparing to install special channels that carry programs for the medical profession; a variety of instructional films teaching such subjects as French, Spanish, physics, chemistry and speed reading; and dramatic presentations of history, literature, travel and other documentary films. A fourth channel will offer a selection of three feature films each week.

Among the pioneers in cultural innovations via cable was the Corvallis (Oregon) Cable Company, which in 1966 made available a channel to



Oregon State University. The college instituted 40-hour-a-week programming that went not only to classrooms and campus dormitories, but also to non-college subscribers on the cable system. Last year, more than 3,500 students out of a total enrollment of 8,400 elected to view lectures by means of television, thereby easing the pressures on classroom space. In addition, non-student viewers are able to tune in regular classes, enjoy lectures by well-known educators and other visitors to the university, and see and hear musical presentations they otherwise could not receive.

The two-way capability of cable TV, even more than its ability to serve specific segments of the population, offers benefits that are limited only by the imagination. In Casper, Wyoming, CATV is used to provide a video reference service for the Natrona County Public Library. Questions from viewers, often answered by pointing the TV camera at reference material, saves traveling time for students and others

working at home and offers assistance to sick or bedridden residents of the area. Questions asked and answered by means of cable TV cameras in the library have ranged from "an illustration of a buttonhole in a sweater using the yarn-over technique" and a recipe for pound cake to a review from the *Book Review Digest* of Irving Wallace's "The Man."

A somewhat more sophisticated information retrieval system—the Mitre Corporation's TICCIT (for Time-shared, Interactive, Computer-Controlled, Information Television)—is in use on a test basis at Reston, Va. Combining Reston's cable TV network with a computer, the TICCIT system enables people to communicate with the computer through push-button keyboards on their telephones.

The Reston Transmission Company offers a variety of community programming as part of its regular fare. Included—along with such special programs as a series examining problems of teenagers—are daily winter-time ski reports, sports scores, racing forms from nearby horse tracks, stock quotations and a local fishing report. In addition, subscribers may use the CATV system

The advantages derived from CATV are being experienced in towns and cities across the nation. The two-way capacity of cable TV offers benefits limited only by man's imagination.

to order up from the computer such information as classified advertisements for jobs, apartments, merchandise, pets and other goods and services; listings from the Reston telephone directory; a calendar of community events, and the weekly TV guide.

Since 1970, another two-way communications system has been in use at Dennis Port, Cape Cod, Mass. The way this network is set up, any subscriber—given the necessary equipment—can originate programming for all other subscribers. To select a channel, a viewer turns a telephone-type dial selector that tunes in whichever of the 36 channels he wishes to receive, based upon a program listing on the first channel. Among the available selection are 11 broadcast TV channels, a weather information station, programs originated at the studio, and a channel operated by a local delicatessen. It advertises daily specials by means of a television camera pointing at a simple, handwritten sign.

Delicatessen specials, while not earth

shaking in and of themselves, nevertheless indicate how far cable TV can go in touching many aspects of our everyday lives. After an 18-month study, the Sloan Commission on Cable Communications—composed of 16 distinguished economists, attorneys, educators, scientists and public figures—last December released the most comprehensive examination yet made of the prospects for cable TV. The panel said:

“Conventional television has seized a communications instrument of unparalleled power and applied it to serve the nation’s requirements for entertainment and general information. . . . But cable television has the capacity to provide more. It can affect much more basically how people live, their health, education, their jobs and their community cohesion.”

To underscore this statement, the Commission referred to a study on the feasibility of establishing a community-controlled cable TV installation in the Bedford-Stuyvesant area of New York City. Among a listing of individual programs or series that could be offered subscribers are the following:

✓**Job-A-Rama.** A description of job opportunities, instruction in job interview techniques and preparation of applications, and other employment services.

✓**Street Scene.** A roving-reporter presentation of “what’s going on in the community,” as a means of building community identity.

✓**The Consumer.** Bargain hunting, shopping techniques and money-saving hints.

✓**Kings County Hospital.** A discussion of community health problems and methods of treating them.

✓**The Drug Scene.** Documentaries pointing out the dangers of addiction and the roads to rehabilitation.

Advocates of cable TV present listings of additional uses too long to be included here. Among the potential uses they foresee—many of which already are in various stages of regular, if limited, use or development:

✓**Specialized news** geared to the interests of various groups. A subscriber, for example, might dial to receive reports on business, sports, political, world or other types of news, updated daily or more often.

✓**A selection of music**—on as many as several dozen channels—to suit any taste or mood.

✓**Electronic mail delivery** that would “print out” telegrams and first class mail on facsimile machines at the recipient’s home or office.

✓**Two-way capability** permitting subscribers to request information of various kinds. For example, a student might dial up reference information for a term paper. His father, struggling over

his income tax return, could make use of a computer terminal link-up to perform mathematical calculations. The lady of the house may use the cable network to receive recorded pictorial and verbal data, provided by consumer organizations, on various brands of a product she intends to buy.

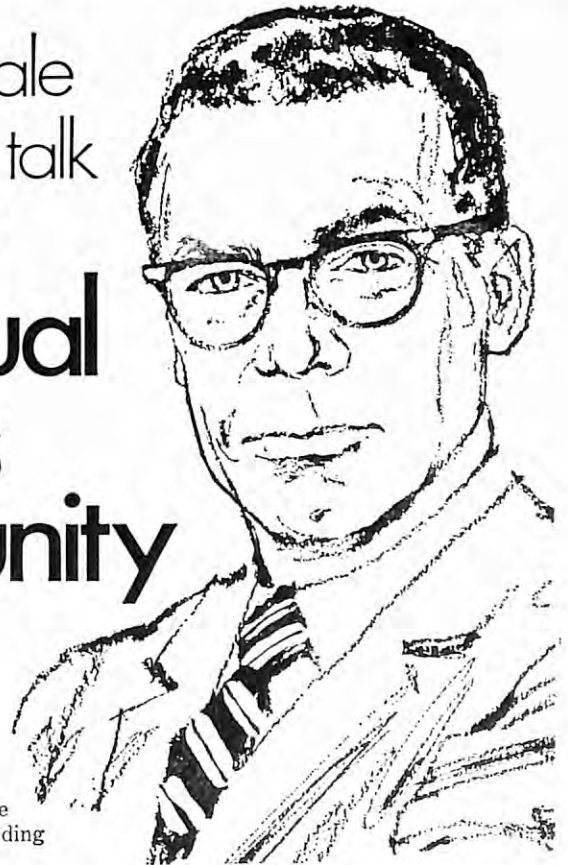
✓**Electronic meter readers** that relay information to utility company offices for billing.

It seems clear that cable television is about to take off and begin to deliver on the promises that have been made in the past. By 1980, according to the prestigious Sloan Commission on Cable Communications, there will be an in-

terconnected national network of cable TV systems delivering up to 40 channels to between 40% and 60% of the nation’s homes.

Statistics such as these—while dramatic—can be difficult to place in perspective. Perhaps a more meaningful indication of the growing impact of cable television is the experience of homeowners in such cities as Akron, Ohio, and San Diego, California, both of which have well-established cable networks. Real estate brokers report that being located along a cable route—so a house can be wired into the local CATV system—can noticeably increase the property’s value. ■

Earl Nightingale would like to talk to you about an unusual business opportunity



It’s all on a record we’ll send you free!

With it you’ll get the full story of the business opportunity that’s been building for more than a decade.

Earl Nightingale, “the dean of personal motivation”, is the world’s most listened-to broadcaster. His radio and television programs are heard daily on almost 1,000 radio and television stations throughout the free world. Now, he talks directly to you with this personal recording.

Hear Earl Nightingale tell you how you can reach broader, more rewarding goals in a new, high-income career.

Hear Earl Nightingale tell you how you can bring to individuals and to industry the personal development and management motivation programs already success-proven by more than 300 of Fortune’s top 500 corporations and thousands of other large and small businesses.

Hear Earl Nightingale tell you how the Nightingale Distributor Opportunity can take you quickly to your goals with only a small inventory and training investment on your part, and complete help in all directions on ours.

earl nightingale



It’s all on the record —yours FREE with this coupon. Do mail it today.

communications

NIGHTINGALE-CONANT CORPORATION
 6677 N. Lincoln Ave.—Dept. 1872
 Chicago, Ill. 60645

Please send your FREE record and all the facts about the Nightingale Distributor Opportunity. I am under no obligation.

Name _____

Address _____

City _____

State/Zip _____

It was a typical California canyon—190 miles north of San Francisco—with yellow-bronze dried grass, dark green live oaks and blue sky overhead. Through its bottom tumbled willow-bordered Big Sulphur Creek, where trout lurked and deer came to drink. Occasionally, a diamond back rattlesnake slithered across a rock.

What made this canyon different were plumes of white steam that hissed from bare earth and the acrid, nose-wrinkling smell of hydrogen sulphide in the air.

Hank Zagar, driving a Pacific Gas and Electric Company car, pulled up near one of the largest steam vents.

"This one's called 'The Monster,'" he said. "It was drilled in 1963 and has been running full blast ever since. Too dangerous to cap."

We got out of his car and moved closer to the steam blasting out of the ground with the force of a wide-open jet engine. The noise was so deafening that we instinctively put hands over our ears. Beneath us the seared earth shook, and little rivulets of boiling water trickled down the slope.

"There you have it—raw geothermal power," shouted Zagar. "Pressure and volume the same today as when the well was drilled seven years ago."

Up the canyon and on a nearby hillside sat several P.G.&E. generators

that harnessed the natural steam to turbines to produce electricity. This is the only geothermal electric plant in the United States. Other countries around the world, however, have also been looking into the potential of this cheap, non-polluting and seemingly inexhaustible source of energy.

"It is conceivable," said Zagar, "that some day enough power could be generated in this canyon to light a city the size of San Francisco."

P.G.&E. has produced geothermal energy in commercial quantities without a dime of government assistance. Now other U.S. companies are getting into the act: Union Oil, Sun Oil and Signal Oil are busily prospecting for steam fields while the Southern California Edison Company is exploring several hot water areas.

As *Fortune Magazine* recently pointed out, "The swirl of interest, activity and speculation that has sprung up around geothermal power is reminiscent of the early days of oil."

What is the basic source of this new kind of non-polluting energy that requires no fuel, no heavy boilers and no high dams?

At its birth, the earth was a mass of liquid and gaseous matter. Perhaps as much as 5 to 10 per cent of this mass was steam. As the great molten globe cooled, an outer crust formed over the

hot mass, and the steam condensed to form surface seas and lakes.

About 20 miles below the crust of the earth, the molten mass—called magma—is still in the process of cooling down from temperatures as high as 3,500 degrees Fahrenheit at the core. In some places, earth tremors have caused fissures to open up and allow the magma to come close to the surface of the earth.

This upward movement of the magma can cause active volcanoes such as Mt. Vesuvius or Krakatoa. In a more benign situation, surface water seeps downward and comes into contact with hot magma—resulting in steam vents, hot springs and geysers. They are the natural safety valves for the giant cauldron that boils below.

Geothermal energy exists in two useable forms:

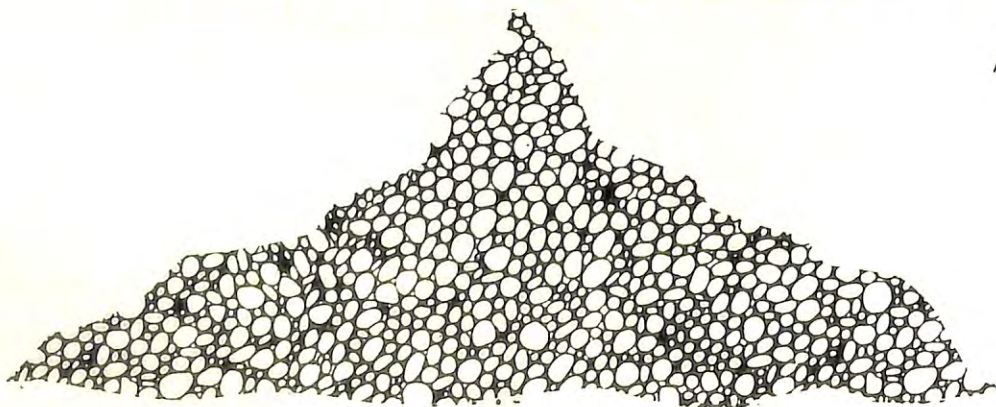
(1) As "dry," superheated steam, an example of which is to be found in the P.G.&E. installation at The Geysers area.

(2) As underground high-pressure hot water which exists in many other parts of the world. In hot water installations, steam is created when water under high pressure and at high temperature is "flashed" or exposed to the cooler atmosphere.

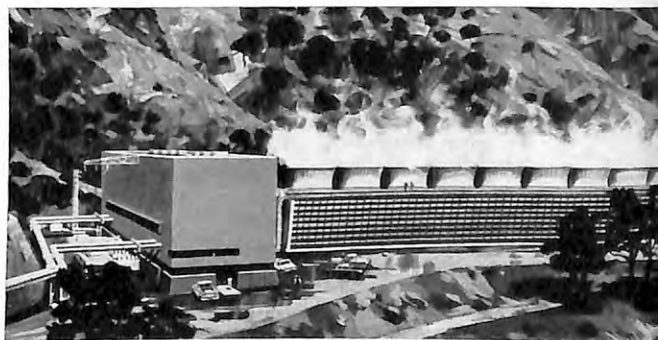
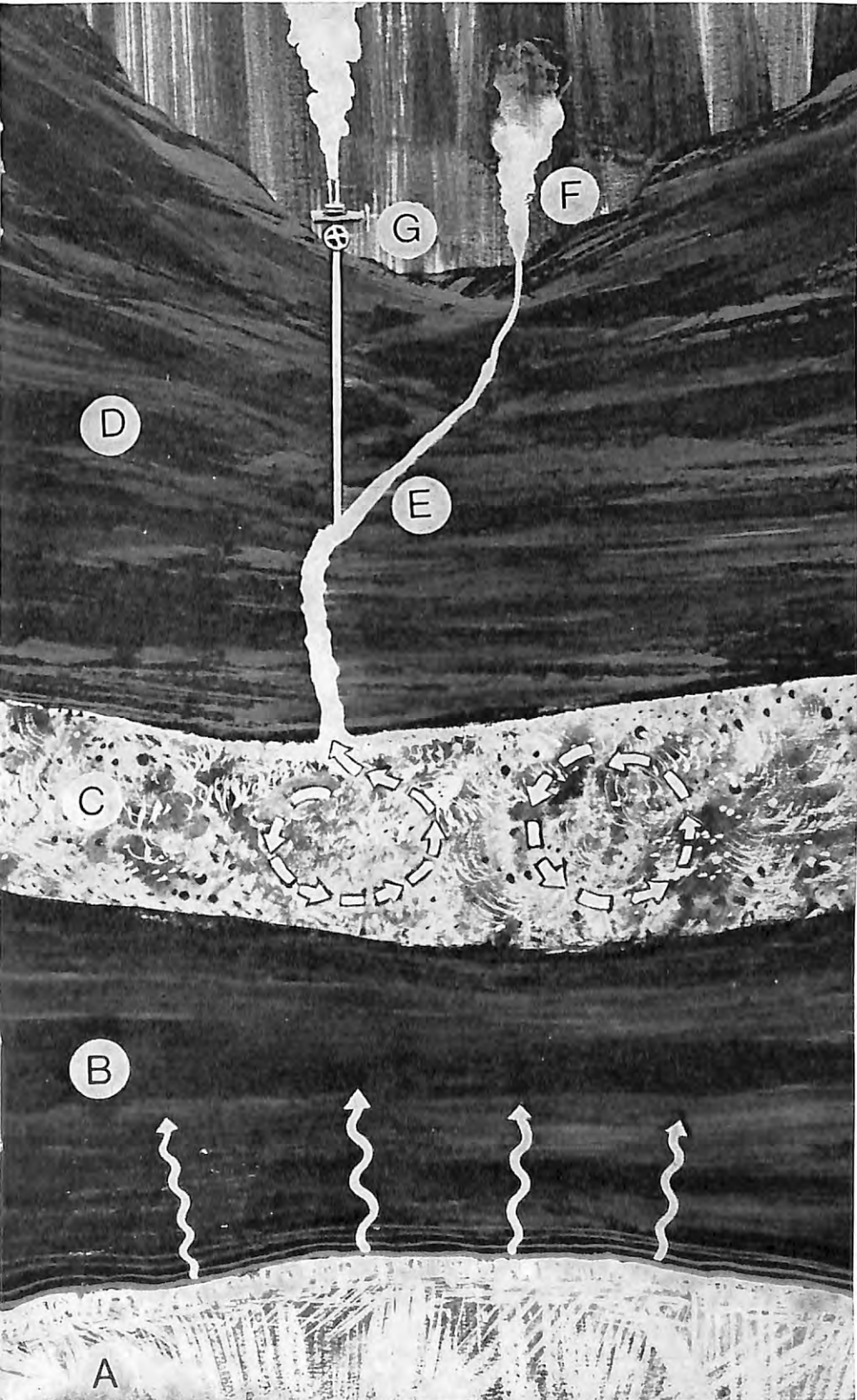
Some of the steam and hot water is
(Continued on page 22)

MIRACLE POWER

by Andrew Hamilton



In the Geysers area of northern California, electric power is being produced from natural steam right out of the earth. Nations around the world are experimenting with this cheap, non-polluting form of energy.

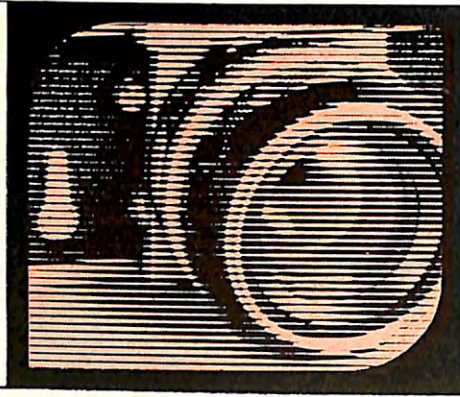


A multiple testing (top) of steam wells at The Geysers. The men in the foreground are wearing ear muffs because of the noise. (Above) An artist's rendering of construction under way in The Geysers area. Some 80 wells have been drilled and the area may someday produce enough electricity to serve a city the size of San Francisco.

Geothermal field

- A Magma
- B Solid rock; conducts heat upward
- C Porous rock; contains water that is boiled by heat from below
- D Solid rock; prevents steam from escaping
- E Fissure; allows steam to escape
- F Geyser, fumarole, hot spring
- G Well; taps steam in fissure

NEWS OF THE LODGES



A THERAPY LIFT—to be used in the physiotherapy department of the Rhode Island Veterans Home at Bristol—was donated by Smithfield Lodge. (From left) National Service Chairman Joseph L. Thibodeau and ER Roy Andrews joined in presenting the unit to Louis P. Alfano Jr., commandant of the home, and Dr. Gaetano Marino, physical therapist.



FOUR DAYS OF CELEBRATION marked the 75th anniversary of Elwood, Ind., Lodge. A card party, dinner-dance, and life membership award ceremony were among the activities. Heading the list of dignitaries at the Diamond Jubilee were (from left) General Chm. Robert L. DeHority; ER Floyd Hayden; PGER Glenn L. Miller; GER E. Gene Fournace, and DDGER Robert E. Hanlin.



SCHOHARIE COUNTY SHERIFF John Goldswe (left) was honored as Citizen of the Year by Cobleskill, N. Y., Lodge for his efforts to end drug abuse. PDD George Mickel and ER Elmore Lawyer (right) presented the award.



OHIO GOVERNOR John J. Gilligan (seated) was thanked by a number of Elks officials as he signed a proclamation honoring Elks Youth Week. Present for the ceremony were (from left) SP Earl Sloan, Elyria; PDD Nick Kovic, Warren; PDD M. A. Mihalick, Mansfield; DDGER Donald Peters, Dover, and PDD Leslie Scrimger, Columbus.



TWO MEMBERS of Herrin, Ill., Lodge reached their 60th year in Elkdome recently. Honored were Brother Jo V. Walker (left) and Brother Hugh Grimes, who displayed 57 of his 60 membership cards.



TWO HUNDRED PERSONS attended the mortgage burning ceremonies at Buffalo, N. Y., Lodge recently. Watching the document go up in flames were (from left) DDGER Gilbert Bell; SP George Olsen; ER Donat Parent; Est. Lead. Kt. Les Wotherspoon; PDD Gordon McKay, and Brother B. John Tutuska.



BIG BROTHERS of San Francisco—an organization that recruits men to serve as companions to fatherless boys—presented an award to San Francisco, Calif., Lodge for its generous support of the Big Brother programs. Brian Tench (left), president of the local office, made the presentation to ER Ralph White, who credited the lodge's youth activities chairman, Harold Wood, with making the award possible.



DEN MOTHERS of Cub Scout Pack No. 32 were honored for their outstanding service by Glen Cove, N. Y., Lodge. The awards were presented during the annual Blue and Gold dinner held at the lodge by Youth Activities Chairman Greg Corozzo Jr. and Americanism Chairman Gene Auciello.

POSTER CHILD Mike Alder was greeted at Madison, Wis., Lodge by SP Thomas Pierce (left) and ER Dan Aspinwall. The lodge held a spaghetti dinner which raised more than \$4,200 for the state major project efforts to fight cerebral palsy.





A GOLD PLATED SHOVEL was used during the groundbreaking ceremony for the new home of Elizabeth, N. J., Elks. Admiring a model of the proposed building were (from left) ER Martin Cusick; Building Chm. Glenn Tryon; Est. Lead. Kt. Albert Van Cora; Mayor Thomas Dunn; Trustee Joseph Krajack, and DDGER Frank Balter.

BROTHER CLARENCE PARKER (center), a member of Portsmouth, Va., Lodge, was honored by his lodge after he was voted into the Pro Football Hall of Fame. At a testimonial dinner he was presented with a new car. Offering their congratulations were (from left) U.S. Sen. William Spong Jr.; SP John T. Curran; Brother Chandler Harper, and ER Walter Edmonds.



THE OFFICERS of Crisfield, Md., Lodge celebrated the burning of their lodge's mortgage recently. Preparing to light the document were (from left) Est. Lect. Kt. Bernard Reese; ER James Tawes; Est. Loyal Kt. Tom Linton; Esq. Donald Turner; Chap. Leon Evans, and Est. Lead. Kt. Ward Linton.



ANOTHER \$1,000 CHECK was presented to St. Vincent College by Latrobe, Pa., Lodge. It was the seventh payment toward a \$10,000 pledge for the school's science center. Rt. Rev. Egbert Donovan (second from left) accepted the check from Secy, Alex J. Gareis, ER Edward Boehme, and Past Grand Est. Lect. Kt. James Ebersberger.



JAMESTOWN, North Dakota, Lodge supported a summer farm project sponsored by the city with a \$250 contribution to buy seeds. The purpose of the project was to provide summer jobs. Checking the soil for the planting crew were (from left) ER David Nething, Gloria Kraft of Project Concern, and Joanne Swenson.



STATE AND GRAND LODGE OFFICERS took part in the dedication ceremony for the new home of Hyannis, Mass., Elks. Leading the program were (seated, from left) Chairman Elmer Richards; PSP Joseph Brett; VP Alfred Fitzpatrick; PDD William McArdle; Grand Trustee W. Edward Wilson; ER Robert Glaser; DDGER E. Alfred Scotti; GL Youth Activities Committeeman James L. Colbert, and (standing) PDD Henry Buckley; PDD Jeremiah Reagan; SP Donald Podgurski; Est. Lect. Kt. Gerald Walters; PER Owen Needham; William Field; Est. Loyal Kt. A. Henderson; In. Gd. George Lloyd; ER-elect Lawrence Shanahan, and PDD Tobias Furtado.

LODGE NOTES

FLORISSANT, Mo. The local Missouri Community Betterment Association presented a citation to the lodge honoring the Elks for their recent campaign to display the flag on all holidays. More than 120 flags fly along the streets of the city on special days. The lodge has also established an extensive Heritage Corner display which is open to the public.

PATCHOGUE, N. Y. More than 180 trophies were presented to the members of the lodge-sponsored junior bowling league program during the 8th Annual Bowling Awards Night. DDGER John Quinn Jr.; ER Claude Robb; Co-chairman John Konrad; Donald Smith, bowling chairman; ER-elect Arthur Murphy; William Kellman, bowling coach, and Mrs. Joan Lura i of the Bowling Center, presented the awards to the 6- to 16-year-old bowlers.

BEATRICE, Neb. Senior PER Judge John W. Delehant died April 20, 1972. Of his many contributions to Elkdom, he nominated PGER H. L. Blackledge for that office at the San Francisco Convention in 1959.

REDWOOD CITY, Calif. Local residents attended the 16th Annual American Cancer Society dinner at the lodge recently. About 670 people were served and almost \$3,400 was contributed to the cancer fund. Brother and Mrs. Armand Amiot and Mrs. John C. Davis organized the event.

BOSTON, Mass. A "Boston rocker" was presented to GER E. Gene Fournace at a dinner in his honor at the lodge home sponsored by the state association. ER William Kallio of Gardner Lodge made the presentation in conjunction with his lodge's 50th anniversary.

WORCESTER, Mass. Dennis MacCallum won the lodge's sixth annual Elks Road Race. He finished the 2.3 mile course in 11:10. Laureen Conlin was the first female finisher, although she was far behind the other runners.

HAWTHORNE, N. J. Matthew Cornett took all honors in the lodge, district, and state Hoop-Shoot contests. The champion made 35 out of 35 shots in the state contest.

MILFORD, Conn. The lodge-sponsored football team won the Pop Warner championship in a competition held in Virginia. ER Frank Zielinski and Chairman Doug Murray proudly exhibited the trophy earned by the team.

ST. CHARLES, Mo. The lodge and Girl Scout Troop 269 combined their efforts in the local Loyalty Day parade. ER Leon Varvil drove a car that was given away at the annual family picnic. The scouts dressed as clowns and passed out balloons and candy along the parade.

HOLLYWOOD, Fla. PER Lewis Cote, acting as Grand Esteemed Lecturing Knight, proudly presented the jewels of that office to his son, Ronald Cote, at a recent installation of new officers.

SAN DIEGO, Calif. J. D. Smith, youth leadership chairman, presented savings bonds and certificates of recognition to the winners of the lodge's Youth Leadership contest. The first-place winners were Mirian Aftreth and David Packer; second-place winners were Nancy Taylor and Alan Aergarter.



PRESENTING A CHECK for \$1,800 to DDGER Howard Buckley (right), ER Joseph Tomala indicated that it was to be sent to the Newington Children's Hospital fund. Looking on was Chm. Dennis Murphy. The money was raised by Torrington, Conn., Lodge.



THE YOUNGEST EXALTED RULER in the history of Ketchikan, Alaska, Lodge was installed by his father. (From left) PER Al Wingren congratulated his son, ER James Wingren, 27, after the ceremony, while outgoing-ER W. Clark Stump was welcomed for the first time as a PER by his father, PER W. C. Stump.



ERROL MANN (center), star kicker for the Detroit Lions, was guest speaker at Ferndale, Mich., Lodge's Father and Son banquet. He was welcomed by ER William Ferrell (left) and Chm. James McDonald. Mann is a member of Wahpeton, N. D., Lodge.



THE FIFTH MEMBER in the 80-year history of Danville, Va., Lodge to receive an honorary life membership was PDD Benjamin P. Kushner, a 44-year member. Making the presentation was Secy. L. Armistead Womack (left), who was similarly honored in 1967.



KANSAS CITY CHIEF Jan Stenerud (third from left) was the guest of honor at Bismarck, N. D., Lodge's annual Father and Son banquet. Joining him were (from left) PER Edward Weimer, Youth Activities Chm. Terry Dennis, and ER Charles White. More than 500 persons attended the dinner.



CARNIVAL NIGHT was held recently at Boulder, Colo., Lodge to raise funds for the state major project, Elks Laradon Hall. Supervising the fun were (from left) ER Ray Trujillo and Chairman Russ Helgoth.



AMHERST, New Jersey, Lodge has seen a unique succession of members of the same family as its Exalted Rulers for three consecutive years. (From left) PER Don Schalk served during the 1970-1971 lodge year, followed by immediate PER Bob Schalk. The two are sons of PER George Schalk, who held the same office during 1969-1970.

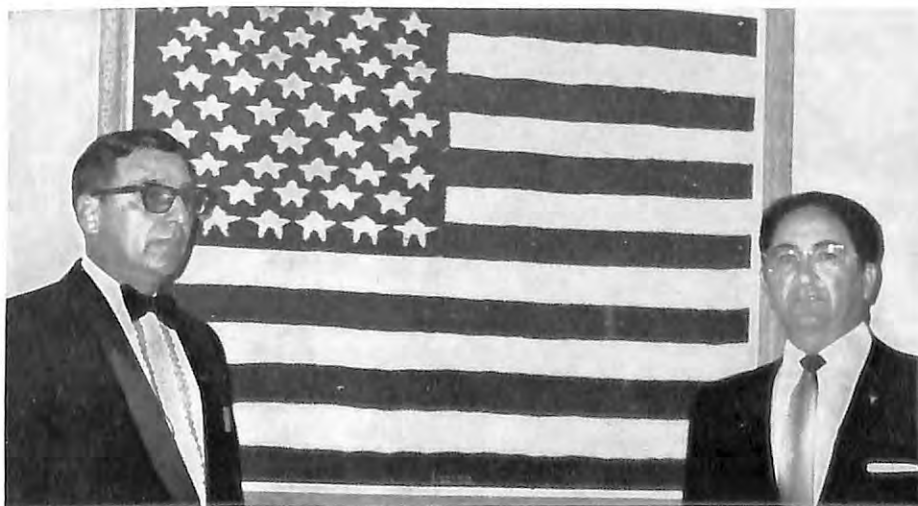


A BENEFIT BASKETBALL GAME was held recently at Jersey Shore, Pa., Lodge. Trustee Cal M. Young (left), a member since 1921, was captain of the alumni team and presented a check for the proceeds of the event to Cerebral Palsy Chm. George Reidel Jr. Other players included Charles Bullock, Howard Yohe, William Snyder, Louis Smith, Charles Crist, and Joseph Grieco.



AN OUTSTANDING SCHOLAR-ATHLETE is honored each year by Carteret, N. J., Lodge with the Charles F. Reidel Memorial Trophy. This year's winner was William Coughlin (second from left), who was congratulated by (from left) PER Ray Wizna, Est. Lead. Kt. John Haughn, and Joseph Comba, principal.

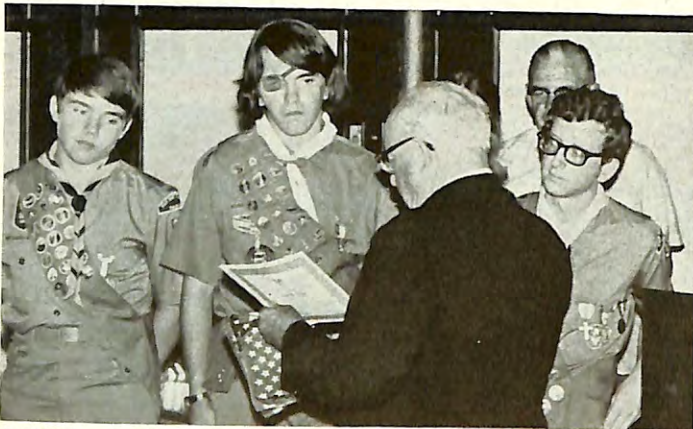
A HAND-WOVEN FLAG made by a Navajo Indian is now a treasured possession of Santa Fe, N. M., Lodge. PER Robert Budagher (right) donated the flag, which is the second of its kind ever made. ER Ike Alarid accepted the gift on behalf of the lodge.





STARTING HIS 33rd YEAR as Secretary of St. Joseph, Mich., Lodge is PER Robert L. Sturkin (center). PER Lamont Tufts (left) has installed him for 31 consecutive years, and ER Donald Yates offered his congratulations.

"SIGN UP YOUR SON" is a continuing program at Middletown, Pa., Lodge with a goal of recruiting the son of every member in the lodge. Two of the most recent initiates were John Morrison (standing, second from left), who was sponsored by his father, James (left), and Paul Dintiman, sponsored by his father, George (right). Joining them were (seated, from left) VP Carl Ferree, Brother Michael Nagurney, and ER Clarence Jefferies.



MANILA, Rizal, Lodge in the Philippines held an Eagle Scout award ceremony for members of Troop 351. Americanism Chm. Larry Moran presented certificates and flags to (from left) Kurt Baker, Charles Terry Jr., and Jere Wilder as the boys' parents and other troop members looked on.



BROTHER INSTALLED BROTHER at Ogdensburg, N. Y., Lodge recently for the first time in the lodge's history. PDD Lawrence E. Rapin (right) conducted the installation of his brother, ER James L. Rapin.

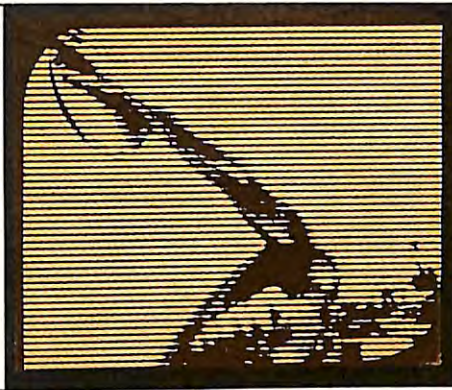
50-YEAR MEMBER Maxwell M. Fischler (right) of Hillside, N. J., Lodge was congratulated by ER Richard Tillou on his golden anniversary in Elksdom. Brother Fischler was the third Exalted Ruler of the lodge in 1935-1936.



(Continued on page 44)

SPORTS ACTION

by Don Bacue



SAVE THE OLYMPICS?

With the Summer Olympics unveiling soon at Munich, there are a few vexing questions for the U.S. Olympics Committee to answer—and each one of us, as well. Should the U.S. drop out of Olympic competition? If we continue to compete, where will the necessary funds come from?

As with most serious questions, there are many possible answers. Perhaps no one is right—perhaps each is. But before America makes a decision of such vast import, it's necessary to take a close, hard look at reality. A little background may add to our perspective.

The first recorded Olympics Game occurred in 776 B. C. on a plain near the Alpheus (now the Ruphia) River just outside Olympia in Greece. The entire affair consisted of a single footrace of about 200 yards. The Greeks were so impressed with the keen competition, they began dating their calendar according to "Olympiads," the four-year span between the celebrated events.



With the passing of the decades, the Olympic Games acquired a lofty position in the hearts of the Greek countrymen, eventually assuming religious as well as athletic significance. The Greeks, anxious to appease their multitudinous gods, erected temples and burned sacred flames year 'round within the Olympic enclosure.

From the start, the Games were restricted to amateur participants who trained rigorously year after year, preparing for their contests. But shades of 1972! Soon intense civic rivalry led

to gimmickery and professionalism, which began degrading the competition. Sound familiar? And when Caesar's Rome conquered Greece, the Olympic Games deteriorated even more as the Romans converted them to carnivals and circuses. Finally, Emperor Theodosius I halted the Games by decree in 394 A. D., over a thousand years after their founding.

The Olympic Games resumed in Athens in 1896, the result of the devotion of French educator Baron Pierre de Coubertin, who believed wholeheartedly in the axim even then, sound body, sound mind.

But today the Olympics are besieged by a plague of problems. International politics often attempt to sway such decisions as which country hosts what events where. And only the tempered-in-the-fire patience of the Organizing Committee enables the Olympics to secure competent, impartial judges and coordinators—most of the time. Yet add to international politics the eternally vexing question of who defines amateurism (and where does the "professional" line fall?), as well as skyrocketing costs for training, transportation, food, lodging, etc., and you can easily see why the U. S. is seriously considering bidding the centuries-old competition Auf Wiedersehn! once and for all.

But the most important question of all is this: Are the Olympics more time, trouble, and expense than they're worth? If you ask the participants, you'll get a resounding NO! But in America, the participants don't pay the bills. Private donors do; and the sad but simple fact is, the donations aren't keeping pace with the spiralling rate of inflation: so the problem multiplies.

Are the Olympics worth saving? Perhaps a glance at some of our country's sports superstars who got their big break in international competition will provide a clue. There's Archie Williams, Jesse Owens, Johnny Weismuller
(Continued on page 28)

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Miracle Power (Continued from page 13)

magmatic—having been trapped early in the formation of the earth. But the bulk (95 per cent, according to Donald E. White of the U.S. Geological Survey) results from surface water seeping downward through permeable rocks until it encounters the magma.

Geologists tell us that there is little likelihood of the earth's losing its heat—even if we make extensive use of steam and hot water for electric power. Decay of radioactive traces is still taking place in the rocks of the earth, creating a self-fueling oven that will continue to produce heat for millions of years in the future.

P.G.&E.'s installation at The Geysers, therefore, is being carefully observed by scientists, engineers, business executives and governmental officials around the world. It serves as a case history

for the problems and victories in the development of geothermal power.

The Geysers were discovered by William Bell Elliott in 1847 when he was bear hunting. "It looks like the gates of hell," was his reaction. For three-quarters of a century the hissing steam plumes were merely a tourist attraction. A resort hotel was built beside Big Sulphur Creek and stagecoaches transported to The Geysers such well-known individuals as President U.S. Grant, President Theodore Roosevelt, Senator William Jennings Bryan, newspaper publisher Horace Greeley, and Italian patriot Giuseppe Garibaldi.

"As an awe-inspiring spectacle, The Geysers rivaled Yosemite," said Zagar, who has studied the history of the surrounding area.

In 1922, a group of businessmen

known as The Geysers Development Company set about to tap the underground power in the area. Drillers sank wells and produced steam. But the pipings and turbines at that time simply couldn't withstand the corrosive and abrasive effects of natural steam and the impurities it contained. Hydroelectric power sites were still available in northern California and it was cheaper to generate electricity by means of falling water. The project was abandoned in the late 1920s.

Then in 1956, the Magma Power Company and the Thermal Power Company, working together, once more began to drill. By this time considerable progress had been achieved in developing stainless steel alloys that could withstand corrosion. Furthermore, geothermal power could be produced competitively.

P.G.&E., therefore, contracted to build a generating plant and buy steam from the Magma-Thermal wells. First electricity was produced at The Geysers in 1960, and today four generating units produce 82,000 kilowatts. Two other units are under construction and two more are planned. P.G.&E.'s total commitment is \$35,000,000 for 302,000 kilowatts of natural steam power. Some 80 wells have been drilled in the canyon waiting future development.

P.G.&E.'s conventional electric plants produce power at a cost of about 5 mills per kilowatt hour. Present units at The Geysers produce it at a cost of around 5.7 mills, and the more efficient newer units are expected to drop the price to about 4 mills.

Although P.G.&E. has placed its bets on nuclear power at the moment, it regards geothermal power as important and plans to tap as much of it as possible.

Drilling a steam well can be dangerous as well as difficult. When The Monster was tapped, it erupted with such fury that scalded workmen were sure they had drilled into a live volcano. To cool it off, they pumped water from Big Sulphur Creek until it ran dry—then tried a concrete plug, but without success. Even though another well has been drilled nearby, The Monster continues to roar and shake with undiminished power.

But drilling is only half the problem. Building generators that will work properly is the other half. Albert W. Bruce, former supervising mechanical engineer of P.G.&E., lists three major difficulties:

First, some of the gases found in underground steam are highly corrosive to metals. To protect against their bite, stainless steel and carbon steel are used in pipes and machinery, and concrete surfaces are covered with an

(Continued on page 28)

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Twentieth Century Gaslight

Where Thomas Edison toiled beneath the flickering lanterns and W. C. Fields made a splash of a different sort.



by Jerry Hulse

ATLANTIC CITY is not a simple essay. She's been called the Queen of Seashore Resorts, America's Convention City, the Nation's No. 1 Host, the Hometown of the Easter Parade—and there've been unkind epithets as well. Anyone who knows Bert Parks is familiar with Atlantic City's annual beauty parade—a parade staged inside the world's biggest convention hall. Parks puffs up, singing the words as if it were a spiritual: "There she is, M-i-s-sss America!" As a result, television audiences across America are reintroduced to Atlantic City year after year. What they don't get to see, though, are her amusement piers, her excellent restaurants, ice skating rinks (yes, even in summertime), row-on-row of smart boutiques and, of course, her famous Boardwalk. Soon Elks and their ladies will join the summertime parade,

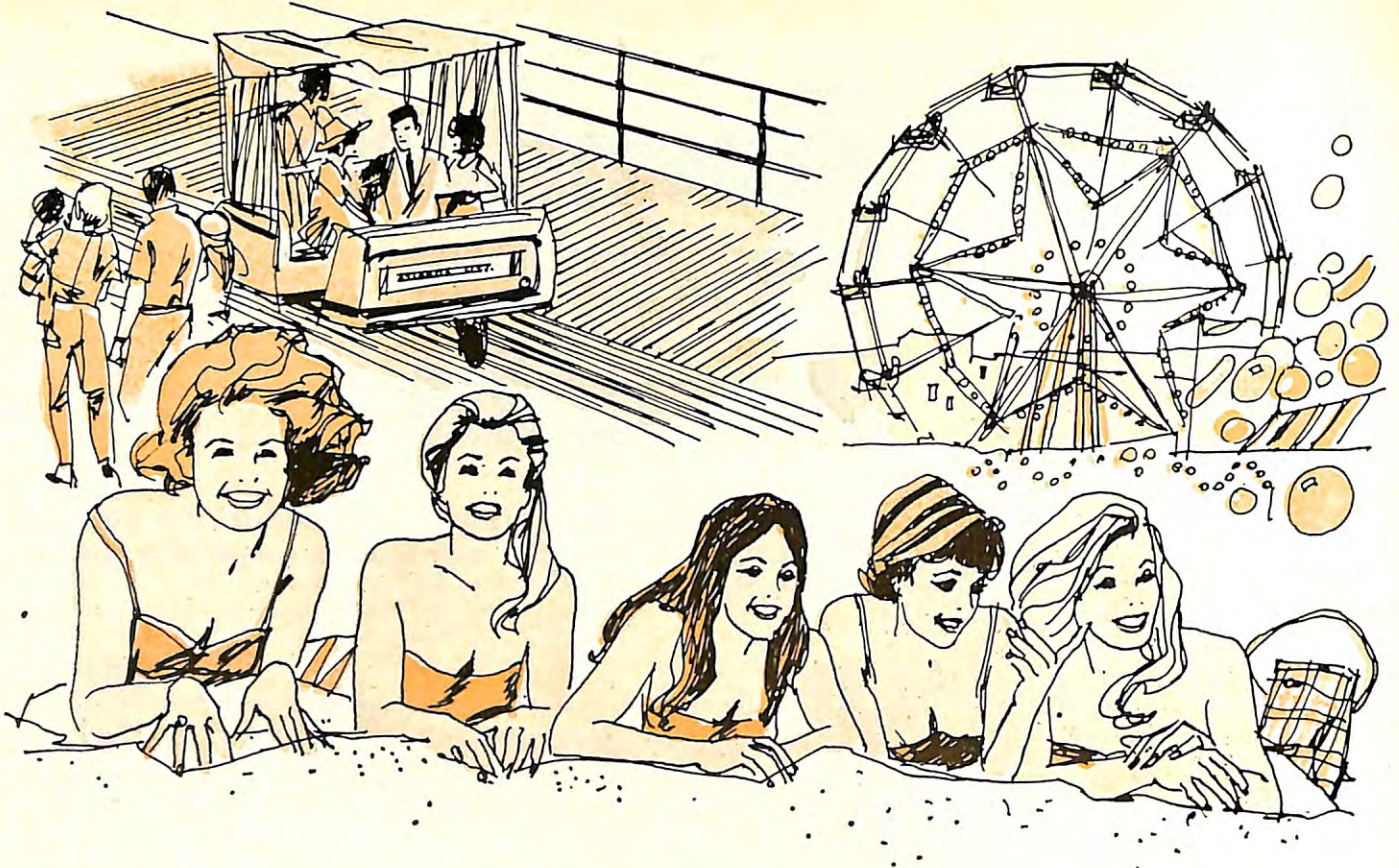
singing those familiar lyrics: "On the Boardwalk in Atlantic City . . ."

What is there to tell about the 1972 convention city? More appropriately, where does one begin? Atlantic City is known for dozens of firsts: the first ferris wheel (1869), the first amusement pier built over water (1882), the first air-conditioned theater (1896), the first commercial flying field (1919). The list goes on and on. Thomas Edison synchronized the first movie here, and Atlantic City was the takeoff point for the first transoceanic flight (never mind that it was aborted).

The New Jersey resort makes other noises about the world's biggest organ as well as the world's biggest resort hotel—one with which soon you will become familiar, for it's your convention hotel: the Chalfonte-Haddon. Along with the Holiday Inn it will share honors as co-convention hotel. The Chalfonte-Haddon contains 1,000

rooms and dozens of attractions. As for Elks who make the pilgrimage to New Jersey, they will be following in the footsteps of millions of conventioners and vacationers who've been visiting Atlantic City since before the turn of the century. In an oceanfront hotel not far from where you'll be staying, Edna Ferber wrote *Ice Palace*; and Thornton Wilder penned several of his plays in Atlantic City. The huge beach resort attracts both young and old. If this is your first visit you'll be staggered by its immensity. Atlantic City is a summer place of carefree days and heaps of hot dogs, sunbathing beauties, miles of cotton candy, chair rides along the Boardwalk and dozens of salt water taffy stands for which the town is famous.

I arrived last spring on a particularly sunny day to preview the city you've chosen as your convention site (nearly every convention of consequence has



been held at least once in Atlantic City, including the Democratic Convention which nominated President Johnson in 1964). First, though, about your convention hotel, the Chalfonte-Haddon: Only one word is appropriate in describing it—spectacular. It is a maze of lobbies and public rooms, bars and restaurants; it houses a salt water pool, game rooms and health clubs. I felt like an adventurous Tom Sawyer, wandering through its hallways, riding elevators from floor to floor and watching bellmen hustling luggage from the grand entrance into the lobby (excuse me, I mean *lobbies*). And then there is the Claridge, the tallest building on the Boardwalk. Next door the bathroom taps at the Marlborough-Blenheim gush with hot and cold running ocean water. With more than 500 hotels and motels, Atlantic City provides 32,000 guest rooms for an estimated 20 million yearly visitors.

The resort is a brimful of attractions. One of the best buys is a one-ticket admission to Steel Pier, the clanging amusement zone featuring live entertainment, stage shows, movies, a water circus, games, a diving bell and top name bands playing the sort of danceable music you, too, may recall with a certain nostalgia.

Years ago, W. C. Fields made his show business debut at Atlantic City, performing for unsuspecting crowds along the beach as a "drowning man." It was a promotional stunt produced by a local innkeeper to fill his bar. Fields, who was paid off in drinks,

would swim out to sea and cry for help. Life guards—(they were also employed by the innkeeper)—would carry the actor back to the tap room. As Fields recovered he would find himself surrounded by crowds that followed him into the saloon. Each day the performance was repeated while everyone bought drinks to celebrate the rescue.

Atlantic City has been a giant in the resort field for more than a century, basking in a reputation as a good time town for millions of vacationers and conventioners. As host to both rich and poor, it lists rooms for \$3 and \$4 a day as well as suites for \$175 a day.

Dozens of hotels face the five-and-a-half mile Boardwalk, the fifth in 102 years. The first Boardwalk was replaced after 10 years; a second was hit by a northeaster which carried it to sea in splinters, and the fourth withstood all elements until 1896 when it was replaced by the present Boardwalk. Millions have strolled along its planks, beginning with the gaslight era and continuing into the space age. Only this year the Boardwalk got a \$1.2 million facelift as workmen redecked a two-mile stretch.

After the Boardwalk and the Miss America Beauty Pageant, Atlantic City is world famous for its Convention Hall. Its hugeness is overwhelming. The largest building of its kind in the world, it is capable of accommodating more than 60,000 persons at a single seating. Its stage is equally impressive, providing space for another 2,000 guests. Built in

1928 at a cost of \$15 million, Convention Hall signalled the birth of Atlantic City as America's major convention resort. In 1970 a new West Wing was added, raising the figure another \$12 million. During slack periods, the hall is used for football games, hockey, circuses and rodeos, all of this illustrating its mammoth size. Visitors are startled to discover the absence of columns in the main auditorium. Instead, the roof is supported by the world's largest trusses. To get an idea of the auditorium's size, the longest home run ever hit in baseball history would fail to reach end-to-end. During summertime the Ice Capades is produced in the East Hall's immense rink; there are auto shows, trade fairs and dozens of other events. Still its best known attraction is the Miss America Beauty Pageant. It began nearly 51 years ago, long before TV brought it into the living rooms of millions of homes. The pageant is repeated each September with the arrival of dozens of America's most beautiful girls. On opening day they parade along the Boardwalk before a quarter of a million swooning males and admiring females.

From a humble beginning, the contest has grown into a \$3 million production, including the \$1 million television spectacular featuring the crowning of the new Miss America, a show which begins days earlier with thunder rolling from the Convention Hall's famed organ. By far the largest and most powerful organ ever built, the instrument contains 137,000 miles of

wiring and 225,000 board feet of lumber. A complete tour of the instrument—you go strolling inside!—involves something over four hours.

Atlantic City affects people differently. Some are content to use it as a summer place, with no ties beyond these golden months between June and September. Others become addicted to the excitement generated by its myriad amusements. One woman, Miss Bessie Cohen, of Philadelphia, first visited Atlantic City in 1928, patronizing the old Ambassador Hotel. Other guests included Gen. John J. Pershing and Warren G. Harding. Paul Whiteman played for their dancing and Enrico Caruso sang to guests, and Miss Bessie Cohen, a vacationing bookkeeper, vowed some day she'd own the hotel—a rather ambitious pledge for one who could afford only \$1 for a dip in the pool. A couple of years ago, with money saved after 40 years of buying and selling real estate, she returned, keeping the promise she'd made to herself. With the hotel up for auction, she was the successful bidder, paying \$2 million in cash.

Don't get the idea that Atlantic City remains the glamorous queen she once was. Exciting, yes, but like Waikiki and Miami and dozens of other convention resorts she's grown huge and brash. Over the last century her features have changed. From a relaxful, secluded seaside community, Atlantic City has become a MAJOR entertainment capital for both conventioneer and vacationer. The Boardwalk is lined with ice cream parlors, shooting galleries, fashionable shops, hot dog stands, water sports shows, fun houses—and mile upon mile of wide sandy beach for which it became famous in the first place. Here are just a few examples of the attractions you will discover:

—Mme. Tussaud's Wax Museum: more than 100 historical and contemporary figures in 38 tableaux—including the Chamber of Horrors.

—Garden Pier Art Center: dozens of canvases, water-colors and other works by local artists using the sea and the green New Jersey hills as their subjects.

—Atlantic City State Marina: a man-made, sheltered harbor containing 400 docking berths, plus bait and supply shops for the fishermen (Atlantic City offers both surf and deep sea fishing: striped bass, kingfish, flounder, croaker, bonito and tuna).

—Ocean World: This marine park,

next door to Steel Pier, features performing porpoises, seals, sea lions and penguins as well as aquariums swimming with exotic fish.

—Absecon Lighthouse: Once it warned ships of dangerous reefs; now it stands landlocked in the city's park. Built in 1857, the blue and white tower is one of the city's best known landmarks.

—A second well-known landmark is the Sky Tower, a needle-like observation column that allows visitors a spectacular panorama of Atlantic City from its 330-foot nest.

—National Wildlife Refuge: Here are 15,122 acres with nearly 300 species of wild life. The refuge is open seven days a week (11 miles from Atlantic City off Rt. 9).

—Christmas City: the children will enjoy a tour of this land of the "365-day Christmas." (Next to Atlantic City Race Course).

—Historic Smithville: an entire colonial village exists in a 19th century setting with an authentic grist mill, cranberry mill, bakery, candlemakers, boot makers, inns and a chapel where weddings are still performed.

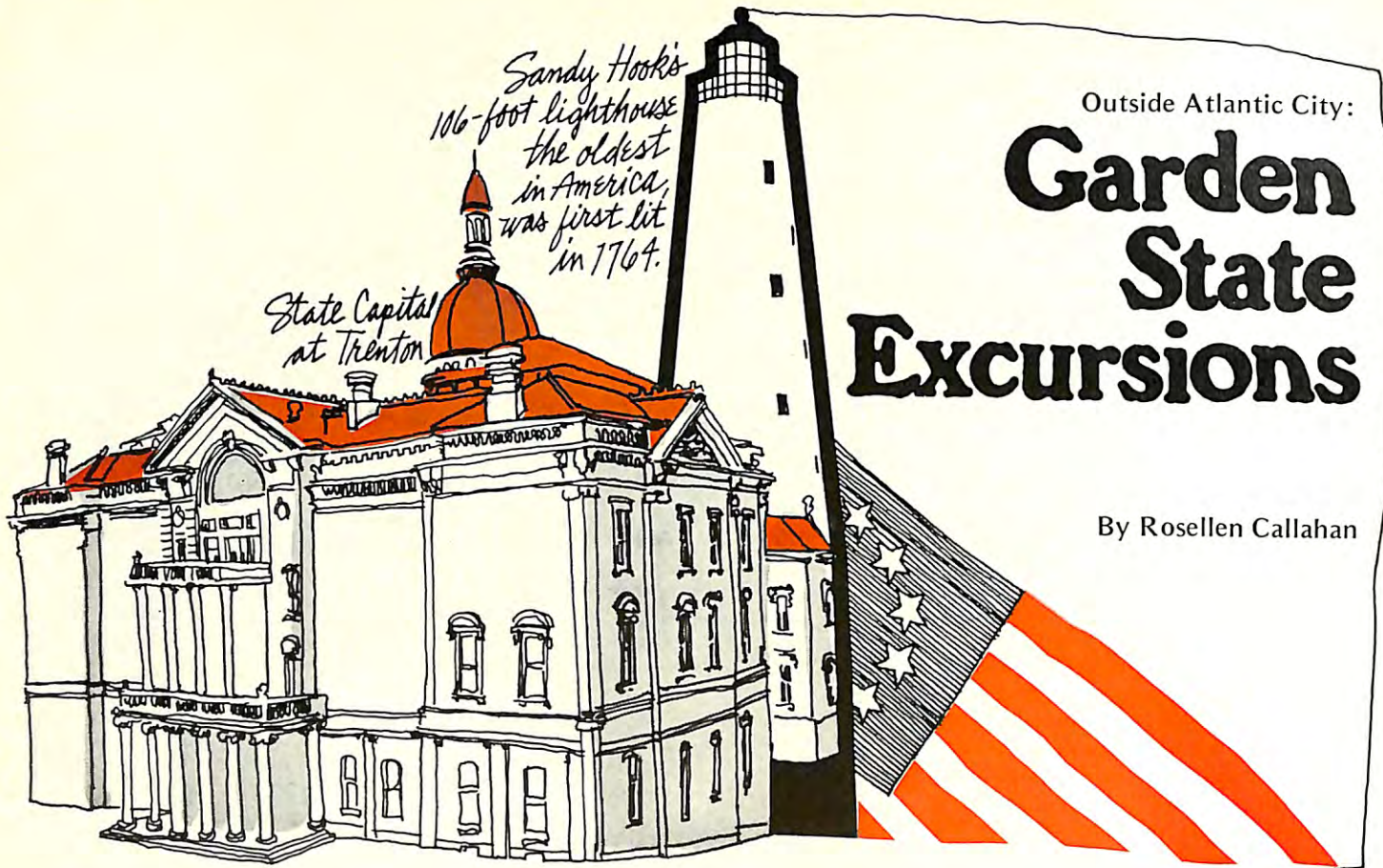
—Tennis: Convention Hall is the site of the nation's largest indoor tennis courts, all newly completed. A dozen courts are in operation between 9 a.m. and 10 p.m. Cost is \$2 an hour.

—Golf: Atlantic City offers eight courses—four public and four private. (For details concerning greens fees, as well as answers to other questions about Atlantic City, inquire at the Convention Bureau, 16 Central Pier, Atlantic City, N. J.).

As for dining, there are dozens of fine restaurants. Hackney's features "purified lobster" while Capt. Starn's serves clams, crabs, oysters and lobsters. Neptune Inn occupies a former bank (the booze is stored in the original vault); Alfred's Villa serves guests in seven distinct dining rooms (highly recommended). Prime rib and lobster are specialties at Zaberers, and Dock's Oyster House has been serving seafood since 1897. The Flying Dutchman serves steaks, chops and seafood, and proprietors of the Venice prepare Italian dishes in an old world atmosphere. Others: the Strand, Kents, the Tuckahoe Inn and Lido Village—both a short drive outside the city.

There is much more to discover, which Elks will learn when they visit the New Jersey resort—on the Boardwalk in Atlantic City...





Outside Atlantic City:

Garden State Excursions

By Rosellen Callahan

NEW JERSEY is small. Forty-sixth in size of the fifty states. Yet it offers a diversity of travel experiences which far exceeds its size. Here there are dense forests where black bear and wildcats prowl, secluded streams teeming with willing trout, pastoral scenes which have changed little since the first Dutch settlers moved in on the Lenni Lenape Indians. There are villages with inviting names of Harmony, Tranquility, Loveladies and—it would follow—Double Trouble.

Many of the historic sites of our nation's earliest days are within a short driving distance of Atlantic City. There are the mansions of early German and Dutch ironmasters who supplied George Washington with cannon during the Revolutionary War. There are Victorian towns where descendants of the Mayflower live in valentine lace trimmed houses. There are vast sanctuaries for waterfowl along this route of the Atlantic flyway. Also horse racing, summer theaters, rodeos, fairs and festivals.

Southern New Jersey's attractions can be seen on half-day and full-day trips during and after the convention in Atlantic City. To cover the whole state—166 miles as the crow flies from the tip of Cape May in the south, to High Point at the top of New Jersey—allow at least a week. For help in planning scenic and historic tours, write to the

New Jersey Department of Conservation and Economic Development, 520 East State Street, Trenton, New Jersey. 08609.

Brigantine National Wildlife Refuge, across the bay from Atlantic City, is 19,000 acres of tranquility. This cord-grass-saltgrass tidal marsh attracts the brant, black duck, Canadian geese and a variety of some 250 species including the rarely seen Black-legged Kittiwake, Long-tailed Jaeger and Red Phalarope.

The refuge is an 11-mile drive from Atlantic City, via Route 9. Headquarters are less than one mile east of the village of Oceanville. There is a one-dollar charge per car, which includes a leaflet showing the 14 viewing stops and describing the birds and wildlife to be seen at various times of the year along the 8-mile route.

A shopper's delight is the historic Towne of Smithville, on Route 9 between Absecon and Oceanville. The town is a collection of 30-odd 18th century structures moved from various parts of the state to create a living museum of early Americana. A 175-year-old grist mill grinds grain whenever a local miller can be induced to display his talents. The Levi Hand general store exhibits a collection of antique glassware, utensils and furnishings from New Jersey's earliest days.

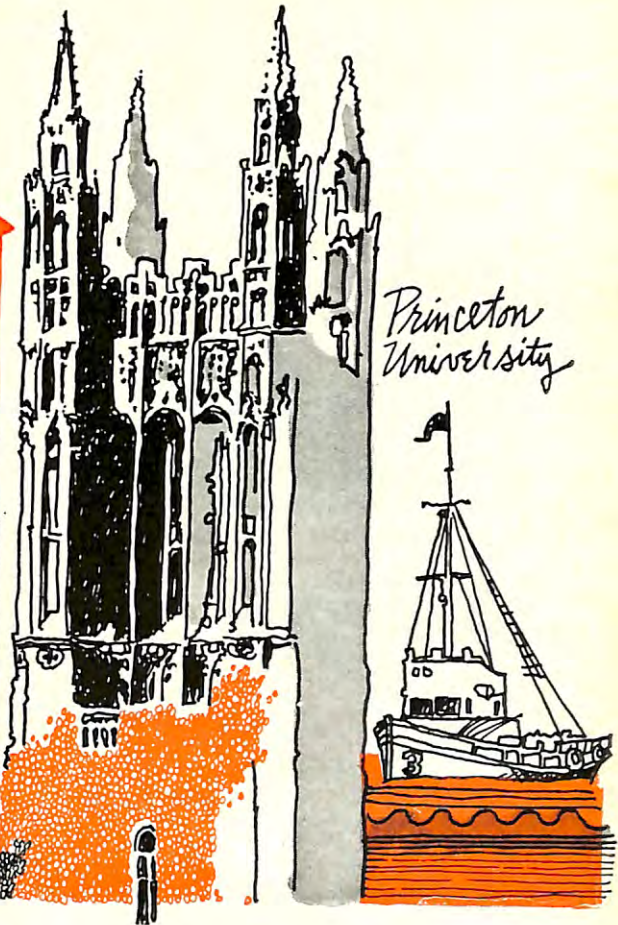
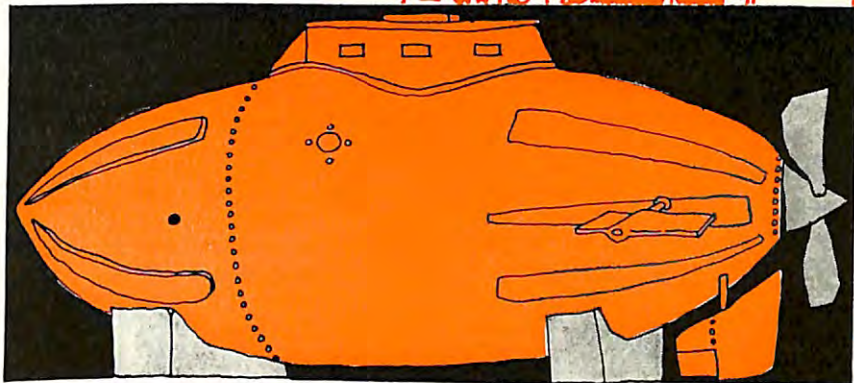
Biggest attractions are the gift shops housed in vintage cottages. There is a

Christmas Shop which sells elaborate Yuletide decorations the year-round. The Sweet Shop features penny candies and hand-dipped chocolates. Another shop sells bayberry candles and hard rolled balls of lemon, lilac, magnolia and strawberry-scented soap. Restaurants range from the little Posset Shop which serves light snacks to the large Lantern Light and Quail Hill restaurants which feature such southern New Jersey fare as country sausage and apple fritters, oyster stew, deviled crabs, plus fine 20th century specialties.

New Jersey has many restored Early American villages. Batsto, reached via the Atlantic City Expressway and Route 542, is a living history lesson of our 18th century life style. Hidden in a piney wilderness, it was one of George Washington's major arsenals during the Revolutionary War. It was here cannon and shot were turned out for the battle of Valley Forge. This thriving community of a thousand people who worked in the gristmill, sawmill, glass works, brick yard and forge became a deserted village in the late 1800's when a fire destroyed half its industries.

The iron master's great mansion, the workers cottages and artisans sheds were left to decay for a half century, until it was rescued by the state and restored. Today Batsto is humming with 18th century activities. In one building the spinning wheel lady demon-

*The first
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on display in Paterson, N.J.*



strates weaving and sells her rugs and shawls. On weekends a miller and blacksmith work at their trades. There is a guided tour (\$1.00) of the mansion, which is furnished with Americana treasures, and a stage coach trip (35-cents) around the village.

Cape May, at the southern tip of the state, is famous for its lacy valentine-like Victorian houses. It's said that Cape May has more Mayflower descendants than Plymouth, Massachusetts. Before the Civil War southern plantation owners, northern socialites, President Lincoln and other famous people vacationed here. Cape May has retained much of its 19th century charm, and its museum displays memorabilia of the Cape's early days. The Garden State Parkway is the quickest route from Atlantic City to Cape May. But if you like to browse, detour along the way to visit the bird sanctuary and "Lucy" the house-size elephant in Margate, and Wildwood's shop-lined boardwalk.

Salem, a 70-mile drive directly across the state from Atlantic City, is studded with historic sites. Before starting on a walking tour of this Quaker settlement, stop at the Salem County Historical Society at 79-83 Market Street. Their headquarters is a circa 1721 house which is both office and museum. They will tell you where the town's most interesting sites are to be found. Among

them is the 500-year-old Salem Oak. It was in the shade of this tree John Fenwick, a Quaker from England, made peace with the Indians and founded Salem in 1675. Next to the Oak is the Friends Meeting House, which dates from 1772. Salem's oldest house, at 1 Johnson Street, was built in 1687 but certainly doesn't look its age. A few miles south of Salem is the fancy brickwork Hancock House. While the house has been turned into a memorial museum to American Revolution patriots, it is the monogrammed zig-zag patterned brickwork on its side wall which most interests tourists. It is a technique typical of the area and now a lost art.

Salem and the surrounding countryside has kept its early rural character. Driving across the state from Atlantic City, via Route 40 to Woodstown and Route 45 to Salem, you'll pass miles and miles of vegetable and fruit farms.

Woodstown is headquarters for the Cowtown Wild West Show and Rodeo. This is no amateur exercise by dudes. Some of the country's best professional riders compete in the bareback bronc riding, calf roping, steer wrestling and Brahma bull riding. The rodeo is run by Howard Harris III, who claims to be the only Easterner to become the National Intercollegiate Rodeo Association Champion. Cowtown also has cow and horse auctions, plus a farmers' flea market of foodstuffs, furniture and

antiques. For the schedule of rodeos, write to Howard Harris, Cowtown, N.J. You won't find the name on any map, but the Post Office delivers mail to Cowtown and anyone in Woodstown can direct you to it.

These have been one-day trips out of Atlantic City. If time permits an extra day or two of exploring, here are other rewarding travel experiences:

Washington Crossing State Park, on river Route 29 north of Trenton, marks the place Washington made his Christmas night crossing of the Delaware and marched on Trenton to surprise British and Hessian soldiers deep in their wassail cups. Visit the Memorial Building, where Emanuel Leutze's famous painting *Washington Crossing The Delaware* is displayed. If you're in the mood for a picnic the park has outdoor fireplaces, tables and benches.

Lambertville, a few miles north of Washington Crossing, introduced to the entertainment world the summer Music Circus tent shows. Just across the way, on the Pennsylvania side of the river is New Hope, a famous artists' colony and summer headquarters for many literary and theatrical people who produce plays for the Bucks County Playhouse. Fine restaurants overlook the Old Delaware Canal, and the town's streets are lined with antique shops, art galleries and boutiques. ■

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Miracle Power

(Continued from page 22)

epoxy paint. Copper wire and instru-
ments, highly subject to corrosion, are
replaced by aluminum.

Second, rock dust comes roaring out
of the ground mixed with the steam.
This foreign element must be "whirled"
out and valves and shafts lubricated
with an oil circulating system.

Third, excess water, resulting from
the condensation of steam, is pumped
back into the earth so it can produce
more steam.

In the early days at The Geysers,
drillers located likely steam wells by
observing where the winter snow
melted first. But today's methods are
more scientific, including infrared
photography, geochemical analysis of
the soil, measuring the earth's electrical
conductivity, and plotting micro-earth-
quakes—all of which indicate heat not far
below.

A total of 14 geothermal sites have
been drilled in California, Oregon and
Nevada. Other promising areas have
been located in Alaska and Hawaii. In
addition to P.G.&E.'s installation at The
Geysers, greatest activity has taken
place at three other sites:

• *Beowawe, Nevada*—located in the
north-central part of the state between
Battle Mountain and Elko. Here, the
Sierra Pacific Company is planning to
install a 5,000 kilowatt generating unit.

• *Casa Diablo Hot Spring, California*
—in the Mammoth Mountain area 42
miles north of Bishop. The Southern
California Edison Company has a con-
tract with the Geothermal Energy Cor-
poration to buy power for a 15,000
kilowatt unit.

• *Niland, California*—in the Imperial
Valley near the Salton Sea. The South-
ern California Edison Company has in-
vested in a number of exploratory wells
—one of which has been drilled to a
depth of 8,500 feet. Hot underground
water in this area is reported to con-

tain 33 per cent dissolved solids—which
makes it a source of sodium and po-
tassium chloride and possibly a source
of power as well.

Dr. Robert Rex, professor of geology
at the University of California, River-
side, is especially enthusiastic about the
geothermal possibilities in the Imperial
Valley of California and the Mexicali
Valley in Mexico.

"Our preliminary research indicates
there is sufficient heat welling up from
the earth's interior and enough avail-
able water that if tapped could re-
structure the industrial and domestic
economy of the southwestern United
States and northwestern Mexico," he
said.

"What we have here—waiting for
someone to come along and develop it
—is a power source that could produce
15 times as much electricity as the
Hoover Dam working at peak capaci-
ty," Dr. Rex said.

At present, total kilowatts produced
by the world's several geothermal elec-
trical plants is only 1,000,000—about
the same as a single new Con Edison
steam generator in Manhattan. But at
a time when the world can see the
limits of oil, coal, gas, hydroelectric
and nuclear sources, geothermal power
looms on the horizon as a new and
practically unlimited source of energy.

Dr. Tsai Meidav, an associate of Dr.
Rex at the University of California, Riv-
erside, has been investigating geo-
thermal possibilities in the rift valleys
of the Middle East and Africa. The Jordan
River valley—between Israel and
Jordan—could be developed, he thinks,
to produce electric power and desalted
sea water for an area sadly lacking
both.

Here, then, is still another dimension
to the future of geothermal power—and
perhaps the most important. Cheap,
abundant power from nature's tea-
kettles for desalting sea water and mak-
ing the deserts bloom could be a
mighty force for world peace. ■

SportsAction

(Continued from page 21)

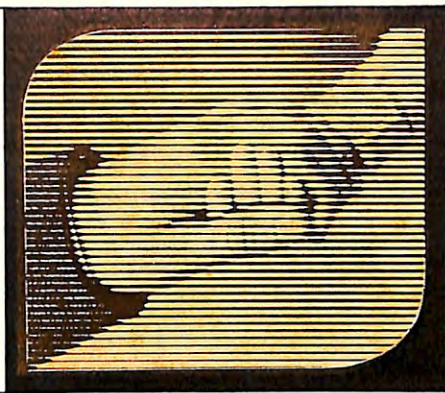
ler, Sonja Heinne, Floyd Patterson, Mo-
hammad Ali, Joe Frazier (current World
Heavyweight Boxing Champion), and
Jim Ryun, who competed in such
sports as track and field, swimming,
and boxing, as well as others in skiing,
diving, pole vaulting, basketball (with
more former Olympic participants in
the NBA than I could list in six col-
umns), hockey, riding, canoeing, shoot-
ing, weightlifting, wrestling, yachting,
bobsledding, and on and on into in-
finity.

You're not convinced the U. S.
should continue her participation in
the Olympics? Then you'd might as

well turn the page; there's nothing I
can say to change your mind. But if
you believe like many Americans do
—like the kids, themselves, who com-
pete in them do—that athletic com-
petition on an international scale is
good for the participants, good for the
viewers, good for America and world
peace, too, maybe you'll want to write
the U. S. Olympics Committee for more
information. Maybe donations aren't
the only answer. Today there are
bonds for ball parks, sewer systems,
and practically everything else you can
think of. Is our participation in the
Olympics important enough to qualify
as "everything else"? That's a ques-
tion only we can answer. Let's think
about it. ■

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A check for \$1,000 was presented to the Elks National Foundation by the bowlers at the opening of the 52nd annual Elks National Bowling Tournament at Fort Wayne, Ind. Dr. Frank L. Magenheim (left), national bowling president, presented the check to GER E. Gene Fournace. With them were PGER Glenn L. Miller and Richard F. Sutton, tournament manager and secretary from Battle Creek, Mich.

Royal Oaks, Mich., Lodge members generously donated to the Foundation so the lodge would reach its goal of 100 new Foundation members for the year. (From left) ER Welton Davis, PDD Dow Tunis, and PER William Robertson, Foundation chairman, were among the contributors.



Toledo, Ohio, Lodge presented a \$100 check to the Elks National Foundation during the opening ceremony of the State Bowling Tournament held in Toledo. SP Clyde Raker (left) accepted the gift presented by PER Irwin Cohen, lodge bowling chairman.

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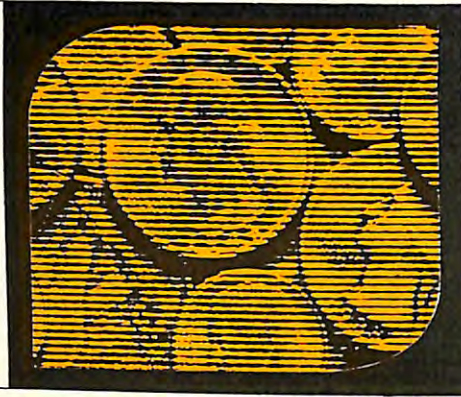


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IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



On May 2, William G. Mashaw, managing director of the National Retail Hardware Association, made some grim statements to the U.S. Senate Subcommittee on Government Regulations, which was holding a hearing in Chicago that day. Mashaw told the subcommittee, whose chairman is Sen. Thomas McIntyre of New Hampshire, that hundreds of small retailers are being forced out of business because of the costs of the paperwork imposed on them by federal, state, and local government agencies.

At that same hearing, Raymond Hollis, chairman of the Illinois Manufacturers Association, displayed a set of 63 different tax forms which the state of Illinois and various Illinois local governments require many small businesses in that state to complete. This is of course in addition to the paperwork required by federal tax laws and regulations.

The American system of government is the most complicated in the world. Besides the staggeringly huge and complex federal government and the ever-expanding state governments, there is the monstrous tangle of tens of thousands of local governments of a variety of types. These local governments have in recent years either acquired greatly increased taxing and regulatory powers or started making much broader use of those they already possessed. To make things still worse for the businessman, both the taxing and the regulatory policies and practices of the local governments are full of confusion.

Mr. Mashaw suggested to the Senate subcommittee that there be set up, and be operated by the Small Business Administration, a national network of informational centers which would help small businessmen cope with the mind-boggling complexities of governmentally imposed paperwork.

Admittedly the small retail merchant is in a particularly bad position with respect to that paperwork problem. But many other small businesses have not

only that but other serious paperwork problems as well.

The general situation is bad and it's likely to get steadily worse. One big reason is inflation. The same physical amount of paperwork, handled by the same methods, is likely to cost you considerably more in a couple of years than it costs you today. And there are other trends that are expanding the paperwork problem. The consumerism movement is likely to make it necessary for many small businesses to maintain, on a scale that didn't exist even in very large companies a generation ago, a variety of records relating to the quality of products and services. Public-policy trends about employment practices are another source of increased paperwork. And so is the rapidly growing demand for services in the American economy.

A Cautionary Example

In 1968 there occurred the outstanding example of how very serious the paperwork problem can be not merely for individual firms but for a whole industry! The industry affected was of course the stock-brokerage industry. At one stage in the chaos of that industry that year, the level of securities-delivery "fails" soared to what **Business Week** later called "the incredible total of \$4.1 billion." And in April of last year the situation was again getting so bad that the SEC called representatives of the exchanges and dealers to an urgent conference in Washington.

What can you do to protect **your** business against the danger of being "papered under"? A detailed answer would of course depend on the type and size of your particular business, so we'll just mention some general points to consider.

Make an Analysis

As we're using it here, the term "paperwork" includes all uses of paper in your business for information-handling, record-keeping, or communication purposes. The paperwork you have to handle to meet federal, state, and

local governmental requirements may cause you the most annoyance, but it could be that inefficiencies in the other areas of your paperwork are, in total, costing you more. In any case, those areas of your paperwork are much more under your control than is the government-imposed load.

How efficient are your present paperwork operations? You can't know until you've made an analysis of them and of the costs they represent—time costs, materials costs, and any other costs that may be involved.

Be guided by common sense in undertaking such an analysis. You haven't the resources and experience which big insurance companies and large banks can bring to such a task in their own cases. Don't try to make too refined an analysis. You're likely to find that making even a roughly accurate one isn't easy.

In planning your analysis, you'd probably be wise to talk to your accountant. He can't be expected to be expertly knowledgeable in all areas of office systems and procedures, but he'll probably know quite a lot about those that fall into or are closely related to the broad category of "accounting procedures" (the bookkeeping-systems side of accounting, as opposed to the accounting-theory side). Also, your accountant may well have more objectivity about the costs-and-profits aspects of some of your operations than you yourself do.

Some Remedial Measures

In many large companies, one major guiding policy for reducing paperwork is this: "See first of all if a particular paperwork operation can simply be eliminated. If it can't be, then see if it can be economically automated." Neither of these measures is very practicable for the very small retailer. But both of them can be profitably applied in many small businesses.

The vendors of office systems, equipment, and supplies usually are quite knowledgeable about the paperwork problem and some of them can be quite helpful. But of course their main objective is to make sales—they're not in the consulting profession. Don't rush prematurely into any purchases or other commitments, whether large or small. First determine carefully your actual present needs and your probable future needs. It's wasteful to install an expensive and elaborate machine system to solve a paperwork problem that could actually have been solved satisfactorily with the aid of simple forms, some rubber stamps, and a few other inexpensive and homey resources. But of course it's also wasteful to fail to use elaborate and sophisticated systems and equipment when they're really justified. ■

hot

STUFF



IT IS NO DISGRACE to be conned or taken in once; nor is it any shame, perhaps, the second time. All of us, because of what may be an inborn desire to get something for nothing or, at least, fantastically cheap, are easy marks at one time or another.

It is disgraceful, though, to be taken repeatedly; again and again and, each time, vowing it will be the last, only to become another victim. It is particularly disgraceful in my case because newspapermen and former newspapermen are supposed to have a kind of sophistication that should prevent this happening.

I was a reporter for *The New York Times* for twenty-three years, a dozen of which were spent rubbing shoulders with hoodlums, confidence men, thieves, police and prosecutors in my capacity covering the city's criminal courts.

Despite this and what knowledge it offered me, I still remained a sucker. Offer me any bargain, especially one that is a buy because I suspect it might

have been stolen, and I stand ready to purchase with an open wallet and a full heart laced with gratitude.

I recall the time it began. I was walking along Broadway on my way to the newsroom of *The Times* on West Forty-third Street. I heard my man calling from the entrance to a building on one of the streets in the Fifties.

"Psst. Psst. Hey, you, c'mere. Just take a minute."

He was presentably dressed, perhaps thirty-five years old. He looked about him, then at me, and then snapped open a box in his hand.

"Interested? Only fifteen bucks. But if you want it, do it quick. You can't get a Longene watch like this for under a yard and a half."

I looked. The Longene rested on black velvet in the red box. I knew from my court experience that fences were entitled to a third of the retail price. A third would be fifty dollars. It was a steal at fifteen, literally and figuratively.

"C'mon," he said, "quick." He put

the box and watch up closer to my eyes for a split second, then snapped the box shut. "You want it?"

I nodded. I pulled a ten and a five from my wallet. He took the money, pushed the box into my hands and remarkably melted almost immediately into the passersby.

I opened the box, peeked quickly at my new Longene, and then slipped it into my pocket, looking about me with an expression that I know must have been filled with guilt.

"What a buy I got," I said to the reporter who occupied the desk next to mine. "Look at what I got for fifteen dollars."

He glanced at the watch, nodded, and went back to writing his story. I was surprised he was not more impressed. But, looking at his typewriter, I saw he was doing a front page story and was probably too preoccupied to concern himself with great buys. No matter. I would enjoy my purchase myself. I took the watch from the box. The strap looked cheap but that could

always be replaced by a smart alligator band (they were still selling alligator in those days) or, perhaps, a better metal band. Maybe even a gold one. I now had convinced myself that a hundred and fifty dollars for this watch was not enough. This was a timepiece that must be worth a few hundred and it should have a gold band.

I turned it over and looked at the back, then looked at the numbers and the second hand and then at the name again, printed delicately near the 6.

My God! Longune! It said Longune!

My Longune ran for about three weeks.

It wasn't my only "hot" watch. I bought another nearly a year later. I had been sure it was an Omega until my daughter pointed out this was not so. The watch was an Omeca.

The Omeca, another great buy at twenty-five dollars (the hustler had asked me for thirty-five) ran about four months. The band left bluish-green stains on my wrist. The watchmaker said it didn't pay to fix my Omeca. It was thrown into a junk box at home with my Longune.

Don't get the impression that the only hot stuff I buy is watches. I buy other things, too.

It was just about the time that my Longune stopped running that I was called to the rear of a truck not far from Union Square Park. This really excited me. It was always at the back of those trucks that one really could pick up something valuable. For some reason I could never accept the idea that the man standing at the rear of the truck might have nothing whatever to do with the truck. I always imagined what he was offering came fresh, hot off the truck so to speak.

"I've got only five left," the hustler said. "Five bucks apiece and don't ask me any questions. Genuine cashmere sweaters."

"What size?" I asked.

"They'll fit you. What color you want? I got black, blue and red. Three blues, a black and a red."

He had five white boxes standing at his feet. He bent and picked one up. He opened it.

"If you want," he said, "feel it fast."

I looked at the blue sweater and felt the material. I wasn't quite sure what cashmere felt like, but the material was, indeed, soft and pleasant to touch.

"Can I try it on?"

"You crazy," he said, closing the box. "I don't want trouble. You either want it or you don't."

"Okay," I said.

"Want 'em all?"

"No, I'll take a blue and a black."

He opened another box, showed me the sweater was black, closed the box and handed it to me, along with the

box that held the blue sweater. I handed him ten dollars and watched him cross the park and disappear near a department store.

Even if the sweaters weren't cashmere, I had a tremendous buy. They were attractive looking, and even if they didn't fit me they were bound to fit one of my children or be accepted happily by some friend as a lovely gift.

I could hardly wait to get home to try on the cashmere sweaters. Once in the house, I tossed off my jacket and opened the box with the blue sweater. It lay against the white tissue paper. I lifted it up.

No! All I had in my hand was a front. There was no back, no sleeves. Just a lousy front of a sweater!

I ripped open the box with the black sweater. Just a black front! Again, no back, no sleeves. They had done it to me again. What could I do with two sweater fronts? I have a friend who sells sweaters. He laughed when he told me that the material wasn't even cashmere.

Then there were the hubcaps. I had a fancy little sports car; fancy but not very expensive, except maybe for the special hubcap wire wheels that made it look so fancy. The car was parked in front of my house in the suburbs. One morning two of the wire wheel hubcaps were gone. They had cost me \$22.50 each. I ordered replacements for them from my dealer. Although I had paid him \$45, I still had to wait nearly three weeks until he delivered them to me.

I scratched my initials on the insides of the new hubcaps with a key. I took off the two that had not been stolen and did the same to them. There really was no reason to scratch my initials on

men in the other car. The youth in the passenger seat lowered his window.

"Hey, mister, I noticed you're missing a couple of hubcaps. We're brothers," he went on, pointing to the driver of his car who waved and smiled at me. "Our father owns the junkyard on Jerusalem Avenue."

I nodded.

"We've got a couple of hubcaps for your car if you want. We're selling some of his junk." He pointed to the rear seat where I saw an assortment of hubcaps, floor mats and various car appurtenances and fixtures.

"How much?" I asked.

"They sell for around forty or fifty a pair," said the youth in the passenger seat. "Are they worth twenty-five to you?"

I was thrilled. But I played the tough customer. "Give you twenty."

The youth looked at his brother. The brother shook his head no. He leaned over towards the open window across his brother.

"Sorry, pop said not to sell these for less than twenty-five." The youth in the passenger seat began rolling up his window.

"Hold it," I fairly shrieked. I wasn't going to let this buy go. "I'll take them."

I shelled out twenty-five dollars to the young man nearest me. He handed me the hubcaps from the back. The boys waved and drove off. Nice kids, I thought. I was delighted. I had saved myself twenty dollars plus tax.

I went into the house, holding my hubcaps, and called the dealer. I asked him to cancel the order and return my money. He agreed. I walked to my car to put on the hubcaps I had just purchased.

Don't get the impression that the only hot stuff I buy is watches. I buy other things, too.

them, but I did it just the same. Two months later, the two new hubcaps were stolen again, this time while the car had been parked in a neighborhood shopping mall. I was furious. It would cost me another \$45.

I called the dealer and put in an order for another pair, vowing this time to make sure the car was constantly watched except when garaged for the night. I wasn't sure who would watch it all the time but I had vowed anyhow. It was about a week later when I climbed into the car with its two rear hubcaps still intact and was about to drive to visit a friend when another automobile stopped alongside me. I had not yet turned the ignition. I thought the car that had stopped was seeking directions.

There were two well-dressed young

men in the other car. The youth in the passenger seat lowered his window. I hadn't thought of looking before. I had bought my own hubcaps. If only I had thought to take their license number.

The next item I purchased that I suspected might have been stolen was not from a man on the street whispering to me from an alleyway, store entrance or rear of a truck. It was from a lawyer who said his client had given it to him as part of his fee.

"I don't need it," he told me. "You can have it for ten bucks."

I looked at the radio closely. It was unquestionably worth many times the ten dollars I was being asked. It was AM-FM. It worked with both electricity and was portable. It was smart-looking in gleaming wood and shiny metal. I'd met another great buy and gladly gave

(Continued on page 42)

WHY RIP UP YOUR LAWN? PLUG IN ZOYSIA GRASS NOW



By Mike Senkiw

Every year I see people pour more and more money into their lawns. They dig, fertilize and lime. They rake. They scatter their seed and roll and water it.

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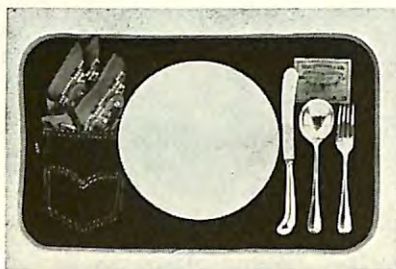


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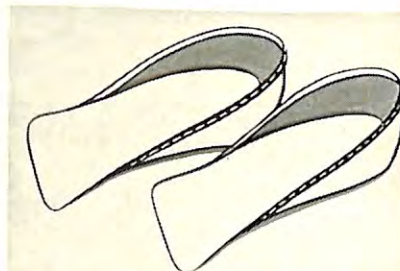
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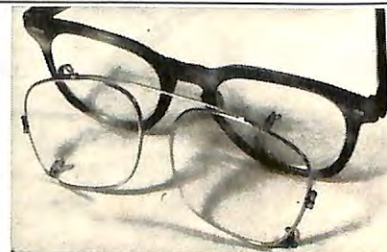
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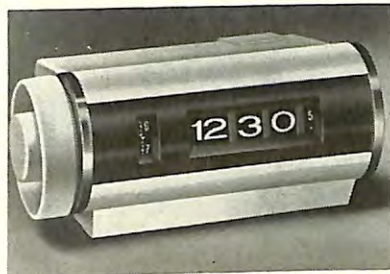
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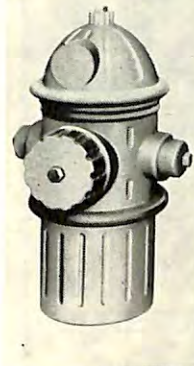
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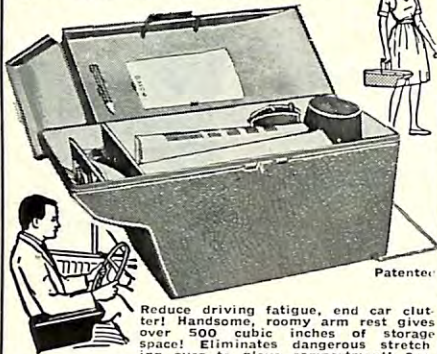
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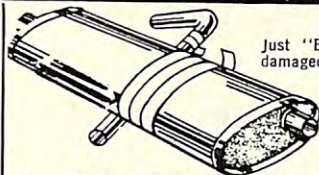


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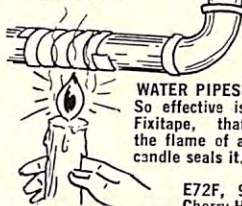
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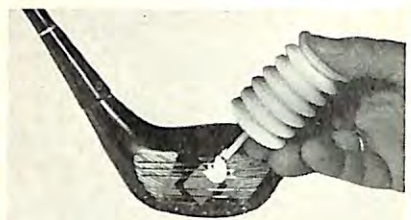
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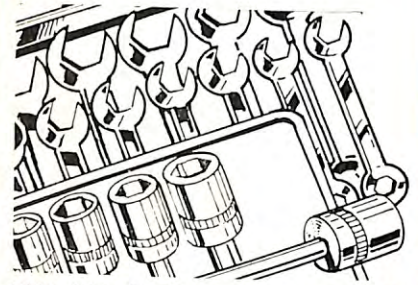
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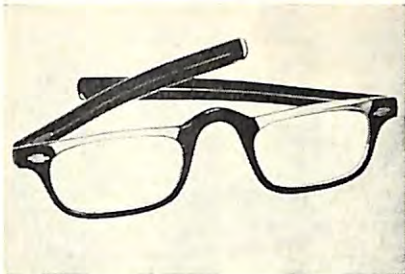
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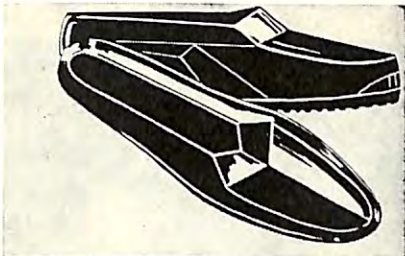
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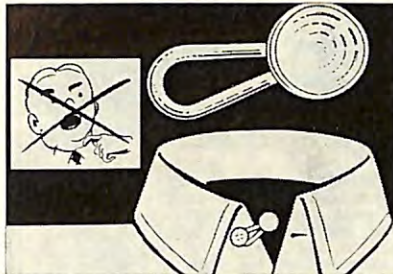
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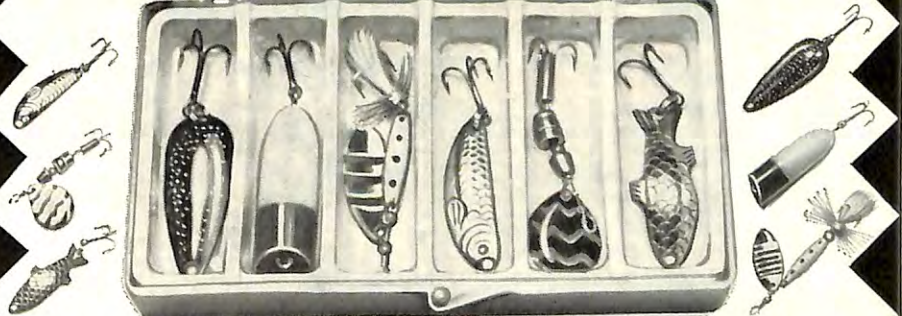
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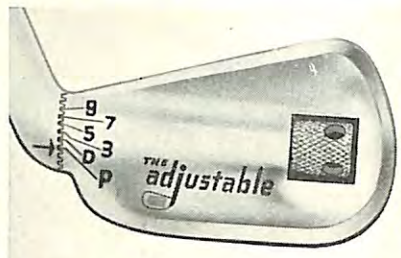
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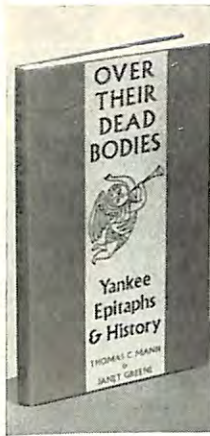
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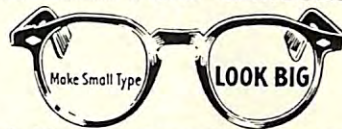
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LODGE VISITS

GRAND EXALTED RULER E. Gene Fournace



A cruise on the Intercoastal Waterway was the order of the day for Brother Fournace during his recent visit to North Palm Beach, Fla., Lodge. Preparing to board the "Sea Gypsy" were (first row, from left) PDD James Vann; PGER Glenn Miller; GER Fournace; SP Robert Grafton, and (second row) PGER William Wall; GL Judiciary Chm. Thomas Goodwin; DDGER William Plumer; PDD Carl Hartman, and GL State Associations Committeeman Russell Saxon.



An escort of Louisiana Elks accompanied GER Fournace on an inspection tour of the Hoo Shoo Too reservoir, recently acquired by Baton Rouge Lodge to expand its lodge facilities. Included in the group were (from left) Brother Julius Weiler; Secy. Lawes Alonzo; PGER William Wall; PER Lewis Mohr; GER Fournace; Brother Willis McDonald; ER Feltus Rhodes Jr.; Trustees Chm. Claude Elbourne; DDGER George Ketteringham and PER Martin Mohr, both of Slidell; DDGER Harold Sylvester and Brother Earl Veillon, both of Opelousas. Both the Mayor and the Governor extended their welcome later that day.


One hundred Elks and their ladies were present for a dinner reception honoring the Grand Exalted Ruler at Lakeland, Fla., Lodge. Some of the guests included (from left) DDGER Bodo Kirchhoff; SP and Mrs. Robert Grafton; GER and Mrs. Fournace; Mrs. Kirchhoff; ER and Mrs. C. J. Bearor; PDD and Mrs. George Borde; PGER and Mrs. William Wall, and PSP Russell Saxon.



Sumter, S. C., Lodge was chosen as the site of GER Fournace's official visit because it was the newest Elks home constructed since the last GER visit to that state. Stopping to chat for a moment were (from left) PGER Robert Pruitt, Brother Fournace, and Sumter ER John E. Thomas.



South Carolina Governor John C. West (left) met with GER Fournace during his visit to the state capitol. The Grand Exalted Ruler had just completed his official visit to the state.



LADY LIBERTY

by R. Daniel Clark

SHE IS APPROACHING the ripe old age of eighty-eight. And although nearly a century of activity has passed beneath the bronze-green gaze of her eyes, she still remains serene and dignified.

There have been those in the past who have commented unkindly on the hang of her dress—it hikes up in front and always will; or the breadth of her waistline—she is a perfect thirty-six, measured in feet rather than in inches. However, nothing short of an enemy shell or devastating earthquake can budge her, and God willing these shall pass her by.

Officially her name is “Liberty Enlightening the World,” but the public calls her “The Statue of Liberty.” And there she stands today on Bedloe’s Island in New York Harbor surveying an intensely moving panorama.

Crews aboard ships putting out to sea, salute her. Sailors cheer as they come home from dangerous voyages at sea. In her shadow, a broad-beamed ferry, gentle as an old family horse, pokes along comfortably with commuters from Staten Island.

But no matter how the scene changes from one generation to another, her Grecian lips seem to say, “I hold high my torch as a pledge for the continuation of more than a century and a half of friendship between nations that cherish liberty as the sacred hope of the universe.”

This should make us mindful that she was a gift from the French—and perhaps this, too, is significant—not a gift from the French Government but rather from the French people, the funds necessary for her construction being raised by popular subscription, mostly from school children.

Surely it is fitting that we recall this fact now, one of those little crumbs of history about which probably not one

person in ten knows. And although she was made in France, the Statue of Liberty is American as nothing else in the world.

From water level to the top of her torch she stands over three-hundred-feet—higher than a twelve story building. She is a proud woman, clad in a loose, graceful robe which falls in generous folds from her shoulder to her feet. Executed in a period when sculpture was marked more by good craftsmanship than by depth of understanding, the artist has created a statue with dignity and simplicity far beyond the works of most of his contemporaries. She is also the most celebrated example of *repousse* work—thin sheets of hammered copper on a framework of iron.

As nearly everyone knows, her right arm holds aloft a great torch, while in her left hand she grasps a tablet on which the date of the Declaration of Independence is inscribed: July 4, 1776.

The massiveness of her details staggers the imagination. One of her hands is sixteen-and-one-half-feet long. The circumference of the second joint of the index finger is over seven-feet. Her right arm measures forty-two-feet, and is twelve-feet thick below the elbow. Her nose is generous, over four-feet, and behind this gigantic proboscis forty persons can stand comfortably.

Our Mistress of the Harbor tips the scales at 450,000 pounds—certainly a lady of weight and importance—a monumental symbol of what idealism shared between nations can mean, and as we talk about Liberty and that which symbolizes the joys of free people and the nobility of their ideals, there seems to

be something unsuitably materialistic in the mention of her huge details, but it is not so. For here are foresight and mechanical perfection, strength and permanence, and these things are of America even as Liberty.

Probably no Americans today can stand before the Statue of Liberty and recall the intensely disagreeable day in late November of the year 1886 when she had her birth. There was a sharp chill in the atmosphere and the incessant drizzle of cold rain added to the already muddy conditions of the streets which had just been through a rainfall of thirty-six hours' duration.

The harbor was overhung with a curtain of mist, and towering over it, and for that matter over most of the town of Manhattan, was the Goddess of Liberty. Her face was veiled, awaiting the time of dedication which had been set for the afternoon.

The successful carrying out in nearly all its details of an elaborate program, the spectacular effects of which were designed for a sunshiny day, may be taken as proof that the American love of liberty, then as now, was no mere summer-day or fair-weather affection.

President Cleveland and the members of his cabinet stood for hours on an unsheltered platform at Madison Square, watching a procession miles in length move along the muddy streets on its way to the harbor. And along the entire line of march, men, women and children stood in a compact wall.

While this procession was still passing down Fifth Avenue and Broadway to the Battery, a magnificent naval parade was taking place in the North

River. A fleet of nearly three-hundred vessels, led by the ships of the North Atlantic Squadron and several French men-of-war, and followed by gayly decked craft of every conceivable shape and size, steamed in a grand procession to the vicinity of Bedloe's Island.

It was a proud day for the man whose name is inseparably connected with the Statue of Liberty—M. Auguste Bartholdi, its sculptor. The story is told that when this Frenchman first entered New York Harbor, he conceived the idea of this colossal statue standing at the very gateway to the New World and representing the one thing man finds most precious—Liberty.

It was with a trembling hand that he pulled the covering from the face of his masterpiece. This moment was the culmination of twenty years of painstaking work and constant devotion to a tremendous task. A roar of cannon from the nearby warships greeted the unveiled face of Miss Liberty, and after a proper pause, dignitaries from France presented the statue to the United States. President Cleveland in accepting the gift for his country, remarked, "... we will not forget that liberty has here made her home, nor shall her chosen altar be neglected."

New York made a fitting historic setting for the statue. Here Washington came in 1789 to be inaugurated the first president of the new republic. Then shortly afterward, it was with France that we consummated our first treaty of alliance. And throughout our long struggle for freedom the sympathy and assistance of the French were of inestimable value to America. ■

Hot Stuff (Continued from page 32)

the lawyer the ten dollars he had asked.

I was apprehensive at the beginning when I first began using it. I had visions of it collapsing as had the Longune and the Omeca. My apprehension left after a couple of months had passed by. I had taken the radio to the beach, on fishing trips and on picnics. It had not failed as a portable and its tone was equally delightful when it was plugged into the electric sockets in my home.

I think the radio was nearly three months old when I felt ill one afternoon and left my office early. As I put my key in the door I heard loud music coming from inside. I was surprised that my children were home so early.

I opened the door. The music was deafening. I already had had a headache.

"Dammit," I shouted, "shut that radio."

There was no response.

"Shut that radio or both of you and the radio will be thrown out!"

Still nothing. I realized suddenly that

the roaring music was not coming from the rooms of either one of my children but from my own bedroom. I also realized suddenly that there was no one in the house. I was alone with a blasting radio. It was, indeed, the radio I had gotten from the lawyer. It was standing on my night table. I wondered who had turned it on and left the house.

Annoyed, I walked to the radio to turn the switch to the off position. Funny, it already was in the off position. The knob also controlled the volume so I couldn't lower that. I had been stuck again. Apparently the radio had gone on by itself; had turned itself on somehow without the need for moving the on-off knob. I bent behind the bed and pulled the plug from the socket. It was the only way to turn off the radio.

Oh, yeah? It didn't turn off. The loud sounds continued even though the plug had been pulled. The music was growing worse and worse because of my headache. I tried to switch to a new

station at least till I could figure what to do. The knob that controlled changing stations moved freely but this didn't affect the radio. The station didn't change. The music continued.

It was playing on its transistors or its batteries or something. I shook it violently. I threw it on the bed and it bounced high in the air and landed as an announcer shouted the next number would be by The Beatles. I shook and I shook and I shook. The radio kept playing. I unscrewed the back and pulled what should have been two small batteries from the works. This should have stopped it, but it didn't. Whatever I had taken out had no effect on the playing of the radio.

I didn't want to break the radio. I put it in the bathroom and I closed the door. I could still hear it blasting from the top of the toilet seat. I went back and put it in the clothes hamper in the bathroom and reclosed the door. It was a little muffled now but still proudly playing away. I decided I would have to pull the works.

I took it from the hamper and ripped

at several wires and connections. The last thing I heard from the radio was the announcer's voice: "Well, we hope you've enjoyed our selections and . . ."

The next day I was planning to take the radio in for repairs. Repairs? How the hell could I take what I thought was a stolen radio in to be repaired. I called the lawyer at his home.

"Listen, was that radio stolen?"

"How should I know," he said. "I'd certainly never buy anything if I knew it was stolen."

About two or three years before I left *The New York Times*, I was part of an incident that soured me on buying stolen goods. I was in a bar frequented by newsmen on Eighth Avenue in the Forties. It was a warm afternoon. The bar was crowded. A tall, thin man entered. He had a pencil-line mustache. He spoke with an accent that was hard to pin down. It could have been Spanish, Hungarian, Greek or Turkish. He had three or four suits over his left arm. He walked to the far part of the bar and whispered to several of the patrons. They engaged him in conversation. I saw two of them feel the suits on the man's arm, hold up the pants and try on jackets. The two paid the man and took suits from him.

He spoke to a few other people on his way towards me and the group I was drinking with.

"You men interested in fantastic buy," he asked. "Suits." He held up his arm. "Labels taken out. No questions. Thirty-five bucks a suit."

I looked at the suits. They must be worth \$150 or \$175 each, I thought.

"Do you have a size 44 in this style in blue," I asked.

"Come look in the car with me," he answered.

I walked to the curb with him where a year-old convertible was parked. He opened the trunk. It was filled with suits. He looked through what he had. In less than five minutes he had pulled out exactly what I had asked him for. A 44 in blue in the style I wanted. I tried on the jacket. It fit. Perhaps it was a trifle snug, but I expected to lose weight. I paid him the thirty-five dollars and took the suit. I walked back towards the bar. He walked with me, after throwing more suits over his arm.

"Got more customers inside," he said, smiling. "You got terrific buy. Keep it a secret where you bought suit."

Back in the bar he spoke to a few more customers until he reached a burly patron who nodded to him, after taking a long swallow from his beer glass. The drinker spoke a little longer; tried on a jacket and then took it off. I thought he was taking his wallet from his pocket to conclude the purchase. It was not a wallet. It was a police shield. The drinker was an off-duty detective.

The man with the mustache was under arrest. He walked out with the detective. I could hear the mustached salesman uttering some vague protestations.

At least I was not arrested; nor was I summoned by the detective to be a witness. It had been a direct transaction—salesman to policeman. He apparently felt he needed no further witnesses against the slender salesman.

I made a mental note to watch the part called Felony Court in the building at 100 Centre Street, the busiest courtroom in the world. The case of the man selling the hot suits would have to arise in that part before any other proceeding would take place, such as action by the grand jury.

It was the next afternoon when the case was called. The defendant was charged with receiving stolen goods. Through his lawyer he asked for a hearing. I was anxious to hear the detective testify to determine how much of a buy I had gotten.

Before the detective was to take the stand, however, the assistant district attorney walked to the bench and spoke to the judge. The judge called defense counsel to the bench. The defense lawyer handed up a series of what looked like long sales slips. They were yellow, white, pink and blue. The judge next called the detective to the bench.

There never was any testimony taken. On a motion made by the defense lawyer, and concurred in by the prosecutor, the case was dismissed. I walked to the bench and spoke to the judge to find out what had happened.

I had been taken again! The pink, blue, white and yellow papers had, indeed, been sales slips. They were bills of sale. The salesman had bought the suits legitimately and had proved it beyond any question. The suits that he had sold for thirty-five dollars were

worth just that—thirty-five dollars. He had paid closer to twenty-five for each suit. He had a thriving business because of people like me . . . people who thought they were buying expensive hot suits. I wore his blue suit three or four times. It got even tighter at the cleaners, although I lost weight. I gave it to a handyman in my neighborhood who was my height but a lot thinner.

Not too long ago I was standing talking to a friend in the Times Square area. We were talking about a mutual friend who was having a birthday and a party being given for him. The conversation got around to presents.

"I think I'll get him a Polaroid," I said. "I know he doesn't have one."

My friend was about to speak when a young man in a sloppy green sweater who had been slouching against a subway entrance railing piped up.

"You want a Polaroid, bud," he said to me.

My blood began moving faster. I pictured another buy.

"Yeah," I said as casually as I could, expecting him to pull something from under his oversize sweater—something like a Polaroid camera—any second.

"What model you want?" he asked. "I'll see what I can do for you if you want to meet me here in two hours."

I'll be damned, I thought. This guy is ready to steal for me on order. I thought for a second or two. My conscience won.

"Thanks, but never mind," I said. I turned to my friend. "Maybe I'll just buy him a couple of good ties," I said.

"Good idea," said my friend. "Listen, stay here a couple of minutes. I want to talk to this guy over here."

I never managed to reach the birthday party. I sent the ties. So I never did find out whether the birthday boy got a polaroid camera. ■

Obituaries



DISTRICT DEPUTY GRAND EXALTED RULER

Les P. Beaver Jr., a member of Northgate-Memphis, Tenn., Lodge, died May 13, 1972.

At the time of his death Brother Beaver was serving as District Deputy Grand Exalted Ruler of his state's West District.

Brother Beaver served as Exalted Ruler of Northgate-Memphis Lodge, and as State Vice-president.

PAST DISTRICT DEPUTY Harold G. Williams, a member of Rapid City, S. D., Lodge, died April 19, 1972.

He served as Exalted Ruler for Rapid City Lodge for 1952-1953. Brother Williams was elected State President

for 1961-1962 and was appointed District Deputy Grand Exalted Ruler for 1964-1965.

PAST DISTRICT DEPUTY Peter N. Hall, a member of Hartford, Vt., Lodge, died May 2, 1972.

He was appointed District Deputy Grand Exalted Ruler for 1959-1960. He was serving as a member of the Grand Lodge Auditing and Accounting Committee at the time of his death.

PAST DISTRICT DEPUTY Warren M. Cox, an honorary life member of Woburn, Mass., Lodge, died April 13, 1972, at the age of 81.

Brother Cox served two terms as Exalted Ruler of Woburn Lodge. He was appointed District Deputy Grand Exalted Ruler of his state's Northeast District for 1939-1940.

NEWS OF THE LODGES

(Continued from page 20)



WALTHAM, Massachusetts, Lodge won the state Elks candlepin bowling title. Team members were (kneeling, from left) Babe Aliseo, Ken Brown, and (standing) Don Place, Ed Porreca, Bill Walsh, and ER Larry Kelly. Five cents from each string bowled was donated to the state Elks scholarship fund.



ER FRANK ZIELINSKI (center) of Milford, Conn., Lodge celebrated with Police Supt. William Bull (left), and Kenneth Hawkins (right) after their initiation into the lodge. They had the honor of being among the 39 candidates in the lodge's largest class.



PERTH AMBOY, New Jersey, Lodge officers won the district ritualistic contest. The officers are (seated, from left) Est. Loyal Kt. Steven Beres; Organist John Troyano; ER Robert Kelley; PER Ernest Tangeri; Est. Lect. Kt. Joseph Ur; Secy. Joseph Maloney, and (standing) PER James Kesely; In. Gd. Marty Gostowski; Est. Lead. Kt. Robert Vargo; Chap. Frank Manganaro; Justice William Flynn; Tiler Paul Lishinski, and Esq. Edward Halifko.



TO RAISE FUNDS for a crippled children's rehabilitation center Salamanca, N. Y., Lodge hosted the local satellite for the 10th annual Variety Club Telethon of Buffalo, N. Y. Participants were (kneeling, from left) Est. Lead. Kt. Robert Vesotski; Est. Loyal Kt. John Harter, and (standing) Esq. Thomas Nickler; Chm. William Creeley; Mayor Keith Reed, and ER Richard Neal.



BROTHER FRANK LANE (second from left) received congratulations from (from left) PDD Frank Garriel, ER Joseph Mrakovcich, and VP Paola Paone at a testimonial dinner in his honor at Long Branch, N. J., Lodge. He was awarded a Grand Lodge 50-year golden anniversary plaque, and a paid-up National Foundation certificate. Brother Lane became an Elk in 1921 and has won the first prize for the oldest Elk in the state convention parade.



SPORTS NIGHT at Hudson, Mass., Lodge was highlighted by the presence of Eddie Westfall (seated, center) of the Boston Bruins with two of the jacket award recipients. Also present were (from left) Committeeman Joe Silva; ER John O'Regan; GL Youth Activities Committeeman James Colbert; DDGER Roy McKillop; Chm. Bob Hellen; SDGER Michael McNamara; SP Donald Podgurski, and PDD Manson Cowan.



EAGLE SCOUTS received achievement award certificates and American flags during recent ceremonies at Oil City, Pa., Lodge. ER William B. Kauffman (right) and Joseph Pastor (left) of the local Jaycees presented awards to 11 scouts at the annual program.



OCALA, Florida, Lodge introduced the winners of the lodge's college scholarships at a recent meeting. Present were (from left) ER Fred H. Turner; Mr. and Mrs. Ralph Alford and their daughter Gail; Mrs. Margaret Hall and her daughter Cathy; Mrs. Lucile Gladney and her daughter Judy, and Troy Caruthers, scholarship committee chairman.



THE TEAM from Franklin, N.H., Lodge recently won the state ritualistic contest and then secured the New England regional championship. The officers that took the honors in all chairs at the state contest were (seated) PER Edward Biczynski; (first row, from left) Est. Lect. Kt. Jack Farnum; Chap. Edward Bozek; ER Howard Bentley; Est. Loyal Kt. Donald Winkley, and (second row) Est. Lead. Kt. Leighton Washburn; Esq. Jack Willey, and In. Gd. Glenn W. Acres.



SIXTEEN CANDIDATES became members of Hillside, N.J., Lodge recently. ER Richard Tillou (fifth from right) led the initiation ceremony assisted by the lodge's officers (first row).



SOUTH ORANGE, New Jersey, Lodge's Crippled Children's Committee sponsored a basketball game to benefit the committee's funds and to assist the widow of a community policeman. Chairman James P. Waddell presented \$500 to Mrs. Anthony Rao. Also present were (from left) ER Richard Ryall; Police Chief William Peto; Mrs. John Rao; John Rao; Police Chief Maurice Kilcommons, and (back row) PER Richard W. Strobel, and Committeeman Donald Christie.



YOUNG PEOPLE and parents recently attended a drug abuse program at Point Pleasant, N.J., Lodge presented by Thomas Mueller (center) of the county sheriff's department. Esq. Fred Moench (left), Americanism chairman, and ER William Hennessy studied the exhibits.



TWIN SONS of Scoutmaster and Mrs. Robert W. Smith (right) of Troop 474 Polaris District received their Eagle badges simultaneously during a ceremony at Buckhead (Atlanta), Ga., Lodge. ER John Post (left) presented an Elks certificate, an American flag, and flag information booklets to R. Welden and R. Wesley Smith.



EDWIN L. JOHNSON (left), patrolman, received Plantation, Fla., Lodge's Policeman of the Year award. He was honored for stopping an armed robbery. Making the presentation were ER Tom Ryan and Police Chief Larry Sullivan, who received the lodge's Citizen of the Year award.



A GROUNDBREAKING ceremony was held recently for Brick, N. J., Lodge's new home. Taking part in the ceremony were (from left) Esq. LeRoy Wutsch, building chairman; John Harvey, Brick Township chairman; ER James Lennon; Est. Lead. Kt. Frank Altomose; Jack Edwards, building contractor; Trustees Chairman Joseph Reilly; DDGER Floyd Gray, and PSP Edward Hanlon.



THE INSTALLATION of Chelsea, Mass., Lodge's officers took place recently. The ceremony featured the installation of ER Frank Kowalski by his father PER Val Kowalski.



AN ELKS BILLBOARD, recently completed, greets those who visit Bordentown, New Jersey. Bordentown Lodge's Americanism project's cost was absorbed by voluntary membership contributions. Among those who admired the sign were SP Francis W. Kaiser; ER Harry Kurlander; PER A. Frank O'Plinus, state Americanism chairman, and PER William J. Soost, lodge Americanism chairman.



HANOVER, Pennsylvania, Lodge hosted 207 district state association members recently who gathered to honor SP Donald Oesterling (first row, right) during his official visit to the district. Welcoming him were (first row, from left) PSP William Kuhn; ER Lloyd Yost Jr., and (second row) VP Carl Ferree; PSP Lewis Heisey, and DDGER William Henry.



RAISING A FLAG over Little Falls, N. Y., Lodge were Boy Scouts of lodge-sponsored Troop No. 42. The flag, which had flown over the nation's Capitol, was presented to the lodge by Rep. Alexander Pirnie (R-N.Y.). The scouts were Henry Jones, David Read, Mike Sandiford, Jim Miller, Tracy Tanner, John Barton, and Ricky George.



COMPLETING HIS TERM as Exalted Ruler of East Stroudsburg, Pa., Lodge, Brother Samuel S. Everitt (right) becomes the fourth Past Exalted Ruler in his family. Another family member devoted to the service of Elkdom is Past Secy. J. Allison Everitt, a 51-year member.



RECOGNITION BOARDS were recently installed in the lobby of Shamokin, Pa., Lodge listing the Past Exalted Rulers and participating National Foundation members of the lodge. PER Frank J. Rosini (left) sponsored the installation and Brother Clyde F. Ketner, lodge archivist, compiled and verified the names.



GER E. GENE FOURNACE congratulated ER Richard Branham of Orlando, Fla., Lodge following the dedication and ribbon cutting of the new lodge home. Also present were (from left) DDGER Bodo Kirchhoff; PGER William A. Wall, and PER Charles Ahrendt, building committee chairman. SP Robert Grafton of North Palm Beach was also present.

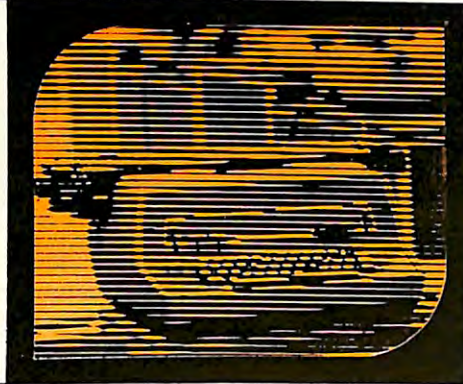


NORWICH, Connecticut, Lodge won the 27th annual New England Duckpin Tournament recently. Members of the team were (from left) Joe Vasington; Peter Labenski; Robert Tashea; Stan Osga; Robert Sullivan, tournament secretary; Jerry Rosen; Michael Rys, manager, and Ben Vasington.



A CLASS of 29 candidates, including six sons of Elks, became members of Paramus, N. J., Lodge in an initiation ceremony honoring DDGER Louis Gattuso (seated, fourth from left). Some of the Brothers, officers and new members present were (standing, from left) Al Tamberelli Jr.; Al Tamberelli; Harry Lear; Robert Chard; Edward McBride Jr.; Mike Fennell; Henry Campbell; Bruce Campbell, and (seated) Robert Lear; Donald Chard; ER John R. Potter; Edward McBride III, and Michael D. Fennell.

EDITORIALS



A Plan to Beat Burglars

WE READ AN ARTICLE on how to drastically reduce losses to burglars, increase burglary convictions and perhaps lower burglary insurance rates. It is so practical an approach and easy of accomplishment that we want to pass it along to Elks and their families and friends.

The plan was started in 1963 by Police Chief Everett F. Holladay of Monterrey Park, California. He knew criminals could be more easily convicted of possessing stolen goods and owners could regain their property if proof of ownership could be definitely established.

Holladay got families to get a small, inexpensive electric etching pencil and engrave the homeowner's driver license number on such items as TV sets, radios, shotguns, cameras and so on . . . items usually stolen by burglars. After the engraving was done, a small sticker was posted outside doors, windows or any other means of entry to a house or business building, which read:

"ALL ITEMS OF VALUE ON THESE PREMISES
HAVE BEEN MARKED FOR READY IDENTIFI-

CATION BY LAW ENFORCEMENT AGENCIES."

There are some 50,000 people in Monterrey Park. Among the 4,000 homes where the plan was used, there have been but three burglaries since they began the program. In the 7,000 homes where it was NOT used, there have been over 1,800 burglaries in the same period of time. A convincing figure.

Civic clubs and insurance associations in other cities have provided money to purchase quantities of the electric etching pencils which are then loaned free to families who want to join the program. The etchers cost only about \$10.00 each, so there is not a large financial outlay involved. The tool is loaned out for periods up to three days, usually sufficient time to etch the identifying driver license number on valuable items. Then stickers can be posted and home-owners may rest assured they have done much to foil the efforts of burglars and be able to identify their items should they be stolen.

This would be a fine project for sponsorship by Elks Lodges. Why not talk it over?

A WORTHY PROJECT

"A walking blood bank"—that's what Houston, Texas, Lodge #151 inaugurated recently. They're quite enthusiastic over their "blood insurance" program for members and families, too. They've done away with the worry of paying for or replacing blood in the hospital's reserves when they must have some, due to accident or illness.

One member of the Houston Lodge suffers from a rare blood disease that requires periodic transfusions. He had not mentioned it until a Brother Elk found out he was 30 pints behind in repaying the hospital for blood already received. A number of Elks reported to a local blood bank and gave enough to bring their Brother's account into line.

Then some of them began wondering what might happen if they or their families found themselves in

similar circumstances, so they began to promote the walking blood bank idea in their Lodge.

It has worked out very well for everyone concerned. Whenever members donate blood, it is credited to their "account." Then in time of need, Elks or their families get the transfusions without worry over availability or cost.

It isn't an easy project. It requires some work and coordination, but it's well worth the time and effort. And it's a project every Lodge (or similar organization) can adopt. Nobody asks for money; just a commodity everyone . . . under the right conditions . . . has available: a pint of blood to help a fellow man.

We know of no project that better exemplifies the virtues of Brotherly Love and Charity than to give of one's own precious blood.

DO YOU NEED EXTRA MONEY?

It costs you nothing to try

\$100.00 IS YOURS

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CHRISTMAS ASST.
20 deluxe cards
Excitingly different



NEW!
TENDER
TOUCH
ALL OCCASION
ASSORTMENT
18 warm,
wonderful
friendship cards
with distinctive
new styling



NEW!
SUNNY SMILES-
IN-THE-ROUND
STATIONERY
24 sunshine color
large round sheets
24 blue envelopes



for selling only 100 boxes of our new Lustre Elegance Christmas Card box assortment. You make \$1.00 for selling 1 box, \$2.00 for 2 boxes, \$10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards. Cut out entire Business Reply Coupon below—mail it today—and we will send you immediately leading boxes on approval—FREE Catalog of money-making Greeting Cards and Gifts—plus FREE album of personalized Christmas Cards. No experience necessary.



NEW!
DELUXE
CHRISTMAS
GIFT WRAPPING
ASSORTMENT
Bright, colorful
large sheets

Last year some folks made only \$25 to \$50 while others made \$150—\$250—\$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Every body buys Christmas cards.

IT COSTS YOU NOTHING TO TRY

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FULL COLOR
CATALOG
OF 400 CARD
AND GIFT
ITEMS



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RELIGIOUS RADIANCE
CHRISTMAS ASSORTMENT
20 reverently beautiful
cards with appropriate
Scripture sentiments.



plus

FREE
ALBUM
OF PERSONALIZED
CHRISTMAS CARDS



NEW!
CHRISTMAS
ALL AROUND
ASSORTMENT
18 beautiful large
round cards
reproduced in
colorful holiday designs



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