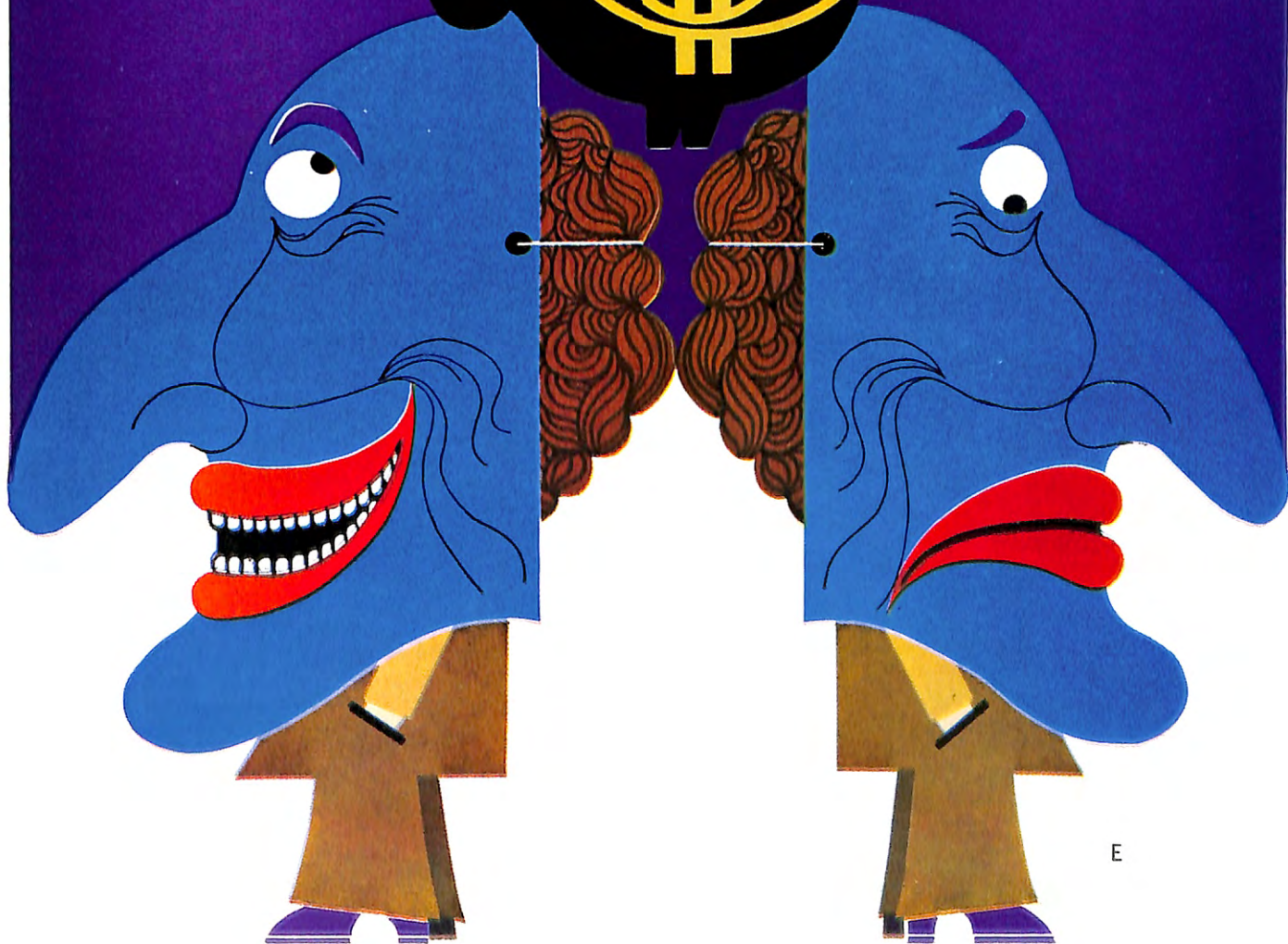


the
Elks

magazine
August 1972

IN THIS ISSUE PROFILES FOR...

SUCCESS
VERSUS
FAILURE





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



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

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



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

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



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

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

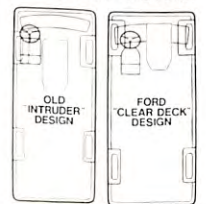


Biggest payload. E-300 Series hauls

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

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



FORD ECONOLINE VANS



How to pick a shotgun shell that gives you a sporting chance.

Remington hunters can help you pick the right shot size... and Remington engineers make sure it travels straight and true.

Some people have an idea that shot size "isn't all that critical". But a hunter who tries to make do with whatever loads he happens to have on hand can be making a big mistake. Experienced hunters consider the kind of country they'll be hunting in, the kind of game they're after, when they're going after it... then they decide what shot size is best for that situation. Here are some of their ideas:

Ducks. For close shooting over decoys they use No. 7½. For middle range, the extra weight of No. 5 or 6 helps. And, for long range or fast passes, No. 4 seems to work best.

Geese. Wallop is needed here... the kind delivered by big loads with large shot such as BB and No. 2. Many hunters prefer No. 4 for denser patterns at shorter ranges.

Quail. For taking bobwhites early in the season when their feathers are light, No. 9 shot is adequate. But as the season wears on, feathers get thicker and heavier, so most hunters switch to a No. 7½ or 8 shot.

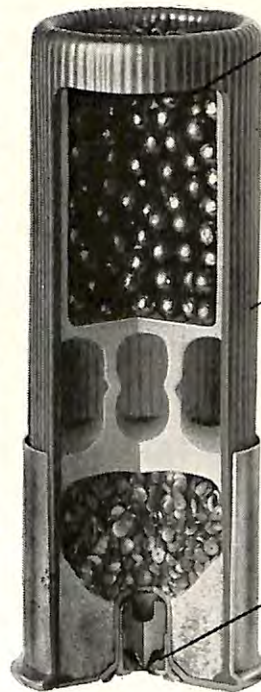
Pheasants. For cornfield shooting where long shots are usual, better use No. 5. On a normal rise over dogs and for all-around use, No. 6 is the favorite.

(Our 1972 catalog goes into more detail about shot sizes for other species. It's yours, free for the writing.) Making sure of your shot size is one thing. Making sure the shot gets to where it's supposed to go is something else. That's why it pays to know a little about the complete shell before you chamber it.

The key to successful shotgunning is "pattern"... how the shot is grouped when it reaches the target. The pattern should be dense enough to eliminate gaping holes for game to fly through. (Barrel choke is important in patterning, too, and will be covered in a future Remington Report.) The patented Remington and Peters "Power Piston" one-piece wad starts you off with a greater chance of getting your game.



Since the "Power Piston" (photo on left) helps cushion the shot when it's fired and keeps it from flattening itself against the barrel, more shot stays round. (The picture above right is shot fired from a competitive shell.) And since round shot shoots straighter, you end up with about 10% more shot in your pattern than with old-style wads.



(Incidentally, we make our own shot in our own shot towers, and it's made hard to prevent deformations. And we make sure it's round before it goes into the shell. Hard shot is more apt to stay round when it leaves the shell.)

There are good reasons why we put our "Power Piston" in a plastic shell. Properly made, a plastic shell stands up to bad weather... resists swelling, splitting or scuffing. And Remington and Peters shells are designed to chamber perfectly. They also have a special lubricant coating to help prevent chamber corrosion.

Our patented "Kleanbore" primer is a hunter's dream, because it won't rust or corrode shotgun barrels. These primers provide instantaneous ignition with up to 30% less firing-pin energy. And we take the time to match the primer to the load.

Remington makes two types of shotgun shells: powerful "Express" loads for long range, and "Shur Shot" field loads. Peters makes "High Velocity" long-range loads and "Victor" field loads.

Our Model 1100 automatic and 870 pump field shotguns are tested and matched with Remington and Peters ammunition. The result of that testing is that you tuck a real team under your arm when you go into the field. Since shotgun shells are usually the least expensive item on any hunting trip, why take chances with the wrong shell, when Remington or Peters shells can put the odds in your favor?



Remington Reports is a continuing series based on information straight from the Remington experts who design and engineer all Remington products. If you would like more information on the complete line of Remington-Peters products, write for a free copy of our latest catalog; send a postcard to: Remington Arms Company, Inc., Dept. 570, Bridgeport, Conn. 06602.

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the ELKS magazine

VOL. 51, NO. 3/ AUGUST 1972

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

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- 8 PROFILES FOR SUCCESS VERSUS FAILURE
Intense initiative, a touch of intuition, and just the right amount of stupidity can net you \$ \$ \$.
Robt. D. Childers
- 12 HOW I LEARNED TO LOVE THOSE MONSTERS
I screamed, you screamed, we all screamed for Bela, Boris, and Lon.
Richard W. O'Donnell
- 43 THE FIEND OF THE FOREST
Nature's most fearsome fighter, a twisting, slashing blur of sheer fury.
Irwin Ross

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POSTMASTER: Mail notices of address corrections to: **THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, Ill. 60614**

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THE ELKS MAGAZINE, Volume 51, No. 3, August 1972. Published monthly at 425 Diversey Pkwy., Chicago, Ill. 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, Ill., and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year, for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be type-written and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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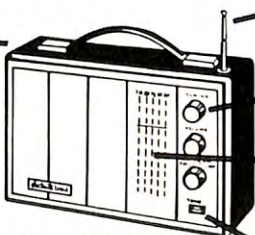


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"Elkdom's Legacy- Know It, Serve It!"

My Brothers:

Your new Grand Lodge officers join me in this greeting to you. We deeply appreciate the honor you have bestowed upon us and welcome the opportunity to serve our great fraternity during the ensuing year. We pledge total dedication to the interests of the Order.

To immediate Past Grand Exalted Ruler E. Gene Fournace and to his officers and committeemen, we give our thanks for their year of devoted and fruitful service. It was a year of achievement. Elkdom stands taller today because they served.

Charity, justice, brotherly love and fidelity! Years of commitment to these principles by our Order

have reaped a harvest of benefits we willingly share with our fellow men. We and they are the beneficiaries of the great good which flows from the heritage of service through the kind thought, the gentle word and the charitable deed. This is the great legacy of Elkdom.

But as we have received, so must we give. The inheritance must not end with us. We have an obligation to those who preceded us to continue in greater strength the flow of benefits their devotion has produced.

Our time upon the stage is indeed brief. But if each will play his part, we will write another chapter of service to God, to country, and fellow man.

Elkdom's legacy is an American asset. To the extent you know it, you will proudly and willingly serve it.

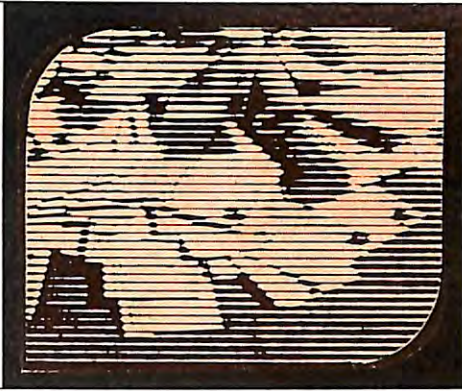


Francis M. Smith

Francis M. Smith
Grand Exalted Ruler

Elkdom's Legacy—Know It, Serve It!

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.

Suitable For Framing

• I wish to express my compliments to you and your staff for creating and presenting such beautiful, scenic covers to the public on *The Elks Magazine* covers. The May issue, the water fall scene, was so full of life and color. My only objection is the address label. It should be placed on the back cover, where it could still be seen. The covers fit nicely in an 8 x 10 picture frame. There would be less of a problem in framing the cover without the label. Many people admire these covers just as much as I do and maybe feel the same.

I'm only expressing my own feelings, but I think your covers are beautiful, and I look forward to each month's issue.

Mrs. Howard Bowman
Blanchard, Pa.

Those Hairy-Chested What?

• It is coincidental that one of our Lodge Brothers, Harry "Hip" Arensbach, is one of the remaining legends of the lumber industry as described in your June article entitled, "Those Hairy-Chested, Spike-Booted, Sawdust-Eating Brush Rats."

He came to this area from Minnesota in the early 1900's and worked in the logging camps as a powder monkey, one of the few jobs not covered in the article. There are many legendary stories around about Hip and his use of dynamite, but I'll tell you one about his strength. It seems that just after they started using trucks in the logging industry, one rolled over on a logger. The truck was not loaded at the time. The old timers swear that Hip ran over to the truck and lifted it off the man long enough for others to pull him out from under it. Knowing the man and the amount of grit he still possesses at his age, I have to believe it!

James L. Huetson
Everett, Wash.

• Earl Clark's article "Those Hairy-Chested, Spike-Booted, Sawdust-Eating Brush Rats" is very interesting and historical.

I was in Vancouver, Victoria, at the time a protected government timber stand was being released for cutting. At that time I had the pleasure of seeing two 200 foot trees topped.

The high climber on top was very small and the trees looked a bit like Christmas trees—until they crashed to the earth. Then you could see how large

their trunks were; in fact, they were large trees in themselves. The men swayed back and forth and held close with their leather straps. Cutting off those tops was a dangerous undertaking.

Many men born and raised in the lumber industry have never seen trees topped off. I am very proud to have had the experience.

Lester R. Sidney
Brentwood, Mo.

P.S. I saw many long log rafts come floating down the Mississippi River from the North to Wehayerhauser in Rock Island, Illinois, too. I even swam and dove off some of them.

• The cover story of the June issue, "Those Hairy-Chested Spike-Booted, Sawdust-Eating Brush Rats" was very pleasant reading. Those who enjoyed the article as much as I did might wish to read *Holy Old Mackinaw*, by Stewart Holbrook. It is an entertaining and well researched work by a man who picked many a pine needle from his woolen socks.

Laura J. Willhite
Marquette, Mich.

Although now out of print, Holy Old Mackinaw (published by The Macmillan Company, 1938) is available at most libraries.

Bike Tripping

• It was with great interest that I read the "SportsAction" column in the May, 1972, issue of *The Elks Magazine*. My wife and I have recently rediscovered what fun and good sense it is to ride bicycles regularly. At the end of the column, there is mention of joining a cycling club and subscribing to cycling magazines. I would be interested in a club oriented toward disseminating information to active cyclists and which would help organize groups of enthusiastic cyclists in various towns and cities. Please send me any information you may have about this topic.

Lavern E. Brown, Jr.
Nogales, Ariz.

The Bicycle Institute of America offers a wide variety of information and services to the interested cyclist—much of it free. They should be able to help in organizing a local cycling club and can be contacted at 122 East 42nd Street, New York, N.Y., 10017.

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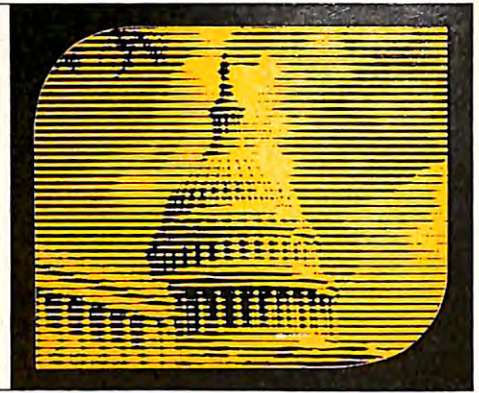
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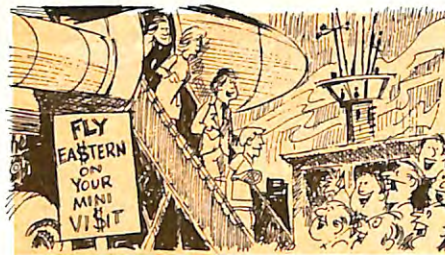
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AROUND WASHINGTON



DRY PARTIES are the rule at the governor's mansion in Tallahassee, Fla. When Gov. Reubin Askew entertains he serves apple juice instead of alcohol. "You'd be surprised how early people go home," he cracked, as he told an audience at the Washington Press Club about it.



THREE-DAY HOLIDAYS made possible by federal legislation providing that holidays such as Washington's Birthday, Veterans' Day and Columbus Day would fall on a Monday have brought new business to the airlines. "It has made a big difference to us on our flights to Jamaica, Florida and Mexico City," says an Eastern Airlines executive. "Many people are turning these extra long weekends into mini-vacations."

A SPY THRILLER called "Scorpio" can count on a big attendance by Washington movie-goers when it is released next year. About half the picture was made in Washington and many residents stopped to look as scenes were shot in Georgetown, and at the Union Station and the National Airport. Burt Lancaster has the lead role as a veteran C.I.A. agent who disguises himself as a black priest to escape the man assigned to murder him.

BUSINESS finally is picking up, Washington analysts report. Unemployment and inflation continue to be stubborn problems. But business and consumer spending is expanding and the prediction is for a period of brisk economic growth that should last for many months.

VIP 'FIX-IT' MAN. Charles Gordon Dentry, whose workshop is in the basement of the old Smithsonian red brick castle, is no ordinary repair man. He is a restorer who tries to do such a perfect job on the things he fixes no one will guess they have been repaired. Loaned to the White House when needed, he patches up china and objects of art that get damaged by tourists, members of the First Family, their guests or the household staff. His main task is keeping the Smithsonian's treasures in repair.

BUYING GUIDE. If you are in the market for a new vacuum cleaner you can get a booklet published by the General Services Administration based on federal purchases and use. The guide, which omits brand names, provides detailed information on the basic types of vacuum cleaners and attachments. It is called "Vacuum Cleaners" and can be obtained by sending 40 cents to Consumer Product Information, Washington, D.C. 20407.



FAMILIAR SIGHT on a summer weekend here is people standing on the sidewalk outside the University Pastry Shop, at 3234 Wisconsin Avenue, and talking about how good their ice cream cones are. A fresh batch of ice cream is made up every day, except Sunday and Monday when they are closed, by Julius Andracsek, who came over from Hungary years ago, and his son, George. They use fresh cream and milk from a Springfield, Va. dairy, some salt and pure flavoring, and come up with a product that contains 17 percent butterfat and little air.

PASSENGER TRAINS have made a comeback on the Washington to New York run. Fast Metroliners, which make the trip in three hours and cost only \$34 roundtrip compared to \$52 on the air shuttle, are heavily traveled. AMTRAK, which operates the trains, is under pressure as it begins its second year of operation to get on top of its troubles so that this kind of improved service will be available on a nationwide scale. Congress has authorized \$227 million for the semi-government rail passenger corporation in Fiscal 1973. Nearly half of this is earmarked as a loan guarantee for acquiring new trains and stations.



PEANUT BUTTER FANS. Senator Barry M. Goldwater really likes peanut butter. "I even used it to shave with one morning on a dare, and if you don't mind smelling like a peanut for two or three days it is darn good shaving cream," he says. Another senator who is very fond of peanut butter is Hubert H. Humphrey. "My favorite sandwich is peanut butter, baloney, cheddar cheese, lettuce and mayonnaise on toasted bread," he says. The two senators disclosed their tastes in response to a poll of leading political figures conducted by Paulette Brown, the Georgia Peanut Princess.

MIAMI BEACH has become a member of an exclusive club of American convention cities by hosting the Democratic nominating convention in July and the Republican convention this month. Only two other cities during the past 116 years of political history—Chicago and Philadelphia—have been host to both major parties in the same year. Chicago had this honor in 1884, 1932, 1944 and 1952 while Philadelphia enjoyed it in 1948.

A **PAINTING** you can walk on has been painted by Gene Davis, a Washington artist, on a closed off, 414-foot stretch of Benjamin Franklin Parkway leading to the Philadelphia Museum of Art. Considered one of the world's most unusual works of art, it consists of 80 long stripes painted in 15 different colors. It is called "Franklin's Footpath" and will disappear in anywhere from two to five years, according to outdoor art experts.

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by Robt. D. Childers

"BOB, I'VE TALKED with advisors, counselors—the whole bunch! I pay plenty, too, for their good ideas; but, I still wake up every morning with the same old hangups. Let's face it. I'm a failure! Where did I go wrong?"
"I don't know, Jack. Let's explore."

Jack's situation is not unique in business. It defies a simple answer; but there are answers, once we look at it squarely in terms of guidelines. What makes it worth considering, along with a few other examples from my files, is that the "failure syndrome" is rising to the surface more often these days than ever before, and in every community across the nation. Depressions and recessions come and go. The nation's affluency continues. For many, this amounts to a personal bonanza—an opportunity to be worked to the fullest. For others, it simply accelerates a downhill plunge with a yawning abyss at the bottom!

Why are there so many people in today's business communities who have become masters in the art of not making money? Care to guess?

Just as I replied to Jack's question about himself, I don't know. The answer is complex. It's worth a brief discussion. Let's look:

We've listened to and read reports on the problem of money-oriented failure in today's society from distinguished specialists in the fields of medicine, the religious disciplines, personnel and family counselors. Now, for a change of concept, let's look at the problem from the viewpoint of a hard-headed businessman whose job is to advise people and management on the use of their time, their personnel, systems and other things as they relate to profit and loss statements.

I'm a management consultant. Through years of professional exposure, I've studied situations. From this study, I've developed some conclusions to help me understand the "failure syndrome."

Categorically, there are certain recurring factors in the case histories of every successful or unsuccessful entrepreneur, or executive company man, for that matter.

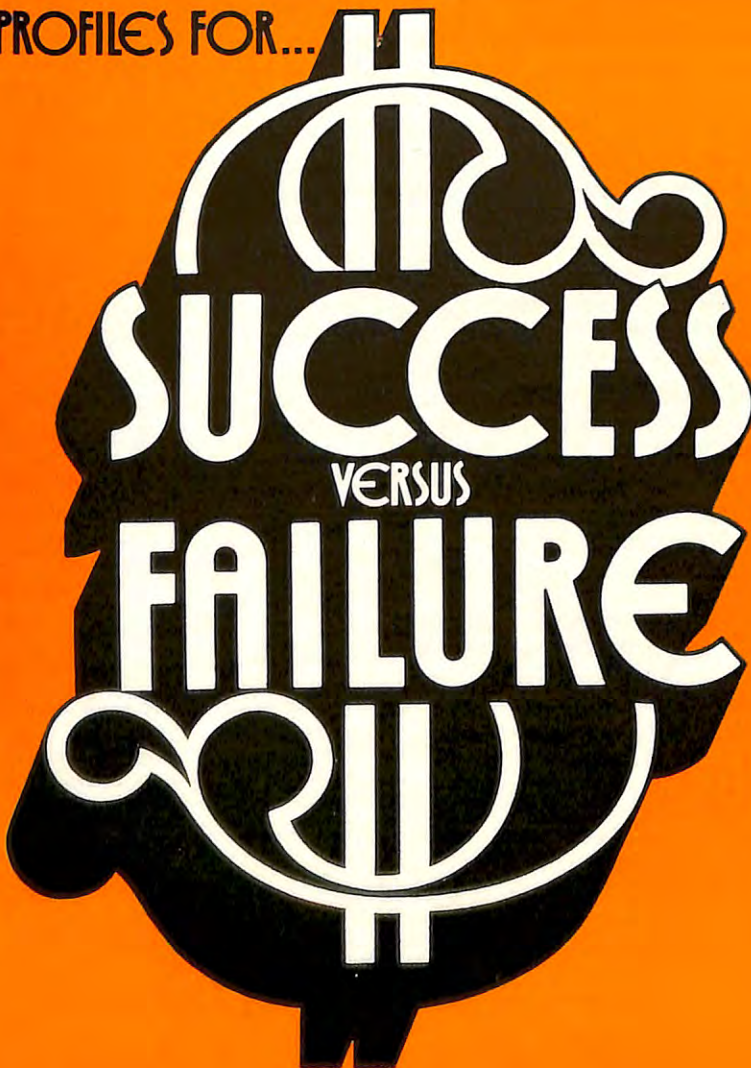
An owner of a profitable business can only continue if his people are hap-

py with themselves and the work they do. The same thing applies to the owner, himself, or to any other entrepreneur who must be programmed for management and effectiveness in order to show a profit.

I should point out before I go further into this discussion that my comments, although seemingly directed only toward men in business, apply equally to women. In either case the end result desired is a set of sound financial statements. I'm concerned with what's necessary to make them so.

Formal education does not necessarily help a man succeed. Point of argument, here? Not really. I believe a sound education is great. Sometimes, however, I'm sure the value of education is out of proportion with reality when used as a basis for hiring an employee, or retaining an expert. Obviously, a man must be proficient in his chosen discipline and if this requires specialized education, he must have had it. But, a lettered man, or so I've found, may be as a fish out of water when it comes to having and using the knowledge and abilities required for a specific assignment.

PROFILES FOR...



An ability to handle an assignment, or to acquire the ability to handle an assignment, should be of first consideration. I agree, however, that certain educational milestones may sometimes become important in at least preliminarily classifying candidates for specific assignments. It does not necessarily follow that the people with the educational "milestones" will become the most successful. My files contain many examples to the contrary.

I've found, then, that formal education is not necessarily a factor in the success formula.

Man is a social creature. Business is a social activity. Therefore, as a generalization, a recluse type is not likely to make it either as an entrepreneur, or as a valuable, permanent, advancing employee.

Then there must be a need for the product or service that is to be offered, or it's strictly no dice. An employee not performing a necessary duty may expect a change. Likewise, there's little need for a new business that manufactures automobile running boards.

A desire to succeed is a must. I've seen enterprises that seemed to make

it in spite of lackadaisical, or couldn't-care-less attitudes on the part of the owner; but it's rare, indeed. More often than not, a couldn't-care-less attitude is merely a front. The desire is there, but camouflaged. A bare desire without direction, of course, is yet another matter.

Along with desire there must be positive thinking—all the way and always! Negatives in thinking will almost always kill an enterprise; or put a well-employed person back on the street! Perhaps we should even forget how to spell the word "negative!" It's dynamite!

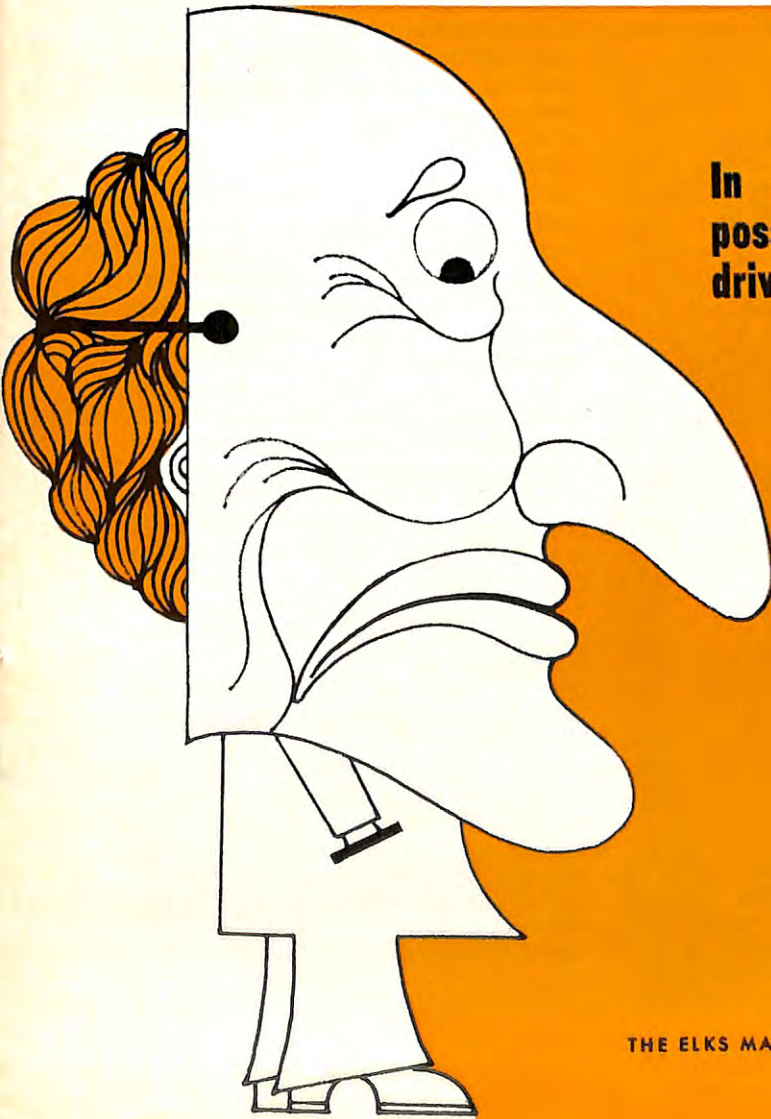
Closely related to "desire" is a sub-factor I call "drive." Somewhere along the line every successful man must possess an effective amount of both desire and drive.

I think a man needs a measure of stupidity! Not quite the proper description for this factor, let's call this one, instead, the "bumble-bee syndrome." Everyone knows it's aerodynamically impossible for the bumble-bee to fly—except, of course, the bumble-bee! Not knowing any better, he goes ahead and flies.

If we're going to become success-oriented, perhaps it's just as well that we do not know too much! It's so easy to become mesmerized with the many reasons why an enterprise cannot succeed that we actually pre-destine it to failure! Examine each negative obstacle by itself. Is it really a problem? As long as we are so "stupid" as not to actually know the idea or plan won't work, how do we know it won't? Line up all the positives, for a change, and start from there. Maybe our "stupidity" will prevent us from discovering any negatives at all, at least until it's too late to hurt us!

A successful entrepreneur learns to include within his schedule certain pleasant interludes, periods of rest and relaxation. I've seen highly qualified people go under more from routine, boredom, and overwork, than from anything else. Recreation and relaxation is a coat of many colors, however. Pick the colors to your liking; a well-chosen coat fits best.

"I was unlucky!" "My luck ran out!" "That guy's luckier than I am!" "Sam gets all the luck and I don't get any at all!"



In order to succeed every man must possess an effective combination of drive, desire, and direction.

What in blazes is this business about "luck?" I suppose the word has to be in the dictionary, but let's leave it there. I never consider luck a true success factor, and I've never seen other than controllable factors at work in determining a man's success or failure. Think about it. When a man starts using a crutch like this, he's had it! In fact, no "crutch" can be useful in trying to explain away a failure, or justify it. On my desk I have a small clipping from somewhere which states: "A man can fail many times, but he isn't a failure until he begins to blame somebody else."

Home and family environment is perhaps the most important of all in my formula for success. A man cannot—I repeat—cannot normally succeed without the assistance of his loved ones—and I'm not talking about putting the wife and kids to work in the shipping department! I'm talking about enthusiasm, approval, moral support, cooperation, understanding; a recognition that Dad's a hard-working guy who deserves some credit, come what may!

I've observed problems in this area so often I find myself looking for symptoms of trouble in a man's home life almost before I enter his place of business.

If a man is a family man, he deserves

and must receive strong family loyalty. If a wife does not believe in her husband's goals, she must be an "Academy Award" caliber actress and make the guy think she does! The kids need to let Dad know he's a great guy, too. So many young people today don't realize, or plain don't care, that their modern attitude toward their parents is contributing heavily toward the demise of whatever business success their fathers have previously enjoyed. This type of trauma is most difficult for even a very strong man to combat successfully.

Rules: No hostility at the breakfast table. No argument over Junior's grades, no heated family finance discussions, no other troublesome problems before the man of the house leaves for his day in the marketplace.

There must be serenity, understanding, and . . . what's the matter with some genuine, old-fashioned love? A man who leaves home in a happy, relaxed frame of mind has everything going for him as he heads out to his daily encounters. I know this ideal situation is difficult to attain, but an honest effort toward it will do wonders toward making the success formula work. Family and home life relates directly to a man's achievement.

Honesty: This is a noun form of "honest." It's characterized as a com-

bination of not lying, not deceiving, not stealing or cheating; not showing a look of deception; absence of fraud; genuineness.

A failure is almost categorically dishonest, with himself, if not with others. He cheats and deceives and steals from himself; he robs himself of his abilities. He fails to look at himself in a mirror and he hedges on forming judgments of which he is honestly capable.

Honesty, or the lack of it, is rated high on my list of "Success Versus Failure" factors.

The whole ball of wax for success must include a good sprinkling of other things like initiative, intuition; together with sufficient health and stamina to handle the work load as required.

"Man, have you shot me down! I guess I don't have much in my favor. Is there any hope for me to recover?"

"Yes, Jack, there is. As a matter of fact, you have more going for you than most. Work on a couple of problem areas and I'll bet the Internal Revenue Service will once again be glad to see your tax return coming in!"

Jack has become a good friend. Incidentally, his real name is not "Jack." He's a man of average appearance, in his middle fifties, married. His kids are growing up and about ready to go on their own.

He's alert, in reasonably good health, qualified and trained in several professional disciplines. He's well educated, degreed, well above average in rated intelligence, a good guy to know. His profile is pretty standard for the usual successful entrepreneur, at least on the surface.

Jack is outgoing, a pretty good salesman, gregarious, a reasonable "joiner." He's active in his church as a leader and organizer. He attends services regularly. For a long time he's been active as a Boy Scout leader. Jack can do well any assigned job. He can organize himself and others. He's a leader, but with a tendency to take over jobs, rather than assign them to others. He enjoys speaking in public and he does a pretty good job in this area.

By society's standards, Jack's a failure—a real business slob. He can't earn a decent living. His cardinal sin: Inability to sell his wares for a profit in the marketplace! Why? I wonder . . .

"Good guy" Jack was even well respected as a kid. He was never in trouble. He could always earn a buck somewhere. At the university, he worked part time in business and pretty well put himself through school. When he later took a full-time position in industry, he enrolled in law school at night. Nothing much wrong up to now, is there?

(Continued on page 19)

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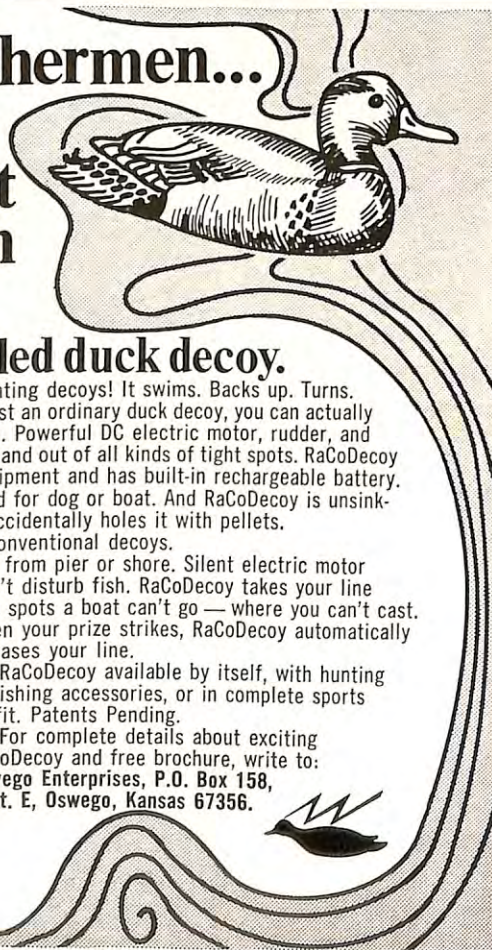
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SPORTS ACTION

by Don Bacue



AEROBICALLY* YOURS

With the technological boom in aerospace, automobiles . . . well, just about any industry you can think of, it should come as no surprise that science has finally zeroed in on sports.

Not that Father Time has dozed the last few decades where the Good Life is concerned. On the contrary, today there are signs of technology in nearly every facet of sports—computer-designed rifle scopes for more accurate shooting, electric fishing motors for more silent trolling, in fact, about anything you can think of to aid us in our leisure-time pursuit of happiness. But lo and behold, no longer is science content to improve upon all the paraphernalia and riggamarole sportsmen use in quest of their prey. Now it's aiming at Mother Nature!

More years ago than anyone cares to recall, somebody with more than a jellybean resting on his shoulders finally realized that, with fishermen multiplying like logarithmic progressions and fishing growing progressively poorer, something had to be done. Thus was founded the modern-day concept of "raising" fish for stocking purposes.

But for years one of the largest drawbacks to stocking was the cost of feeding those darling little fingerlings. In some parts of the country, stocking costs the taxpaying sportsman almost as much as rod, reel, and line—nearly a dollar a pound. Now where's the justice in that?

But that was before a Chicago-based non-profit firm called Salmon Unlimited, working together with Hinde Engineering Company of Highland Park, Illinois, divined a method of stocking fish for around **one cent** a pound . . . roughly a 100 percent decrease. Why, you can't even buy a **bad** cigar for a penny, anymore, let alone a pound of fish. Sound incredible? Let's take a look.

Until recently, fry and fingerlings for stocking have been raised in lakes and ponds requiring commercial food

for proper growth. Commercial food is expensive. Just compare it with the price of dog food. Now, the experts have found, aerated waste treatment lagoons provide enough oxygen and natural food for these fish to grow at amazing rates. That's what I said, those same waste treatment lagoons we've scowled at as neighborhood blights for years. Through tertiary treatment via aeration, the quantity of organic waste material present in the water can be effectively—and naturally—reduced; and the resulting basic foods created by this biological process provide just the proper nutrition for growing fry. In fact, tests have shown that waste lagoon stock actually grows larger than commercially fed, hatchery-raised fish for the same length of time. And larger fish are less susceptible to predators—which means a higher rate of survival (and lower cost per pound) than more pampered pisces.

Another major asset in raising stock "aerobically": lagoon raised fingerlings, reared on natural food, know how to eat the living, swimming organisms which will make up their main diet by the time they're released into their natural habitat. Hatchery fish often starve before they learn. And dead fish don't do anyone any good. An excellent example of how fish benefit both man and nature is the small-mouth bass. This gamey little scrapper thrives in ponds and warm-water streams and rivers across the U. S. Smallmouths grow fast, voraciously devouring less desirable species of fish, such as minnows; yet, if it weren't for rapid and successful stocking, there'd be no smallmouths sizzling in the pan today, at least not in the numbers American sportsmen demand. But with the low cost of stocking via this new aerated waste lagoon system, fingerling bass can be raised by the billions . . . enough of them to provide two pounds of fish per person per year (that's for every man, woman, and child in the U. S.).

Exciting? Indeed. And even where

no waste-treatment/stocking ponds currently exist, they can be built, according to Hinde Engineering, at a cost of three-to-five dollars per capita (plus land) and serve the dual purpose of providing gamefish for sport and food as well as eliminating organic waste. And less money spent on stocking means more funds available for such invaluable conservation projects as land restoration and maintenance.

If the idea's still not intriguing enough, think of it in terms of environmental control: for every pound of fish released into our waters, roughly the same amount of undesirable nitrates, phosphates, and similar organic waste bites the dust, err, mud. So through prudent stocking, man aids his environment as well as himself.

Just how far can nature be prodded, though, into increasing her yield for our benefit? If the prodding is undertaken carefully, it seems only the sky—and man's own imagination—is the limit. That great southern fishing state of Mississippi, for example, has been "fish farming" for years. Now it's interested in waste treatment growing for rapid, cheap food production. The largest producer of farm-fed catfish in the United States, Mississippi hasn't even begun to reach its potential in operations.

W. F. Anderson, owner of one of the largest fingerling operations in the country, describes the future of fish farming as "fantastic."

"I believe we can surpass the growth of the poultry industry," says Anderson. "I think we will have more and bigger processors coming into the catfish industry—and the ones we have now will probably grow. In fact, they'll have to if they're going to provide us with what we need."

Through this exciting, economical new means of simultaneously rearing fish for sport and food and treating man's organic waste, is there any telling what the sport of "fishing" will look like a decade from now? Sport-fishing. Waste treatment. Fish farming. Never before has man stopped to consider these three concepts simultaneously. But technology marches on and the world changes. And certainly the fishing industry is no exception.

☆ ☆ ☆

If you have any questions or problems relating to your favorite sport, why not write the author in care of *The Elks Magazine*?

*Living or active only in the presence of oxygen. —Webster.

HOW I LEARNED TO LOVE THOSE MONSTERS

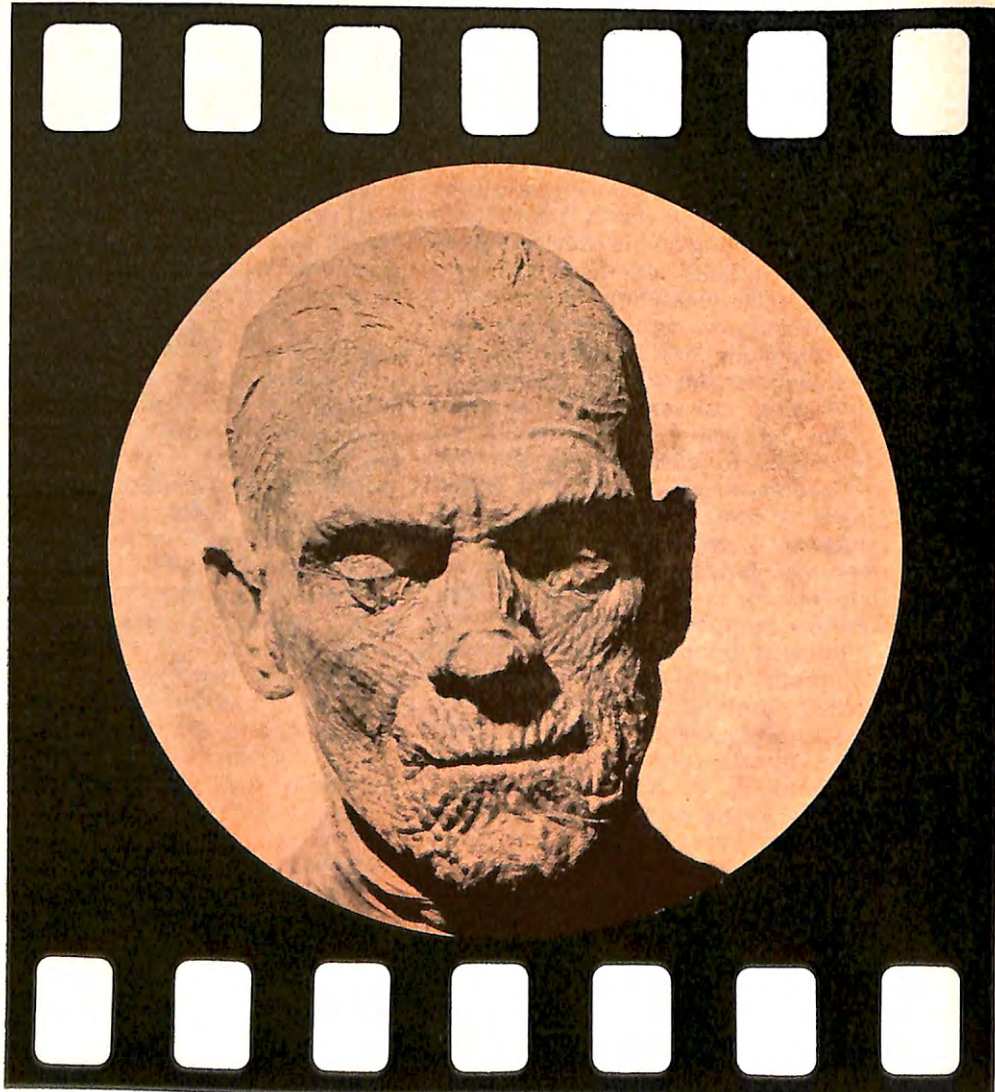
WHEN WAS THE last time you saw a good old fashioned horror movie complete with creaking doors, sliding panels, mad scientists, and larger than life monsters who could send chills racing up and down your spine?

Nowadays, practically all of the film fiends are in technicolor and look healthier and more wholesome than Glenn Campbell. And all of the creaking doors are well oiled, and the sliding panels have been nailed shut. About the only practicing mad scientist around today is Vincent Price, who spends most of his time spouting poetry by Edgar Allen Poe. It's been years since he's tossed together a monster that had any life in it. They just don't make horror movies like they did in the good old days!

Or, sakes alive, he scared the living BEJEEBIES out of me!

Remember the Wolf Man? And the Invisible Man? Now *they* were screen terrors who could scare the living daylights out of you. So could the Phantom of The Opera, the Mummy, the Ape Man, White Zombie, Jack the Ripper, The Hunchback and all of those other great ghouls who kept the

by Richard W. O'Donnell



kids squirming nervously in their seats during those memorable Saturday matinees of the thirties and forties.

The golden age of horror movies lasted about twenty years. It began in 1931, when both "Frankenstein" and "Dracula" came out, and probably ended in 1951 with a shocker called "The Thing." All the great horror films of that era had two things in common. They were in black and white, and they were great fun.

It may be difficult to believe, but Frankenstein's monster, the most famous film horror character of all, recently celebrated his 40th anniversary. He first appeared on the silver screen during the Christmas season of 1931. He's been terrifying the populace ever since.

The first appearance of the monster, as played by the late, great Boris Karloff, has been described by film historian Drake Douglas as "one of the most frightening moments in screen history." Karloff's monster had a fresh-from-the-grave complexion, sunken eyes, cruel lips, and a couple of electrodes sticking out of his neck. He was garbed in

black, always scowling; and civilization shook when he took a step. He was hardly the ideal dinner companion.

Over the years, the monster has changed quite a bit. Of course, Karloff is gone. But this is no excuse for the healthy appearance of the monster featured in our present day Frankenstein flicks. In one of the latest ones, "Horror of Frankenstein," produced in England, the monster runs around bare-chested and wearing a loin-cloth. True, he does have a few surgical scars just like the old monster, but he's completely bald on top. All things considered, the latest Frankenstein monster strongly resembles a contestant in a Mr. America contest, rather than something dragged in from the graveyard.

The truth of the matter is that a lot of actors have played the monster over the years. Bela Lugosi, Lon Chaney,

Jr., Glenn Strange and Christopher Lee, among them. But to the general public, Boris Karloff will always be the monster, even though he played the part only three times. He also played the role in the 1935 movie, "Bride of Frankenstein," and again in 1939 in "Son of Frankenstein."

Shortly before his death in 1969 at the age of 81, Karloff told an interviewer: "The monster was the best friend I ever had. Actors work all their lives to get a trade mark. I got mine in just one picture. It was a blessing."

British thespian Christopher Lee has played Dracula on the screen about a dozen times. Yet to movie fans all over the world there is only one true vampire from Transylvania. The actor, of course, is the late Bela Lugosi.

Admittedly, Lee is a splendid performer. Regardless, the role of Dracula belongs to Lugosi. The Hungarian is one of the most impersonated actors of all, even though he has been dead a decade. Rare indeed is the night club mimic who does not have an impersonation of Draculian Lugosi in his repertoire. And why not? Lugosi's

A Saturday matinee, a box of salty popcorn, and you were ready for an afternoon of horror. But, woe that long walk home . . . Below, some old familiar faces: Karloff, Rains, Chaney, Jr., Rathbone.



The golden age of horror films isn't really over. You can still see your favorite monsters on late-night TV.

"Welcome to Castle Dracula" and his evil smile were enough to give you nightmares for a month.

In 1933, that great actor, Claude Rains, made "The Invisible Man," which is still regarded by many critics as the best of the horror epics produced during the golden era. The special effects were outstanding, and Rains was brilliant. Viewed today on television, the film has a hypnotic quality. The sound track is high pitched, or so it seems. Still, photographically, the film is outstanding. It survives the test of time; something few modern thrillers do.

In 1941, Lon Chaney, Jr., the son of the great star of the silent horror films, was bitten by Bela Lugosi, in a

film, and "The Wolf Man" was born. He was killed in his first flick by his father, played by ex-Invisible Man Claude Rains. He was killed in a lot of other films, too.

During the forties, the younger Chaney was undoubtedly the top horror actor in Hollywood. In addition to the Wolf Man, he also played the Mummy several times. He was Dracula's son, the Frankenstein monster, an electric creature, several schizophrenics, and a mentalist who went berserk. Alas, Chaney never played the horror role closest to his heart. He had hoped to play "The Phantom of The Opera" in the 1943 version of the film. His father had originated the role in 1925. However, Universal Pictures gave the part

to Claude Rains, and that was that.

A number of famous actors were featured in the horror epics. During his early years, prior to "Mutiny on The Bounty" and "Henry VIII," Charles Laughton popped up in quite a few of them. Bogart cultists are well aware their hero once played a zombie of sorts in a little bit of terror called "The Return of Dr. X." But they try to keep it quiet.

Peter Lorre was an outstanding cinematic deviate. Raymond Massey appeared in a trembler or two, and once impersonated Boris Karloff in the comedy, "Arsenic and Old Lace." Basil Rathbone, Cedric Hardwicke, Peter Cushing and Colin Clive were all Frankensteins along the way. John Carradine, Conrad Veidt, George Zucco and Lionel Atwill are among the screen's most popular mad scientists. Henry Hull, Francis Lederer, Henry Daniels and Onslow Stevens made vicious vampires. And Spencer Tracy, Fredric March and John Barrymore made excellent "Dr. Jekyll and Mr. Hyde" impersonators.

Towards the end of the forties, television came along and the old time horror films were doomed, along with Grade B westerns, serials, Charlie Chan mysteries, and quite a few other favorites.

The last great horror film of the black and white era was the 1951 thriller, "The Thing." It is still regarded as an outstanding movie. Ironically, James Arness, TV's Matt Dillon, played the title role. It was one of his last films before he met Kitty, Doc, Festus and all the other citizens of Dodge City.

That famous Frankenstein movie marked the beginning of a golden age of horror movies. True, Dracula came first. But Dracula was not, at the time, the tremendous hit that Frankenstein turned out to be. In fact, Dracula achieved his greatest film fame when he was teamed with the Frankenstein thriller on double bills.

After Frankenstein and Dracula, there was a distinguished array of horrible characters. They included the Mummy, Wolf Man, Mad Ghoul, the Creeper, and a lot of splendid souls. My personal favorite was the Mummy. He was a real winner.

Of course, the golden age of horror films isn't really over. You can still see Frankenstein, Dracula, the Wolf Man, the Mummy and all your other old favorites on television regularly.

Even when interrupted by a couple dozen commercials, the old films do bring back memories of a hundred Saturday matinees spent at the neighborhood theatre. But they just don't make them like they did in the good old days!

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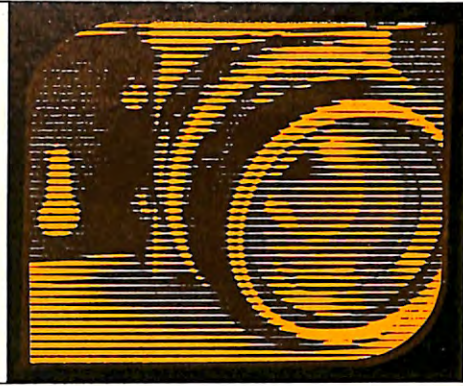


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NEWS OF THE LODGES



INDIANA NATIONAL SERVICE CHAIRMAN L. A. Krebs, Indianapolis, congratulated Vincent Macri (seated) whose nativity scene won first place in the arts and crafts contest sponsored by the Elks at the VA Hospital. The first prize was \$50.



A CEREBRAL PALSY TELETHON, at which more than \$64,000 was pledged, was sponsored by Madison, Wis., Lodge. Comedian Arte Johnson (second from left) took time out to joke with ER Herb Dittman and two of the cerebral palsy children who participated.



A NEW OFFICER'S CLINIC was held at Panama City, Fla., Lodge for 50 officers from the Northwest District. PGER William Wall was an honored guest at the session, and he was greeted by (from left) PSP A. C. Van Horn Jr., ER Leonard Gregory, and DDGER C. A. Oliver.

DURING HIS TERM of office GER E. Gene Fournace was presented with an outboard motor as a courtesy of Mercury Marine, a division of the Brunswick Corporation. Admiring the gift at Fond du Lac, Wis., Lodge were (from left) ER Royal Kott Jr.; Est. Lead. Kt. Donald Flanders; PGER Lee Donaldson; GER Fournace; SP Joseph Kovacks; Grand Trustee Melvin Junion, and GL Judiciary Committeeman Ray Fink.





OLYMPIC GOLD MEDALIST Barbara Ann Cochran was honored for her achievements during a special meeting at Burlington, Vt., Lodge. (From left) Youth Activities Chm. Earl Dunphy and ER Richard Bove joined in presenting a gift to the champion skier, and then presented \$50 to Mayor Gordon Paquette for the Burlington International Games, and \$100 to Frank Driscoll for the Vermont Special Olympics for Retarded Children.



MARGARET DEVLIN, a senior at Mansfield High School, received the John F. Malley scholarship from Attleboro, Mass., Lodge. ER Frank Trifoglio presented the \$100 savings bond to her.



THREE CANDIDATES became members of Lynchburg, Va., Lodge during ceremonies conducted at the Elks National Home in Bedford. The Lynchburg officers joined with the Home officers in congratulating the initiates.



DRUG ABUSE INFORMATION CARDS were provided for the local Comprehensive Drug Council by Ketchikan, Alaska, Elks. Almost 800 of the cards were presented by Gary Bower (left) and Don Hazelquist (right), lodge drug abuse committeemen, to council representatives Carl Schenk and Jerry Cloudy for distribution in the city.



A HEART FUND DRIVE sponsored by Hermiston, Ore., Lodge raised \$500 for the American Heart Association. (From left) PER Larry Campbell accepted the check from Co-chairmen Cliff Knight and PER Robert Fackler.

LODGE NOTES

BIDDEFORD-SACO, Maine. Donald Dube received the lodge and the state Most Valuable Student awards. Presenting the two \$100 prizes were Maurice Sayer, youth activities chairman; ER Amos McCallum, and VP Anthony Jones.

COVENTRY-WEST GREENWICH, R. I. A testimonial dinner honoring PDD Harold V. Waltonen was held at the lodge home recently. Among the guests were his son, Est. Loyal Kt. Thaylen Waltonen; ER William Gaffney, and PER Art Nadeau.

POINT PLEASANT, N. J. A testimonial dinner-dance was held recently at the lodge home in honor of Brother Frank Dias. He was commended for his many achievements as a trustee, committee chairman, and for his contributions to the lodge's programs.

HOLLYWOOD, Calif. The lodge arranged a cruise to Catalina Island for 37 orphans from the Nazareth House.

DELAND, Fla. Michelle Frankulewski was the guest of honor at the lodge recently. ER Raymond Capps presented the Most Valuable Student \$800 scholarship to her.

BROCKTON, Mass. The lodge-sponsored basketball team played in the city playoffs recently. Brother Guido Sersi, coach, and Esq. John Cormier were among those who aided the team.

SOUTH RIVER, N. J. Donna Marie Sedlak won the Most Valuable Student award in national competition while representing the lodge. ER Edward Diedrich presented the lodge's award.

CHARLESTON, S. C. The lodge's paint committee has finished five projects in the past year. Chairman Manny Applebaum headed the crew of lodge members.

BREWSTER, N. Y. The lodge has received a special citation from the Landmarks Preservation Committee of the Southeast Museum. It was decided to preserve the lodge and its grounds because it enhances the neighborhood and keeps alive the local history of the area. Andrew Kleis, building committee chairman, accepted the citation.

WILLISTON, N. D. Winners of the lodge's \$100 scholarship awards were Travis A. Detke and Margaret J. Johnson. First place Youth Leadership contest award winners were BeAnn Vranish and Rocky Gorder. Linda Knutson is the lodge's Girls State delegate. Eagle Scout awards went to Craig Peterson, Warren Fosholdt, and Tom Halvorson.

GREENVILLE, S. C. Honorary Citizenship in the city of Greenville was bestowed on GER E. Gene Fournace during his recent visit to the state. ER M. J. Arledge and Secy. C. John Collins joined in presenting the document.

BRainerd, Mass. The lodge has taken over the presentation of the American flag at Brainerd High School basketball games. Bert Gendron, Americanism chairman, leads the audience's recitation of the Pledge of Allegiance. The lodge received permission to present the flag at the state convention.

ELIZABETH CITY, N. C. Twenty-three members of Girl Scout Troop No. 707, sponsored by the lodge, were cited for their accomplishments during an award ceremony held at the lodge home. Highlighting the program was the presentation of an American flag by ER David Ownley to troop-member Judy Bray.

GOODING, Idaho. Joani Gay Pauls and Mark Wayne Johnson were named as winners of the Most Valuable Student contest at Gooding Lodge. Est. Lead. Kt. Whitey Price presented the awards.

TERRE HAUTE, Ind. Brother C. L. Shideler was elected Secretary of his lodge for the 39th consecutive year, and State Secretary for the 34th consecutive term. A 50-year member, he has held numerous Grand Lodge offices.

BLOOMFIELD, N. J. The lodge members recently staged their 15th annual variety show for the patients at the East Orange Veterans Administration Hospital. After the show PER Peter Montuori and ER Charles Doherty presented a gift to each patient.



STATE POLICE LIEUTENANT P. A. Liversani (second from left), head of the narcotics program, explained the perils of drugs to a young son of a Gloversville, N. Y., Lodge member. A drug information program was sponsored by the lodge, and nearly 200 persons attended. Est. Loyal Kt. William Lair (left) and ER Anthony Reppenhangen are also members of the New York State Police.



PAST EXALTED RULER Robert Warren of El Cajon, Calif., Lodge presented a certificate of appreciation to Brother Robert Bales, who signed up 132 new members in the Elks National Foundation during the 1971-1972 lodge year.



OFFICERS of Nogales, Ariz., Lodge visited the Santa Cruz County School for Retarded Children to inspect three record players and earphone sets donated by the social welfare committee of the Arizona Elks Association. The visitors included (from left) ER Frank Munoz, PER Roy Cole, Est. Lead. Kt. Jerry Wager, Secy. William Costa, and Mrs. Edward Pierson, president of the Santa Cruz Association for the Mentally Retarded.



A CIRCUS sponsored by Boca Raton, Fla., Lodge was held to raise funds for the lodge's charity projects. Brother Robert Lee Murphy (center) visited with some of the 200 children who were brought to the festivities.



COACH JACK NELSON of the Minnesota Vikings was a guest at Charles City, Iowa, Lodge's Youth Night recently. He signed the guest book as Est. Lead. Kt. Charles Hardt and some of the student award winners looked on.



BROTHER ERNIE GATES of Jamestown, N. D., Lodge was honored by his fellow Elks for his outstanding service after only one month as a member of the lodge. ER Jack Brown presented him with an award.



CEREBRAL PALSY CHAIRMAN Mike Peckyno (right) was congratulated by ER Walter Kwolek for surpassing Monessen, Pa., Lodge's goal of contributions for the year. A total of \$1,700 was raised for the state major project.



GIFTS AND TRIBUTES were bestowed on Leon Kosmacki (third from left) at a testimonial banquet at Donora, Pa., Lodge. PER Kosmacki has served as the lodge secretary for 15 years. Joining in the congratulations were (from left) ER W. Keith Beckinger, Grand Secy. Homer Huhn, and PGER Lee Donaldson.

Success Versus Failure (Continued from page 10)

During World War II, Jack was no hero, but as a "civilian in uniform" he served with honor for four years and held responsible positions.

Following the war, he went back into business and held good positions with several companies. He was acquiring skills and making progress. Jack is an entrepreneur type. He had by now established himself professionally in several respected disciplines and he was aware of an insatiable drive to be on his own!

Jack discussed his plans with his family and gained their tacit approval, if not outright support. He made the break and opened his offices in the center of a large city financial district. With enthusiasm, knowledge, experience, and sufficient capital, the climate appeared right for success.

And for several years he was successful. He was still young, his family was growing, he was active in the business community. Then came a major cyclic reversal in the economy. His real estate specialty business slid to a halt. His professional practice could not carry the load. Two land investment ventures collapsed simultaneously. Jack was in trouble and he needed a job!

On the street, he soon discovered he was "over the hill" for employment. Well into his forties, by now, and in spite of professional abilities and background, he was unable to obtain salaried work of sufficient value to recoup his losses, or even sustain himself. Why? Of course there were numerous firms who wanted to "pick his brains" on a straight commission basis, but at this point Jack couldn't afford this. He's a professional salesman, but he's not the high pressure, or give-'em-hell type.

Jack's family, relatives, and some friends promptly labeled him a failure, a dreamer, a losing gambler. They resented him and he resented their attitude. He's been combatting this negative situation for years. Although he moved to less expensive offices, picked up the pieces, put in long hours on his work, he's never again come to within smelling distance of actual success.

Jack had two major problem areas—the same two that plague so many who seem to be prone to failure in a success-oriented environment.

His family life was coming in "garbled and off frequency" practically all the time. Strange, too. He had a fine wife and good kids. Jack tried to please them, but they were miles apart on everything he tried to accomplish. Nothing singularly large or serious, you understand—simply a sum total of many small "straws" that continually weak-

ened the "camel's back," as it were. Jack seemed always to be out in left field and his family just couldn't understand anything he was trying to do. They just would not give him the moral support, enthusiasm, and helping hands he so desperately required. He carried this confusion with him every day to his office.

In addition to the home problems, and to some extent because of them, Jack had developed such an elaborate set of negatives feeding up negatives that an occasional positive had no chance at all!

I've worked with Jack for some time, now, in an effort to rebuild his business. He is developing new attitudes. His business is starting a turn-around.

Before any improvement could take place, he had to realize his full-circle of family, social, and business life was missing in several specifics. His new plan for success calls for important adjustments. He's sorry about how some of the chips are falling, and he hates to hurt anyone; but he realizes he's important, too! Time, rationalization, enthusiasm should make him again a success.

Jack is certainly not an isolated case of failure, largely self-induced. I have in mind another chap we'll call "Bill."

I haven't been able to do much for Bill, but his case may help to illustrate more of what I've been talking about.

Different from most, Bill is very much aware of his hangups, why they exist, and to some extent how to correct them. At the same time, his attempted solutions have fallen short.

Educated, experienced, the possessor of personal ability, a quick, analytical mind, and a rare charm, Bill's able to communicate pleasantly with people—and to immediately grab a firm toe hold at the start of every project. Where he falls short is with his follow-up. He's a great opener, but a lousy closer; and we're all salesmen of some kind, regardless of our specific types of business.

As able a man as Bill is, he's been unable to sell any of his ability in the marketplace on any kind of permanent basis that will keep his enterprise alive.

Bill's problems are complex, but they're almost all in one category. He has a bad case of "negative-itis," too; but his negatives are deeply hidden and not easy to identify.

The most troublesome of these deep-seated negatives seems to be a subconscious fear of doing business with successful people! He knows this and fights it. Different from the physical laws of magnetism, in this case "likes" seem to attract "likes." Every association Bill forms always ends up with him "conned" by people in worse condition than he is! Who is raising whom to a higher level? Financially successful firms still need his services and can

(Continued on page 26)



A MONUMENT honoring the memory of the late PGER William S. Hawkins was unveiled at Forest Cemetery in Coeur D'Alene, Idaho. The dedication ceremony included an invocation by the Rev. John Larson of St. Lukes Episcopal Church, music by the Fife and Drum Corps from the Spokane Percussionists, and an address by GER E. Gene Fournace. Dignitaries attending the services included (standing, from left) PGERs Frank Hise and Glenn L. Miller; GER Fournace; GL Judiciary Committeeman Robert Yothers; GL Credentials Committeeman William Raw; GL New Lodge Committeeman B. J. Bybee; Grand Trustee Joseph McArthur, and (seated) SDGER Ray Kelly; Past Grand Est. Lect. Kt. G. B. Urlie, and SDGER John Raftis. Mrs. Agnes Hawkins (insert) was also present.



Smile of Apollo



by Jerry Hulse

THERE ARE those who say never return to a place of pleasant memories—presumably for fear second encounters risk bittersweet endings. But it was different with Rhodes. Those fragile memories of another time survived, and others were born of happy days spent exploring this warm Greek island. There was the day of the picnic at the very ending; it occurred on a lonely beach with bread and wine and the gentle sigh of the Aegean close by—one of those brief episodes one files away in the memory bank for reliving another time.

When I last saw Rhodes Swedes were invading the island in unprecedented numbers. Long, leggy, suntanned blondes. What with the cold of home and the warmth of Rhodes no one asked why they sacrificed Scandinavia's snows for the smile of Apollo. While presently they are still arriving in vast numbers, I discovered that now—after five years—the No. 1 rating goes to the Germans, followed by the British, the Danes and the Americans. Last year nearly 5,000 scheduled and charter flights delivered these visitors to the island.

As a tourist destination Rhodes had its awakening in the early 1960s with fewer than 1,500 visitors. Ordinances current at the time forbade the creation of hotels higher than five stories. On the entire island there wasn't a single skyscraper. Not one. Now it is different. There are many big hotels. But somehow the relaxful mood of Rhodes has survived. It has survived even with 130 hotels which now provide shelter for nearly 20,000 tourists at a time. Among the newest is the Rodos Bay; it is owned by Nondras Solounias, the pasta king of the Dodecanese. Nondras Solounias is also president of the Hotel Owners of Rhodes. For his hotel he imported marble from Epidaurus, Ioannina and Mt. Pendali (which also provided for the magnificent Acropolis of Athens) and after this he placed a swimming pool on the roof. The Rodos Bay, facing the Aegean, rises 11 stories with a splendid view all the way to Asia Minor, a dozen miles away. The owner boasts that it is taller even than the ancient Colossus of Rhodes, one of the Seven Wonders

of the Ancient World. Rising directly next door is an even loftier skyscraper, the Intercontinental, which was topped off at 21 stories.

The question being asked is whether Rhodes is going the way of other resorts or will the lovely Greek island survive the intrusion of the tourist? I like to believe the people of Rhodes will resist the temptation which has led to such tragedies as Waikiki. For one thing, its beaches are infinitely more beautiful than Waikiki's. Besides, the island exudes a gentleness, a certain sweetness. Also, the prices aren't so outrageous. At the Rodos Bay, for example, a room with breakfast for two costs \$25 a day.

What with an abundance of sun and such reasonable prices, last year Rhodes earned more than \$50 million courting the tourist. This year it looks forward to perhaps another 50 percent increase. The result is that the island now accounts for 25 percent of Greece's total visitors. With hotels full during the busy July-August summer season, as many as 2,000 visitors a day take up residence in small private homes, plunking down a paltry \$2 to \$3 a day for bed and breakfast. Others spread sleeping bags on the beaches and beside the tombstones in an ancient Turkish cemetery near the ancient walled city. Perhaps all this seems contrary to my remarks about the gentleness of the island. Indeed, the peacefulness. You must understand that the resort area is infinitesimal as compared with Rhodes' great empty fields and its rolling, verdant hills. Even the city is geared down to a pace that's not unnerving. The new section was created after invading Turks decreed that Greeks working in the old city must scatter before sundown. Refusal meant death by hanging, so the Greeks built their new city.

It is the old city, though, that lures the tourists. Now, happily, traffic has been banned. Perhaps the cab drivers are angry, but the residents are happy. A decree forbidding traffic in the old city was handed down by Mayor George Vrouchos. Not even a compact is allowed through the narrow, cobbled streets (although delivery trucks are permitted in the early morning hours). The decision to halt traffic came after buildings began suffering under the vibrations of automobiles.

During the city's golden years 3,000 statues lined its streets. One, an immense bronze statue, called the Colossus, represented, as I said, one of the seven wonders of the old world. After being felled by an earthquake the Colossus was hauled off to Asia. Somewhere in the desert the caravan disappeared. Now the Mayor of Rhodes wishes to rebuild the Colossus. He pic-

tures it standing out to sea, just as the Statue of Liberty does in New York's harbor. It would cost \$3 million to build, he figures, but he has a plan for raising the money. He would like to launch a campaign in America, asking each child to contribute a dime. He is a promoter, this mayor. As a result of the campaign Rhodes would become a household word. Later, with the children in America grown up, they would wish to see the Colossus. This would bring Rhodes more tourists, the mayor smiled happily.

As it stands now, the city is a maze of temples, shrines and excellent shops. Facing down upon the ancient walls are nearly half a dozen Turkish minarets and below them their mosques. I wandered along the cobbled streets, watching the jewelers at work and old men sipping wine and exchanging bits of gossip at sidewalk tables. Beyond here dozens of tourists tour Rhodes' famed Street of the Knights and the Palace of the Grand Master.

Greeks who settled the island were followed by Romans and Crusaders. Later the city fell during an invasion by Sutan Suleiman the Magnificent, the Turkish conqueror. In a siege lasting six months, less than 600 knights together with a small municipal army faced the invaders. After occupying the city, Suleiman granted free pardon to the defenders, so great was his admiration of their courage.

Today the old city's ancient Turkish baths continue to welcome visitors—exactly as they did when the sultan, along with his wives, luxuriated in the steaming rooms. Only now men and women must peel and boil in separate rooms, the steam fed by the original log fire system. Later, with darkness, the island's visitors relive the siege of Rhodes in a nightly sound and light performance staged on the grounds of the Palace of the Grand Master. More than 400 performances are given between April and the end of October. My friend Caskie Stinnett, a sophisticated New Yorker, called it "the greatest show of its kind in the world." The story is told in five languages, including English, while lights play on the battlements and walls of the old palace.

(Continued on page 26)

NEWS OF THE STATE ASSOCIATIONS

HIGHLIGHTING the 74th annual Ohio Elks Association convention was the announcement that Janice Csokmay of Warren won first place in the national Most Valuable Student contest for the third consecutive year, a first in the history of the awards. Other state scholarship and leadership winners were also announced.

PGERs William Jernick and Lee Donaldson were among the 1,200 Elks and ladies registered for the meeting. Other distinguished guests included GL Americanism Committeeman David Goldschmidt, GL Auditing Committeeman Walter Springmyer, and Aaron Schontz, secretary to GER E. Gene Fournace.

U.S. Rep. William Harsha Jr., a PER of Portsmouth Lodge, was named to the Elks Hall of Fame. Ritualistic contest honors went to the team from Dover Lodge, and Brother Kenneth Strunk, Lima, was elected president of the state Past Exalted Rulers Association.

PDD L. L. McBee of New Lexington will lead the slate of new state officers as State President for the coming year. Other officials include Vice-presidents F. H. Niswonger of Dayton, Robert Kennedy of Dover, and James Ekleberry of Delaware; Secy. Eugene France, Bowling Green; Trustee Floyd Shambaugh, North Canton; Sgt.-at-Arms Leonard Nethers, Newark; Chap. H. H. Stoops, Portsmouth; In. Gd. Carmen Lanese, Cleveland; Tiler John L. Johnson, Napoleon, and David Goldschmidt, interim governing board member.

PSP Leslie Scrimger, Columbus, was in charge of the traditional memorial services, which honored three Past State Presidents—Walter Beer, N. A. Bartram, and C. Ross Cline.

The Ohio Elks will return to Columbus August 18-20 for a fall planning session.

MISSOURI ELKS met at Springfield Lodge May 5-7 for their annual state convention. About 520 members and their ladies registered setting a new record for the state convention's at-



Following their installation the new Ohio Elks Association officers are (seated, from left) SP L. L. McBee; VP F. H. Niswonger; Trustees Chm. Sam Fitzsimmons; Trustee Irving Davies; Trustee Floyd Shambaugh, and (standing) VP Robert Kennedy; VP James Ekleberry; Secy. Eugene France; Sgt.-at-Arms Leonard Nethers; Chap. H. H. Stoops; In. Gd. Carmen Lanese; Tiler John Johnson, and David Goldschmidt, interim board member.

tendance. Special guests PGER Edward W. McCabe of Tennessee and PGER Frank Hise of Oregon spoke at the meetings.

The State Benevolent Trust Committee announced that \$20,000 had been allocated to the state major project—dental care for handicapped children. A check was presented to Children's Mercy Hospital in Kansas City to equip the new dental wing.

Winners of the three \$600 Most Valuable Student awards were announced. They are James B. Kinealy, Gloria Ann Lefholz, and Michael L. Nelson.

Three teams entered the ritualistic contest. Washington Lodge won first place, Warrensburg Lodge was second, and Springfield Lodge was third.

Donald Conrad, Washington, will lead the new officers as State President for the coming year. His co-officers include VP-at-large W. H. Stewart O'Brien, Festus-Crystal City; VP Joseph Bollinger, Jefferson City; VP John R. Guertin, Arcadia Valley; VP Jesse Edwards, Springfield; VP Don Nimitz, Clayton; VP Don Keck, St. Joseph; Trustees John Boyer, Potosi; Russell Straughan, Farmington; Leland Budde-meyer, Webb City; John Watson, Florissant; Bob McMillin, Kansas City (Northland); Secy. James Steinhaus,

Washington; Treas. R. Max Fry, St. Joseph; Chap. John Ross, St. Louis; Tiler Kenneth Kilkenney, West Plains; In. Gd. David McIntyre, Hannibal; Sgt.-at-Arms D. G. Mordecai, Brookfield, and Organist Jerry Holt, Poplar Bluffs.

The membership committee reported a net gain of 711 members during the past year. The total membership in the state is now 15,869.

Jefferson City is the site of the association's fall meeting September 13-15.

CALIFORNIA-HAWAII Elks Association members gave a standing ovation to GER E. Gene Fournace after his speech during their 57th annual convention at San Diego. ER Ernest Smith welcomed the delegates and invited them to an open house at the host lodge. PGERs R. Leonard Bush and Horace Wisely were among the distinguished guests attending.

The highlight of the meeting was the report of the major project committee. Chairman Marvin Lewis introduced members of the committee and therapists, and reported that almost \$800,000 was spent during the year on major project activities. The Exalted Rulers' march followed, providing a total of \$605,000 for cerebral palsy treatment during the coming year.



Central District lodges and Elks ladies of Florida completed a special project during the recent state convention at Orlando. A specially-equipped car was purchased for a patient at the Harry-Anna Crippled Children's Hospital, Judy Skipper (in wheelchair). After graduating from the hospital high school this year, she now has transportation to a new job. The presentation of the car keys was followed by congratulations from (from left) Asst. Hospital Administrator Jim Oliver, DDGER Bodo Kirchoff, and outgoing SP Robert Grafton.



State officers for the Kansas Elks Association were installed by PSP Fred Kelly (right). They included (from left) SP R. B. Deffenbaugh; Treas. C. A. Chandler; Deputy President Robert Earnest; Secy. Lloyd Chapman, and VP Dale Mitchell.



The good works of the Kansas Elks Training Center for the retarded were explained to visiting dignitaries during the Kansas Elks Association convention. (From left) Director Dean Settle explained one of the projects to DDGER Donald Hebert; DDGER H. Keith Mossman; outgoing SP George Tracy; GL Lodge Activities Committeeman K. R. Larrick; DDGER Neil Hibbert; GER E. Gene Fournace; DDGER Lawrence Meyer, and PGER H. L. Blackledge.

Ritualistic competition honors went to Salinas Lodge. The Red Robe Choir of Grossmont High School presented several selections during the annual memorial services, which included an address by Grand Trustee John B. Morey.

The new state officers were elected unanimously. They are SP C. Wallace Ericson, Glendale; Vice-presidents Willam Lawrence, Alameda; E. Reed Bells, Walnut Creek; Carl Brown, Taft; Rosco Hogan, Palmdale; Ned Vento, Arcadia; Andy Jensen, Paradise; Haven Blaylock, Carmichael; Leo Dunphy, Vallejo; L. L. Litman, San Clemente; Andy McHale, Yucca Valley; John Thompson, Montebello; Frank Marsh, Inglewood; Elmer Bogart, Vista; Donald Huff, West Covina; Paul Chegwin, Los Gatos; Harry Spencer, Paso Robles, and Daniel Buckley, Honolulu. Secy. Edgar W. Dale, Richmond, began his 34th year in that office, and Norman Lopez, Santa Monica, was elected Treasurer. New Trustees are Otto Recknagel, Vallejo; H. Edwin Heil, San Bernardino, and Donald Meehan, Alhambra.

November 11 is the date of the mid-term conference to be held at Palm

Springs. Fresno will host the 1973 convention May 16-19.

WITH AN ATTENDANCE of more than 1,000 delegates and guests, the Florida State Elks Association held its 66th annual convention at Orlando May 26-27.

The guests of honor included PGERs R. Leonard Bush and William A. Wall and Grand Forum Justice Willis C. McDonald.

PGER Wall conducted the installation ceremony for the new state officers. They include SP Ralph Clements, Lake City; VP Robert Lawrence, Panama City; VP Donald Yates, Southside Jacksonville; VP Frank Poitras, Cocoa; VP Robert Howell, Lake Wales; VP Harry Woolley, Dunedin; VP Charles Bethel, Arcadia; VP Lloyd Ellison, Stuart-Jensen; VP Earl Sapp, Fort Lauderdale, and VP R. A. Weber, Homestead. William Leiberman, Leesburg, will continue serving as Secretary, and Frank Holt, Miami, was reelected as Treasurer.

District Directors elected include William Kingston, Jacksonville; Charles Legg, Sarasota; Daniel Satin, Miami, and R. W. Evans, New Smyrna Beach.

L. M. Strickland, Tallahassee, will continue as State Historian.

A report on the Elks Harry-Anna Crippled Children's Hospital at Eustis was presented by PSP George Carver, administrator. Treatment at the hospital and out-patient clinics was provided for 1,370 children during the past year at a total cost of \$553,902. Contributions to the Harry-Anna Trust Fund totaled more than \$368,000 during the year, a new record.

The state memorial service included eulogies for PDD C. G. Campbell, Lake City, and PDD Leo Butner, Sanford. The winner of the state ritualistic contest was the team from North Palm Beach Lodge.

The next annual Florida Elks convention will be held at Miami next May.

KANSAS ELKS met for their 67th annual convention May 4-7 at Wichita. A total of 720 Elks and their ladies were registered for the activities, including GER and Mrs. E. Gene Fournace, PGER and Mrs. H. L. Blackledge, GL Auditing Chairman John Kirkwood, and GL Lodge Activities Committeeman K. R. Larrick.

NEWS OF THE STATE ASSOCIATIONS



The gavel of office was presented to Tennessee SP Ted Callicott (left) by PGER Edward McCabe. The state convention was held at Knoxville.

Spontaneous contributions to the Big Horn Basin Children's Center were made during the Wyoming Elks Association convention at Thermopolis. Officials who witnessed the donations included (from left) GL Ritualistic Committeeman J. A. Drehle; outgoing SP Oliver Foust; Handicapped Children's Chm. Elmer Nelson, and GL Ritualistic Committeeman Duncan McPherson.

The excellent progress of the state major project—Kansas Elks Training Center for the Retarded—was reviewed. The Kansas Elks' Ladies again helped to raise funds for the center, presenting the major project committee with \$12,340.

During the meeting Youth Leadership and Scholarship awards totaling more than \$11,000 were presented. The ritualistic competition was won by Liberal Lodge, with Abilene second, Salina third, and Beloit fourth.

The new state officers include SP Richard B. Deffenbaugh, Leavenworth; Deputy President Robert L. Earnest, Russell; VP Dale Mitchell, Iola; Secy. Lloyd Chapman, El Dorado, and Treas. Clarence A. Chandler, Topeka.

Salina Lodge will host the fall meeting October 21-22, and the 1973 convention is scheduled for Wichita, May 3-6.

THE 63RD ANNUAL Wyoming Elks State Association convention was held at Thermopolis April 28-30. About 325 Elks and their ladies attended. Among the distinguished guests were GL Ritualistic Committeemen J. Arthur Drehle, Littleton, Colo., and Duncan McPherson, Seattle, Wash. The special speaker was Dr. Dean Conine, superintendent of schools, Thermopolis, Wyo., who spoke about drug addiction prevention.

The Elks public service awards for outstanding news media went to the Thermopolis *Independent Record* and KWO radio in Sheridan. Members of Greybull Lodge's ritualistic team won this year's state competition.

Eight college scholarships totaling \$3,800 were presented during the

meeting. During a discussion about the Crippled Children's program an Elk asked for the floor and led a spontaneous parade of Elks each contributing one dollar, totaling \$130, to the crippled children's fund.

Newly elected state officers are SP Dr. Richard Collins, Lusk; VP Elmer Nelson, Worland; VP John Dixon, Powell; VP Floyd Snyder, Lander; Secy-Treas. George K. Forster, Casper; Sgt.-at-Arms Edward Young, Riverton; Chap. Milton Gibbs, Laramie; In. Gd. William J. Kupper, Sheridan; Tiler Leslie Smith, Cheyenne, and Trustee Oliver Foust, Thermopolis.

The association will hold its fall meeting at Lander Lodge, October 28-29, and its winter meeting at Casper Lodge. The 1973 convention will meet in May at Lusk.

TENNESSEE ELKS enjoyed the hospitality of the Knoxville Lodge members during the state association convention April 27-29. GER and Mrs. E. Gene Fournace and PGER and Mrs. Edward McCabe were among the 600 persons in attendance.

Dr. Ted Callicott of Paris Lodge was elected as the new Tennessee State President. Immediately following the convention he prepared a 105-page manual to aid all state officers, committeemen, and Exalted Rulers. The handbook contains a description of all state and Grand Lodge programs, operating procedures, and the duties of the members of all committees.

Other new officers are President-elect Joe A. McCulloch, Nashville; VP Billy Bobbitt, Huntingdon; VP Paul Elliott, Knoxville; VP Ed Treadway, Kingsport; Secy. John M. Smith, Oak

Ridge; Treas. George H. Farr, Chattanooga; Trustees Paul Sells of Bristol, Clyde B. Webb of Athens, and Ed Terry of Jackson; Tiler Clay M. Jared, Fayetteville; Chap. Eddie Berry, Paris, and Sgt.-at-Arms Warren Terry, Nashville.

THE LOUISIANA ELKS ASSOCIATION met at New Orleans Lodge May 5-7 for its 36th annual convention.

Among the honored guests were PGER William A. Wall, a special speaker, and Grand Forum Justice Willis C. McDonald.

The state major project—support of the Southern Eye Bank of New Orleans—received \$3.65 per member. Continued support of the eye bank was agreed upon.

Slidell Lodge was awarded the Ritualistic Winner's Cup. The team was scheduled to appear at the Grand Lodge convention.

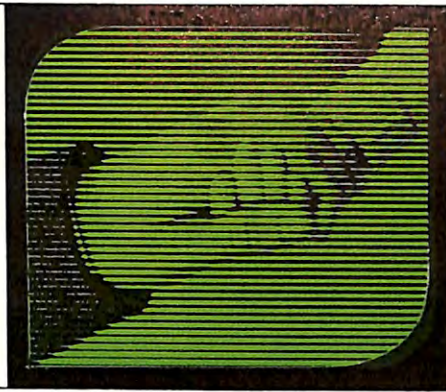
PDD Harry S. Hover Sr., Morgan City, was elected State President for the coming year. His fellow officers include VPs Lawes Alonzo of Baton Rouge, and Martin F. Moe Jr., Slidell. Ellis Ponthieux, Shreveport, was reelected Secretary and C. W. McGill, Slidell, was reelected Treasurer. The association's new Trustee is Ovide Bazet, Houma.

Appointed officers included Chap. Theo J. Duhon Jr., Baton Rouge; Sgt.-at-Arms Francis T. Preslar, Shreveport, and Tiler T. H. McKnight, Natchitoches.

Slidell Lodge will host the association's mid-season conference during October, 1972. Morgan City Lodge was chosen for the 37th annual convention site during 1973. ■

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Paid-up participating memberships in the National Foundation were awarded to three members of Apollo, Pa., Lodge. Lodge Foundation Chm. Harry Stoops (right) and ER Harold Ferrier (center) presented the certificates to (from left) PER James Ankeny, Brother A. Clair Davis, and PER Ralph Garman.



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Arlington-Fairfax, Va., Lodge recently held a National Foundation dance. Checks totaling \$1,400 were presented to State Foundation Chm. Lester Blaylock (center) by ER Ken Webber (left) and Golf Committeeman Bud McClurg.



At Des Plaines, Ill., Lodge Brother W. G. Countryman was presented with a certificate for his donation of \$100 to the Elks National Foundation. ER Don Moser (right) made the presentation.



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Success Versus Failure *(Continued from page 19)*

pay a fair price for them. The ones who actually retain Bill, always attempt some kind of "deal" that has yet to ever work out to his advantage.

Perhaps due to some of my recommendations resulting from in-depth analyses of his business, Bill is shooting off on quite a tangent right now. This time he may actually lick that "failure syndrome" that has dogged him for so long. Now let's take a brief look at a young man we'll call Ed. Ed has no family problems. He has no lack of desire, and is well educated.

Ed's problem: Dishonesty. Yes, he's basically dishonest. Oh, he wouldn't steal a car; but he's not clean and above board with customers, creditors, and most of all, himself. He'll conveniently "overlook" his obligations. His word cannot be depended upon. I've tried to put Ed's business house in order, but it's no use. He's his own worst enemy and unless something can change his basically dishonest nature, he'll never really succeed in business. Honesty in its several forms is most important to the operation of my suc-

cess formula. I've closed the file on Ed.

I believe that in every life span, there is at least one major crisis point—a point at which critical personal examination is necessary. Almost in every case, an in-depth, honest critique will indicate the need for some kind of course change. In most cases, the change may be relatively simple or minor, even though important to continued or increased success. In some, of course, a complete about-face will be the only route that can offer success. At any rate, never accept failure. It usually takes so little to change failure to success. ■

Smile of Apollo *(Continued from page 21)*

By day, visitors take part in pilgrimages to Lindos with its spectacular acropolis—a structure more impressive (and older) even than the acropolis of Athens. Indeed, it is Greece's sixth most popular attraction. Below it, the whitewashed town of Lindos faces a series of narrow alleys. Visitors are carried uphill to the citadel on the backs of donkeys. Some walk, but if the day is hot the alleys of Lindos become fiery furnaces. The acropolis stands at the very top of the hill, facing the sea, and below it, 337 feet straight down, salt water flushes the harbor where the Apostle Paul is said

to have landed on Rhodes in 58 A.D. In Lindos home owners are permitted to paint their homes only their original colors, for Lindos dates back to antiquity and has been declared an archeological site. For this reason a problem arose recently with the arrival of television. No jungle of ugly antennae would be permitted, it was decreed. Now an agreement has been reached on a solution: the residents of Lindos have decided to install a huge community antenna.

Lindos was proclaimed an archeological site in 1948 when the island was ceded to Greece. Excavations con-

tinued, but there is a new and exasperating problem. While they still haven't discovered the agora—that is, the town square—archeologists believe it lies beneath the present square where burros wait to carry tourists to the acropolis. No one wishes to disturb the scene.

Returning to the city of Rhodes, tourists join film stars at gaming tables in the Grand Hotel Summer Palace: Anthony Quinn (when they were filming "Zorba"), Paul Newman, Charlton Heston. Playboy Gunter Von Sachs was a high roller along with the late King ibn-Saud. Law forbids local residents from entering the casino. There are two exceptions: the first and last days of the year. On these days they swarm like bees in the distant hills, recklessly spending their drachmas.

Instead of remaining in the casino, we decided on a journey to the lost city of Kameiros—favored only after Lindos by visitors to Rhodes. Archeologists searched through the centuries for Kameiros, discovering it barely over 100 years ago. Not until the Italian excavations, though, in 1929 was the ancient city completely uncovered—its individual dwellings, shrines, temples, huge walls and narrow avenues. It is a Pompeii of sorts, the island's richest source of ancient artifacts and statues of antiquity. The city rises on a hill green with pine and cypress and overlooks farmlands and the Aegean below.

On the day we visited Kameiros we drove through quiet villages where men were sunning themselves at sidewalk cafes and loafing and sipping bitter Greek coffee. Obviously their spouses hadn't heard of women's lib, and even if they had it doesn't really matter, for this is Rhodes where men are men and women are obedient. We stopped at such a village and bought salami and wine and cheese. Afterward we drove off with our picnic lunch to a peaceful and deserted beach near Kameiros, listening to the gentle surf and looking off toward Asia Minor—wishing wistfully that the jet would be late arriving and that time—just for a little while—could stand still. ■

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Surplus Air Force jackets and parkas were presented to Albany, N. Y., VA Hospital on behalf of Plattsburgh Lodge. Admiring the jackets with two patients who are also lodge members were (background, from left) Dr. Elizabeth Ehrhardt, Brother Omer St. Jacques, Brother Richard Kirk, Albany, and ER Irvin C. Reid.



Martinsburg, Va., Veterans Administration Center Director Francis Dickey presented certificates of appreciation to SP Douglas Gregory and DDGER Carl Schimmel for the Elks' continued aid to hospitalized vets. Joining in the presentation of 20 deer hides from Elkins Lodge were (from left) Est. Lead. Kt. Dale Kelly; Director Dickey; SP Gregory; ER Myron Gibson; DDGER Schimmel; Voluntary Service Director Lee LaChat, and State Secy. Garnett Shipley (in wheelchair).



Mark Crabtree (center) accepted a check for \$50 from PDD John Rosasco, district service chairman, for his winning entry in the Elks-sponsored arts and crafts contest at Miami VA Hospital. Pat Grimes, physical therapist, looked on.

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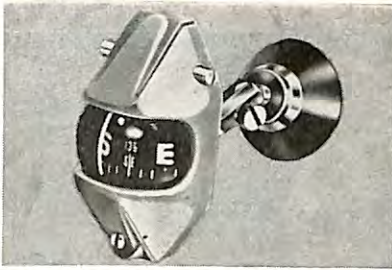
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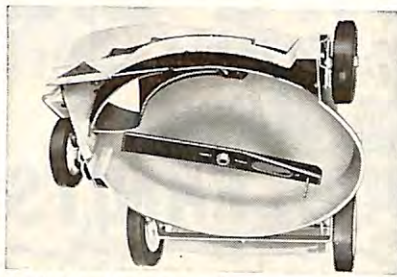
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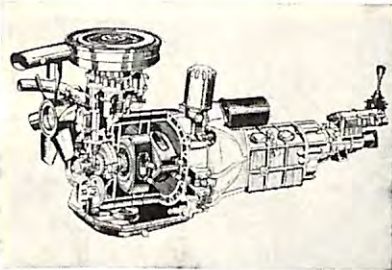
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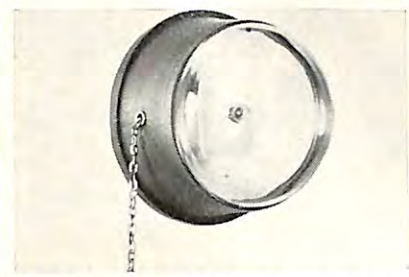
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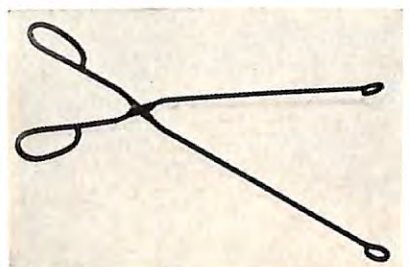
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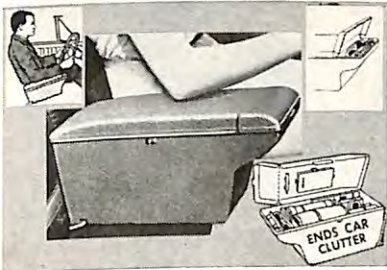
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Like most other cigarette smokers I just couldn't tolerate the goo, the bitterness, the tongue bite, and that stale, foul, after-taste that results from smoking an ordinary pipe. As a result I dedicated hundreds of hours searching for the ideal pipe—buying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

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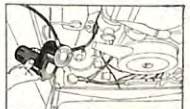
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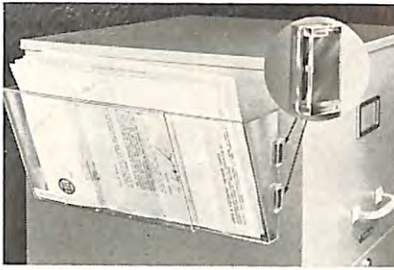


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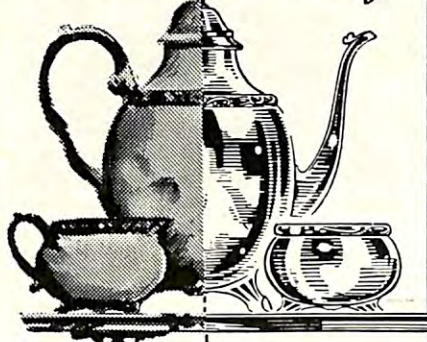


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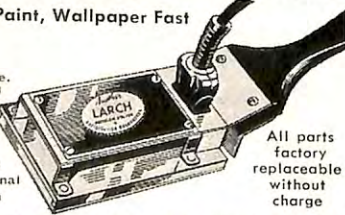
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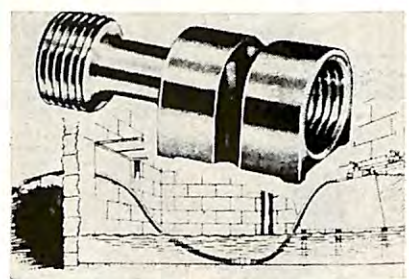


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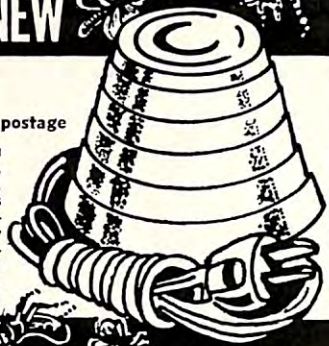
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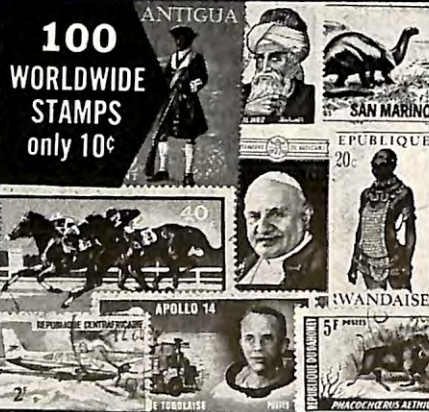
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these remarkable shoes deserve your attention



Brown Strap Wing Tip

Black Loafer

Black or Brown Oxford

SHOE PRICES SOAR, but you can actually pay less than you ever have!

It's true! If you've been wondering why shoe prices are going up and up and up, there are two reasons: First, genuine leather is so scarce some factories are even closing down. Those who can get some are charging whatever they can get — \$25, \$35 per pair sometimes! *And ever since the days of the elves, Shoemakers have been underpaid. Today they are demanding and getting more, but you are paying for it!*

If You Really Want To Save Money We Invite New Customers.

Mr. Executive: Did you know that for the last 5 years hundreds of thousands of your colleagues, the men in your office, your boss, or the men you see on the airlines, have been wearing Haband shoes that cost less than \$8 per pair? You see them pictured here: Man-made Executive Dress Shoes that look like what you've always worn, but at a fabulous low price. **TRY IT!**

Any **2** Pair for only **15⁹⁵**

Black Monk Strap

In every way, these are **FULL SUPPORT FULL COMFORT High Quality Shoes**

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USE THIS ORDER FORM TO SEND FOR TWO PAIRS TODAY!

As Advertised In:

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2 PAIR \$15.95

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WAIT NO MORE! Executive Dress Shoes 2 Pair for 15⁹⁵

You've seen our shoes advertised in all the leading magazines for years. See for yourself why men like this offer!

	5 1/2	6	6 1/4	7	7 1/4	8	8 1/4	9	9 1/4	10	10 1/4	11	12	13
A														
B														
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O.K. Gentlemen, send me pairs as specified at right. My remittance of \$ is enclosed.

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COLOR	How Many	What Size?	What Width?
Black Oxford			
Brown Oxford			
Black Loafer			
Brown Strap Wing Tip			
Black Monk Strap			

NEWS OF THE LODGES

(Continued from page 18)



PER HENRY M. GIBBONS (center) of Weymouth, Mass., Lodge received the lodge's PER plaque, the Circle District Ritual Exalted Ruler' Champion trophy, and a commendation plaque from his lodge. Grand Trustee W. Edward Wilson (left) and DDGER Ambrose C. Rondina (right) assisted him with the awards.



SGT. PATTON ROBERTS of the Hollywood, Fla., Police Department received a plaque commending him as the city's first community relations officer from ER David Hogg of Hollywood West Lodge. The award was presented at an open meeting at the lodge home at which Sgt. Roberts gave a lecture on drug abuse to Elks and their families.



U. S. SAVINGS BONDS were presented to the winners of Flemington, N. J., Lodge's leadership and scholarship brochure contest. ER James Leary (left) and PER Bruce Bailey (right), leadership and scholarship chairman, presented the awards. Jeffery Klopper (second from left) continued on to win \$1,000 in the national scholarship competition.



UNION, New Jersey, Lodge hosted a testimonial dinner in honor of SP Francis W. Kaiser (right). PDD Harrison S. Barnes, Plainfield, presented him with a gift. PER Joseph C. DeStanfano, Est. Lect. Kt. Michael G. Liberto, and ER Norman J. Boucher honored SP Kaiser with an 8 x 5 foot flag in a beautiful walnut case.



ARTHUR ZADROZNY was awarded a U.S. Savings Bond by the New Jersey East Central District Elks. Presenting the bond were (from left) PER Richard Tillou, Hillside; and Richard Pullen, district youth activities chairman, and Bart Hallingse (right), Hillside Lodge's youth activities chairman. With Arthur was his mother, Mrs. H. S. Zadrozny.



LEONARD LIPKA (left), Connecticut Southwest District crippled children's chairman, received a \$1,615 check on behalf of the state committee. Presenting the check was Richard Cosgrove, Fairfield Lodge's crippled children's chairman. The donation was a result of a very successful charity ball.



A GAVEL was passed to incoming-ER Eugene S. Rutherford Jr. of Lancaster, Pa., Lodge by his father, PER Eugene S. Rutherford Sr. Outgoing-ER John F. Krallinger Jr. watched with approval. John W. Rutherford, another son, was installed as Esquire.



THREE YOUNG CITIZENS were each awarded \$25 bonds for their achievements by Falmouth, Mass., Lodge at a recent banquet. Wanda Seely was honored as the lodge's teenager of the month. Craig Reeves and Michael Connolly became Eagle Scouts.



PDD PETER ASIAP, Massachusetts state representative from Brockton, presented Linda Hassan with a trophy representing her scholarship award from the state association in the Most Valuable Student contest. Linda was honored at the lodge's Youth Government Day dinner. PER J. Willard Wells (center) was the emcee.



A YOUTH WEEK program in Middlesex, New Jersey, was sponsored by Middlesex Lodge. High school students took the positions of mayor and council members and conducted a meeting. Mayor Martin Matuskiewicz and the council members (standing) were present for advisement.



ER ANTHONY MORETTI of Providence, R. I., Lodge presented a trophy to the captain of the winning relay team in the annual AAU Swim Meet held at the Cranston YMCA. With the swimmers were Hank Henchy, youth activities chairman, and Paul Rossi, YMCA arrangements chairman.



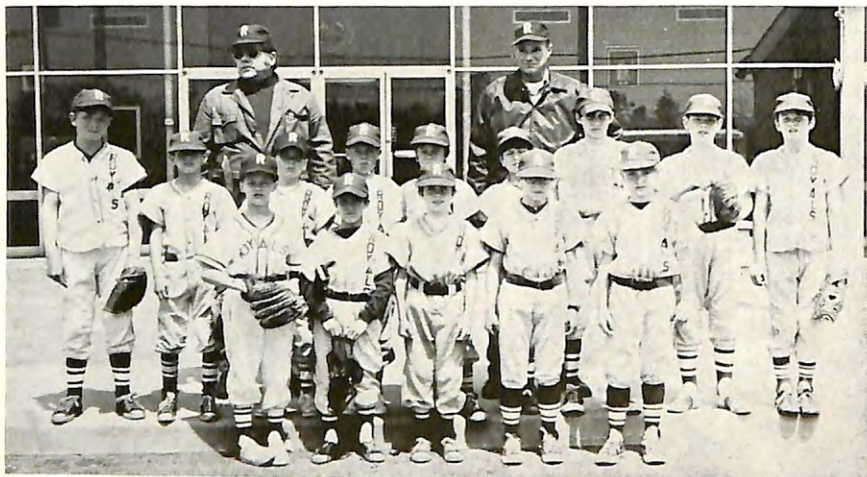
THE PROCEEDS of a dinner-dance sponsored by the Germania Hall, Inc., were donated to the building fund for the new Troy, N. Y., Lodge home. Aton Maier (second from left), Germania Hall president, presented the \$500 check to the grateful Elks whose lodge home was destroyed by fire last year. Accepting gift were (from left) Brother Henry Stell, ER John Danahy, and Est. Lead. Kt. V. Donald Cunningham.



BRUCE A. BAILEY (left), state youth activities chairman, and PDD James Price (second from right), state Hoop Shoot chairman, presented trophies to the state Hoop Shoot winners at Carteret, N. J., Lodge. The lodge hosted the state run-offs.



A TESTIMONIAL DINNER was held at Monticello, N. Y., Lodge honoring Secy. Paul J. Johansen for his 50 years of Elkdom and 35 years as an officer of Liberty Lodge. PSP Frank McBride (left), Middletown, presented a plaque to Brother Johansen. VP John Woolley (right) was also present.



POINT PLEASANT, New Jersey, Lodge's Youth Activities Chm. George Singer (left), and Mgr. Lloyd Thompson, are part of the 15 member lodge entry in the national division of the local Little League. The team participated in the recent opening-day parade held in conjunction with National Youth Week.



MAYOR JACK CARTER of Plantation, Florida, recently signed this year's Elks National Youth Week proclamation. With him were Plantation Lodge members (from left) PER Tom Ryan, youth activities chairman; DDGER Anthony Amoroso, and ER Emmet L. Main.



CHARLES ORIFICE (seated, left) recently became a member of Waltham, Mass., Lodge. His three sons (second row, from left) —James, Sebastian, and Robert—were already members of the lodge. ER Lester A. Kelly, Jr. led the initiation and congratulated the new Elk.



YOUTH AWARDS were presented by Salamanca, N. Y., Lodge to state winners of the scholarship and leadership contests. PER James Keenen (left), youth activities chairman, and Principal William O. Valent presented awards to Sally Wright and Rhonda Ambuske.



THE NEW OFFICERS of Southhampton, N.Y., Lodge were recently installed before a delegation of visiting Elk dignitaries and lodge members. Ronald E. Lipetz, (front row, fourth from left) was installed as Exalted Ruler by his father, County Judge Gordon M. Lipetz (front row, third from left) who was Exalted Ruler of the lodge 30 years ago. This was the first ceremony in the history of the lodge that a Past Exalted Ruler installed his son in that office.



UNION CITY, New Jersey, Lodge recently made its 35th annual visit to Fritz Reuter Altenheim on Mother's Day. Mrs. Kate Stoezl was one of the 65 ladies at the home to receive a corsage and a gift from ER August Pivano (left), Chm. Fred Netting, and Mrs. Pivano of the Elks' ladies. The Elks also entertained with music and German songs.



IRA D. MAYNOR (first row, center), retiring secretary of Charleston, W. Va., Lodge, was honored recently for his outstanding service. He was secretary for 38 years. With him were ER E. Gene Stuck (second row, left), the lodge's past exalted rulers, and SDGER Dewey E. S. Kuhns (first row, second from right). A class of 72 candidates was initiated in Brother Maynor's honor.



THE 11th ANNUAL Charity Ball was held recently by the crippled children's committee of Woodbridge, N. J., Lodge. Proceeds were donated to the medical expense fund. Several gifts, as token of appreciation for his service, were presented to ER George Witt (right). Making the presentation were (from left) Joseph Totka; Joe McKinney; Est. Lect. Kt. Norman Nagy, and Chm. Jack Sullivan.



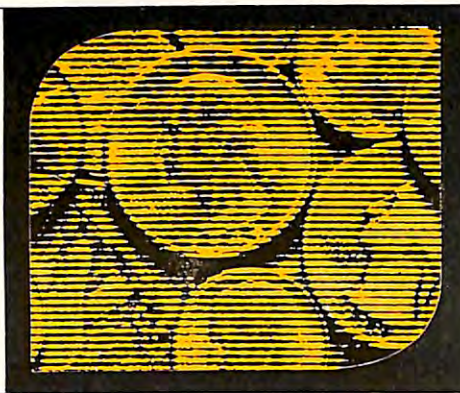
ROBERT HEDRICK (left) is the fifth brother in his family to become a member of Arlington-Fairfax, Va., Lodge. He joins other family and lodge members (from left) Cliff, ER Doug, Gene, and Bill Hedrick.



THREE BROTHERS, who are members of Port Jervis, N.Y., Lodge, have a total membership of 96 years. ER William Skinner (left) congratulated Brothers Allan McDonald, Frank McDonald, and William McDonald.

IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



In 1967, Monogram Industries, Inc., of Los Angeles, eagerly bought National Screw & Manufacturing Company, one of the 500 or so companies in the nation's "fastener" industry, which produces nuts and bolts and screws and a wide variety of other products for holding things together. Too wide a variety, in fact. In 1971, Monogram was as eager to unload National Screw & Manufacturing as it had been to acquire it. Instead of being profitable, the subsidiary's operations had brought Monogram itself into the red. What had gone wrong? A major part of the problem, said Martin Stone, Monogram's chairman, was that National Screw & Manufacturing had had much too broad a product line.

The fastener industry is made up mainly of small businesses. At one time most of them were family owned, there were a lot of convenient "mutual understandings," and the industry was fairly sedate. But today it churns in a frenzy of cut-throat price competition and of grabbing frantically at volume orders with price bids that are often unrealistically low. The industry is quite advanced technologically, but it's in pretty poor shape economically and financially. Competition from foreign imports is blamed by many leaders in the industry, but some others feel that the industry itself has caused much of its troubles.

Fastener companies are continually hustling to come up with new products, but like many other small manufacturers they can go broke not only if they **don't** come out with new products but also if they **do**. In this respect, as in so many others, the situation for the small manufacturer is vastly different from that of the big manufacturer's. Du Pont lost \$100 million on its synthetic-leather product "Corfam"—but Du Pont didn't go broke. Nor did General Foods go broke when it lost \$15 million or so on its gamble on its line of Post cereals with freeze-dried fruit in them. On the other hand, a small manufacturer who loses even thirty or

forty thousand dollars on a new product can easily go broke if that kind of loss occurs very often.

And the odds are that it will occur all too often, since the majority of new products are market failures! This is as true for the big manufacturers as for the small ones. It's been estimated that by the end of this year as much as \$15 billion may have been invested, in this one year, in new-products development. It's also been estimated that the overall failure rate may run as high as 80%. Probably about 6,000 new products in the drug and grocery field alone will have been launched by the end of this year—and **most** of them will flop.

Which ones? There's no sure way of telling in advance which products, in any product category, will succeed and which will fail. Large companies in the consumer-products field use computers and sophisticated management-science and mathematical methods in efforts to predict new-product success or failure. And yet the batting average hasn't greatly improved, if indeed it's improved at all.

"But what about test-market results?" you may ask. Here too the situation is dismaying to the big companies and to the marketing experts. By and large—especially in the consumer-products area—the results of test-marketing are not a reliable indicator of how a new product will perform in the real market. Of the consumer products launched by large and middle-sized companies, most have been successful in their test market—and flopped in the real market.

And yet in spite of all this uncertainty, the big manufacturers do **not** go broke from their new-products operations but instead make a lot of money from them on an overall basis, even though they often sustain fairly heavy losses on some of their new products. What's more, the big companies have been increasing both the volume and the pace of their new-product activities and at the same time have been making major changes in the

overall point of view they take toward the very term "new product."

Monte C. Throdahl, a director and vice president of Monsanto Company—which is big—has summed up this new point of view rather nicely: "New products today have to be thought of as businesses or systems rather than just as new materials."

This is a very modern and a very sophisticated point of view about "new products," but it's one that certainly should be adopted by those small manufacturers who can adopt it and use it. Large companies make heavy use of computer-aided management-systems methods in order to relate their new-products plans and ventures to the overall financial goals and overall current financial conditions. Even though the success or failure of a new product can't be reliably predicted, it's nevertheless possible to make very realistic—and very useful—projections of risk and profit expectations under a bewildering variety of assumptions about market performance, competition, buyer-trend changes, etc.

Few if any really small manufacturers can safely, much less profitably, attempt to make full-scale formal use of this very elaborate and quite expensive "systems management" approach, either for new-products planning and management or for anything else. But many small manufacturers can make use of the underlying principles that govern the big companies in their new-products activities. Let's see what some of these are.

The "Marketing-and-Financial" View

The typical small manufacturer is "sales-and-production" oriented. The big companies are dominated by a highly sophisticated "marketing-and-financial" point of view. That means that the small companies and the big ones really aren't playing the same business game. Just the same, the small manufacturer can and should apply, in a way that fits his own scale of operations and his particular kind of business, some of the key ideas which the big companies apply in their new-products operations.

One of the most basic of these ideas is this: Think first and always in terms of customer wants, not in terms of the product. S. W. Herwald, Westinghouse Electric Corporation's vice president of engineering and development, has said that forgetfulness of this basic idea "is the single factor that causes most new-product failures."

Another basic idea is: Prune out products that are not satisfactorily profitable. The big companies tend to do this in a pretty ruthless way. ■



THE FIEND OF THE FOREST

This vicious forest animal is 36 inches long and weighs 30 pounds. Yet he will attack a bear and rip his way through steel.

by Irwin Ross

"LE CARCAJOU!" the Indian trapper muttered with mingled awe and fear as he bent over the last of his traps. Every one of them had been raided of their bait, evidence that he had been challenged by a relentless forest enemy. And he knew there was not room in this wild northland for both of them.

The trapper shook his fist. "Le Carcajou!" he muttered again, and set out through the snow on the trail of his enemy.

Up ahead somewhere his dog barked, then was silent. The trapper hurried forward apprehensively. In a clearing he came upon his dog, dead, his throat savagely slashed.

Snow was beginning to fall. So the trapper pitched his tent and crawled inside. In the morning he found that his snowshoes, which he had hung up on a branch, had been cut to pieces. Again le Carcajou had struck.

Stoically the Indian went in search of willows to use for temporary snowshoes. When he returned he found his tent and blanket completely ruined, his matches gone.

Shivering for lack of a fire, he forced his numbed fingers to contrive

new snowshoes, then wearily began the long journey back to his cabin, where food and warmth awaited him. But when he reached it at last and pushed open the door, he saw that his vindictive enemy had been here too.

The pelts that represented his winter's trapping were ripped and slashed to useless strips. His supplies were in a scrambled heap on the floor, sugar sacks cut open, flour strewn over everything, bacon tossed into the ashes of the fireplace. The blankets in his bunk were completely useless, torn to ribbons.

The trapper set out for the nearest Hudson's Bay Post vowing that he was through with trapping. Once again a human being had been defeated by a fantastic creature of the wild—le Carcajou, the wolverine.

Though the wolverine possesses such craft, cunning and implacable hatred of man that he is viewed with awe by experienced woodsmen, he is an ungainly little beast hardly three feet long and weighing, as a rule, less than 30 pounds.

Known as le Carcajou to the Indians and French Canadians of the northland, in the western United States he

is sometimes called "skunk bear" because of his disagreeable scent and because he looks somewhat like those two animals. Technically, he is a member of the weasel family.

Unprepossessing as he may be in appearance, the accomplishments of this fiend of the forest long ago convinced the Indians that le Carcajou has supernatural powers. His feats of strength are legendary.

In order to get at some packages of food cached atop a huge woodpile, but which had fallen down between the logs, a single 8-pound wolverine upset the entire woodpile. In the process he actually moved logs 30 feet long which had required two men to put in place.

The wolverine may well rate as nature's most fearsome fighter. In battle with an enemy, he is a twisting, slashing blur of sheer fury that bewilders and terrifies an adversary. He has been known to attack a 1,200-pound moose—a creature more than 40 times his weight—and is capable of defending himself against an entire pack of wolves. Wolverines have killed bears and mountain lions.

The wolverine's teeth are among nature's most marvelous cutting instruments. Angled in such a way that they actually cut like shears, they can slash through a two-inch-thick rope.

As additional armament, the wolverine has claws two inches long, and curved, that give him fantastic digging power. Wolverines have been known to dig their way through three feet of frozen rock-hard earth.

Often a wolverine will stalk a bigger, more powerful predator until it has

brought down game, then step in and take it over. Hunters have seen a single wolverine swagger up to a pack of wolves and the wolves slink away.

Le Carcajou is a terror under ordinary conditions, but the female, when guarding her young, is even more deadly. She is a tigress of ferocity, absolutely fearless, and so strong and quick that a man, even armed with a gun, is taking risks if he comes near.

Normally, a wolverine will not attack a human, but a captured one

Long ago le Carcajou convinced the Indians of his "supernatural powers." His mighty feats of strength are legendary.

trying to escape will sometimes turn upon his captor with lethal ferocity. An Alaskan huntsman who caught one, intending to send it to a zoo, put it in his cabin in a seemingly secure cage of railroad ties.

During the night, the wolverine gnawed his way through the ties, stealthily crept toward the trapper's bed and suddenly leaped upon him. The trapper might well have been killed if his screams had not brought help.

As an escape artist, the wolverine is supreme in the animal world. Hunters who have succeeded in trapping them have discovered that the hard way. One trapper who had been lucky enough to capture a wolverine placed him in a large sheet steel oil drum, removing the bung to provide air.

In the morning, the man found his captive gone. Incredibly, the wolverine had succeeded in inserting his nose into the bung hole and literally ripping

away the steel with razor-edged teeth.

Not that many men have succeeded in getting that far with trapping a wolverine, for le Carcajou is one of the hardest of all animals to catch. One trapper, upon finding one of his traps missing, deduced from the tracks that it had caught a wolverine by one foot and that the animal was dragging the trap.

The trapper set out to follow him. Hour after hour he snowshoed at top speed. But after 50 miles he gave up.

Handicapped as he was, the wolverine was still ahead of him.

One skilled trapper once found his traplines being raided by a wolverine. Ignoring the advice of his fellow trappers to change his territory, he set traps, singly and in batches of six, using the utmost cunning in concealing them. The wolverine calmly ignored them all.

Desperate, the trapper then devised an ingenious scheme. He set up a gun on the bank of a little lake. The gun was concealed in some low bushes, but the bait was so placed that Carcajou would see it on his way up the bank. The trapper then blockaded the path to the gun with a small pine tree which completely hid it.

On his first visit afterwards the trapper found the beast had gone up to the bait and smelled it, but had left it untouched. He had next pulled up the pine tree that blocked the path, and had gone around the gun and cut the line which connected the bait with the trigger. Then he had carried the bait out onto the lake, where he lay down on the ice and devoured it at his leisure.

It seemed that faculties fully on a par with human reason would be required for such an exploit. The trapper then rearranged things, tying the string where it had been bitten. But the result was exactly the same for three successive occasions, as the trapper could plainly see by the animal's footprints.

And what was most amazing of all, each time the animal was careful to cut the line a little back of where it had been tied before, as if actually reasoning that the knots might be some new device of man, and therefore a source of danger he would prudently avoid.

The trapper, completely baffled, gave up his efforts to capture his wilderness opponent. "I came to the conclusion," he said, "that Carcajou ought to live as he must be at least part human—if not worse." ■



The fourth Elks trip to Hells Canyon was attended by members from four northwestern states and included PGER Frank Hise, GL Credentials Committeeman William Raw, and Grand Trustee Joseph McArthur. The three-day trip—run by Captain Floyd Harvey, Hells Canyon Excursions Inc.—consisted of a 200-mile jet boat cruise down the Snake River from Lewiston, Idaho, with time out for fishing, picture taking, hikes to nearby points of interest, and an over-night stay at Willow Creek Camp at the northern entrance to the river gorge.

DIGEST OF ANNUAL REPORTS



Submitted to the Grand Lodge at Atlantic City, July, 1972

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



Grand Exalted Ruler

E. Gene Fournace

It has been a distinguished honor to serve our great Order as Grand Exalted Ruler during the year 1971-1972. Above all, it afforded me the opportunity to see Elkdom in action. It is difficult, indeed, to even know, much less to be able to fully appreciate, the splendid achievements of the Benevolent and Protective Order of Elks of the United States of America. To know all of the worthy contributions made by our Order to the nation, the states and our communities would cause every member and his family to be most proud and thankful.

I revere our Order, the foremost and largest patriotic fraternity in the United States, and am sincerely proud of our dedicated and devoted members. Our travels and visitations throughout Elkdom this year have graphically portrayed the greatness of our Order and the vigor of its membership, which has intensified the pride my wife and I have for it. Everywhere we found our Lodges and State Associations carrying out programs which "BUILD PRIDE OF ELKDOM."

We all are loyal Americans who understand the miracle of our country—"one Nation, under God, indivisible, with liberty and justice for all."

Too many of our citizens grumble about what is wrong with America. Let us emphasize what is good about America—by continuing to support and carry out the Grand Lodge Americanism Program. By so doing, we can help guard our priceless heritage—freedom.

Particularly rewarding is the fact that the "Drug Abuse Education" Program, started this year, has been enthusiastically received by many Subordinate Lodges. The programs carried

out by the various Lodges throughout the Order have brought awareness of the dangers of drug misuse to many of our American families who are becoming knowledgeable and thus able to assist in protecting our youth.

We must demand true respect for law and order. We should recognize by public acclaim the law enforcement officers who have the courage to do their thankless and dangerous job well. We should praise those officials of the courts who have the courage to mete out just punishment to lawbreakers. Only by supporting the laws of our country can we keep it strong and free.

I am sincerely grateful to Dan Davis, Chairman of the Americanism Committee, and to all of its members for the meaningful work they have done. I, therefore, urge and recommend to my successor that he carry on the present programs of the Americanism Committee and add to them where it is desirable. Thanks to all who helped "BUILD PRIDE OF ELKDOM."

RECOMMENDATIONS

1. This year, many of the Order's Subordinate Lodges engaged in meaningful programs informing parents and young people of the dangers of misuse of drugs. I strongly recommend this program sponsored by the Americanism Committee be continued and expanded in the coming years. Authorities agree that drug abuse has become an epidemic in this nation and we have an obligation to do our part to bring it to a halt.
2. I urge the continuation by the Youth Activities Committee of the Basketball Free-Throw Tournaments.
3. I recommend that the State Associations appoint a committee of knowledgeable Elks who have business and/or financial experience that would enable them to assist the District Deputies by advising Subordinate Lodges facing financial difficulties. They could aid Lodges in trouble in proper budgeting, accounting and establishing realistic profit ratios.
4. I recommend that when a new Lodge is instituted that a special representative be given authority to guide the Lodge in establishing proper procedures, fully acquaint the Officers of their duties and inform them on budgeting procedures and management techniques. The person chosen should be a knowledgeable and experienced Elk who can devote the time required.
5. I recommend the continuation of the Most Valuable Citizen's award in each community and the institution by each State Association, where it does not exist, of an award to the outstanding citizen of such state. In this same vein, consideration should be given by the State Association for establishing an Elks Hall of Fame.
6. I recommend that each Subordinate Lodge and each State Association establish a competent public relations program to secure proper and complete publicity of the worthy activities of the Lodge, the State Association and the Grand Lodge. I urge that the Grand Lodge Director of Public Relations provide assistance.
7. I recommend an updating and revision of the official report of the District Deputies visitation of Subordinate Lodges.
8. I recommend that the Subordinate

These contests have been widely accepted and offer our youth a wholesome recreational activity. Consideration should be given to district and state elimination ending in a national contest.

Lodges require all members seeking to hold an office in the Lodge be subscribers in the Elks National Foundation.

This past year, no doubt, has been the most trying year in the long history of our Order for it has been a constant struggle with complex and vexacious problems. We have come to grips with these problems and diligently worked to effect the best possible solutions.

Throughout my term of office as Grand Exalted Ruler I have been fa-

vored with the wise counsel, sound advice and willing support of the Advisory Committee—our Past Grand Exalted Rulers who devotedly serve our Order capably and unselfishly. I, indeed, am grateful to each of them for guiding me and assisting me throughout this year of serious problems. I cherished their true friendship, wise advice and genuine goodwill and will continue to do so.

Particularly, I am grateful to my dear friends and sponsors, Past Grand

Exalted Rulers Edward J. McCormick, M.D., and Lee A. Donaldson. Their help and support knew no bounds and I sincerely thank both of them for their guidance and thoughtfulness.

All Grand Lodge Officers, Committeemen, District Deputies and Special Deputies have served the Order well and they should have great satisfaction in helping achieve the worthy accomplishments of the past year, and in helping me "BUILD PRIDE OF ELKDOM."



William J. Jernick
Chairman

National Service Commission

It was the late President John F. Kennedy who said, "Guard zealously your right to serve in the Armed Forces...because without them there will be no other rights to guard." To this could be added "The freedoms we enjoy today were made possible by the sacrifices of those who served in the Armed Forces. America owes an eternal debt of gratitude to the defenders of our way of life."

In all wars fought by this country our servicemen were inspired with the idea that they were giving their all to preserve our nation and safeguard our freedom, as guaranteed in the Constitution. We take no position with respect to reasons for armed conflict. Our only concern is for those who answered their country's call.

In this sacrifice of self, the wounds of conflict were inflicted on many. There are others who no longer enjoy the vigor of health demanded of them when they bore arms for us. We find these sad statistics obscured behind the walls of Veterans Administration hospitals today. Servicemen were promised that a grateful nation would give these defenders special considerations, especially those suffering sickness and handicaps.

Realizing that time dims memory and obligations could be forgotten, a solemn promise was made at the end of World War II. . . "So long as there is a disabled veteran in our hospitals the Benevolent and Protective Order of Elks will never forget him." This promise was made on behalf of all Elks. We are proud to report that it has been faithfully kept by our dedicated and

concerned committees serving the patients in Veterans Administration and Military Service hospitals throughout the country.

For years lodges located distances away from a Veterans Administration or Military hospital felt little responsibility because the hospital was not *near* to them. However, when veterans from their own neighborhood required hospitalization they went to the nearest V.A. hospital regardless of the distance from their homes. Our Elks committees at the hospitals served them for their brother Elks in observance of the promise.

This Commission instituted a program of education and coordination on a nationwide basis.

In order to first determine the willingness of the Exalted Rulers to cooperate in this new and inclusive endeavor a questionnaire was sent to all lodges. The various ways in which a lodge could help were outlined and offers of assistance were suggested. We are gratified to report that an 80% response was realized. Follow-up reminders have been sent to the remaining 20% of the lodges who failed to respond.

In all instances the returned questionnaires indicated the typical Elk response to a worthy appeal. All pledged complete cooperation.

The coordination of an enterprise that is nationwide in scope requires close attention to details and sound executive direction. We are fortunate to have the continued experienced services of our Executive Director Brother Bryan J. McKeogh, his assistant George M. Hall, and a faithful and efficient office staff. Their loyalty, ability and knowledge of the problems and operation of the Commission have contributed immeasurably to our attainments in the past year.

Our Order is particularly favored in that we have an abundance of sincere support from the very heart of Elkdom—the subordinate lodge officers and members, without which no activity, however worthy, could ever succeed. This cooperation was not alone freely

given in time and deeds, but in countless instances the carefully budgeted funds of the Commission were generously augmented by individuals, lodges and State Associations so that Elks programs would rate the highest. Herein lies the real answer to the success we have enjoyed in the past year. Just as it is true that wars cannot be won without foot soldiers, so our war against sickness, disability and discouragement could not be fought without loyal service from the backbone of the Order—the subordinate lodge and its members.

All of our high aims and purposes would be meaningless without dedicated committees to implement them. Our committee workers represent some of the noblest attributes of the American way of life... attributes rooted to the brotherhood of man. What are they?

1. Wholehearted service to others . . . with no thought of self.
2. Everlasting gratitude to those who served in defense of our land . . . with no forgetting, even though the years pass by.
3. Willingness to do the job with no thought of personal glory.

By the very act of coming into the hospital our Elks and their ladies serve as heartening symbols that the Elks have not, will not and must not forget our veterans.



John L. Walker
Chairman

Elk's National Foundation

Increased contributions, a conservative investment program, and sales of securities have resulted in another record year financially for the Elks National Foundation. The Foundation's annual report for the fiscal year April

1, 1971, through March 31, 1972, reveals contributions totaling \$1,251,872.69 bringing the 44-year cumulative figure to \$19,126,527.13 in donations. Sales during the year brought the cumulative gain on sales of securities to \$1,315,641.20.

During the 1971-72 fiscal year the Foundation experienced its largest year of contributions by individuals, Lodges and State and District Associations in the history of the Foundation, an indication that the individual member is becoming apprised of the importance of the benevolent agency which has been created in our Order.

The following report of disbursements, made possible through the gifts of members and philanthropic-minded individuals outside our Order, contains no item of expense for administrative purposes. The Foundation emphasizes again that as the Order's principal benevolent trust, it makes no deduction from income to defray administrative costs. During the past fiscal year these costs amounted to \$141,525.96 and were paid by the Grand Lodge.

Disbursements from Foundation income in 1971-72 totaled \$1,008,518.25 and were distributed in the following manner:

State Association Projects—\$305,075.00. Foundation Funds annually assist State Associations with established major projects and those being organized.

Scholarships Allocated to States—\$219,510.45. Scholarship awards to students nominated by State Association scholarship committee judges.

"Most Valuable Student" Awards—\$277,775.00. This program provides scholarship awards ranging from \$700.00 to \$2,500.00 to outstanding students selected by State and National judges.

Emergency Educational Fund—\$195,557.80. This fund makes scholarship assistance available to the children of any Elk in good standing who lost his life or has become totally incapacitated.

Youth Leadership Scholarship Awards to be distributed in the 1972-73 academic year total \$65,500.00. The Foundation made this sum available to the Grand Lodge for its program awards to youth with outstanding leadership qualities.

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

T. L. Bear Fund (Grants for Vocational Training)—\$8,400.00.

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

We invite our members to read the statistics of the Foundation's annual

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



H. Beecher Charmbury
Chairman

Board of Grand Trustees

Following the close of the Grand Lodge Session and Installation of Officers in New Orleans, Louisiana, July 22, 1971, the Board of Grand Trustees met, organized and elected H. Beecher Charmbury as Chairman; Joseph A. McArthur, Vice Chairman; Wayne A. Swanson, Secretary; John B. Morey, Approving Member; W. Edward Wilson, Home Member; Melville J. Junion, Pension Member; Lewis C. Gerber, Building Applications Member-East; and George B. Klein, Building Applications Member-West.

The Board held meetings during the year as follows: October, 1971, Elks National Home, Bedford, Virginia; February, 1972, McAllen, Texas; May, 1972, Elks National Home, Bedford, Virginia; and starting July 6, 1972, at the Holiday Inn, Atlantic City, New Jersey. This last meeting adjourned at the conclusion of the Grand Lodge Session.

By direction of the Grand Lodge in session in New Orleans, Louisiana, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler Glenn L. Miller, to retiring Chairman of the Board of Grand Trustees, Francis M. Smith, and to retiring Vice Chairman of the Board of Grand Trustees, George T. Hickey.

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

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

The New England Merchants Na-

tional Bank of Boston, Massachusetts, continues to act as investment counselors for the investments of the Grand Lodge.

There were 45 former employees receiving pensions totalling \$4,656.07 monthly or \$55,872.84 per year.

From April 27, 1971, to April 22, 1972, the Board received and reviewed 244 applications from Subordinate Lodges requesting approval to purchase, sell, erect new buildings, make alterations, or additions to existing buildings, purchase new furnishings, and to place mortgages upon their property. Authorization was granted by the Board and concurred in by the Grand Exalted Ruler for all of said applications in an amount totaling \$24,685,419.62.



Wade H. Kepner
Chairman

National Memorial and Publication Commission

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

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

The Fidelity Appraisal Company of Milwaukee, Wisconsin, in its most recent report, has appraised the Memorial and Magazine Buildings at a replacement cost of \$8,970,000 and a sound value of \$6,873,000. Appropriate insurance coverage is maintained at all times by the Commission.

There have been printed approximately 50,000 Memorial books. Of these approximately 2,400 copies are still available for sale at the price of \$2.25 per copy. "The Story of Elksdom" is the title of the latest edition and it not only reports the accomplish-

DIGEST OF ANNUAL REPORTS (continued)

ments of the Order but presents in full color many of its beautiful murals and other artistic embellishments. Orders should be mailed direct to the Elks National Memorial Building in Chicago, Illinois.

During the past year more than 40,000 people visited the Building. Since its erection total visitors number over 3,000,000. Expenses covering maintenance of the Building are paid from the earnings of *The Elks Magazine*.

THE ELKS MAGAZINE

In its 50 years of existence the Magazine has earned an aggregate surplus amounting to \$11,716,196.10. Of this sum the Commission has already turned over to the Grand Lodge \$10,022,422.43, or an average of approximately \$200,000.00 per year. The monies so turned over have been used for various purposes, such as the building of an addition to the Elks Home in Bedford, Virginia; the decoration of the Memorial Building with murals, statues and other decorative features; the operation and maintenance of the Memorial Building, including extraordinary maintenance repairs and replacements; contributions to the Elks War Commission, the Elks National Foundation and the Grand Lodge Elks Disaster Fund; the establishment of a Grand Lodge Reserve Fund, and for general Grand Lodge expenses.

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

PUBLIC RELATIONS

Excellent coverage of the 107th Grand Lodge Convention in New Or-

leans was given by area newspapers, radio and television stations. With the assistance of local public relations representatives, personal appearances were made on television and radio shows by Grand Exalted Ruler Glenn Miller, Grand Exalted Ruler-Elect E. Gene Fournace, local convention chairman Willis McDonald of New Orleans Lodge and the featured speaker at the convention, Police Superintendent Robert Konkle of Indiana. Separate appearances were also arranged for the young men and women who were national winners in the Youth Leadership and Most Valuable Student contests.

During the convention, New Orleans area newspapers carried 23 stories and 12 pictures concerning details of the meetings and sidebar stories of outstanding personages.

Both the Associated Press and United Press International filed stories on their wires for both newspaper and broadcast subscribers based on eight stories released by our Public Relations Department. They also conducted interviews on their own which resulted in additional coverage.

Throughout the year there was supplied advance visitation stories and photographs of Grand Exalted Ruler Fournace to those Lodges and locations on his itinerary. A few special requests for more in-depth materials were also filled.

A complete kit of promotional matter was sent to each Lodge in November. An article for the print media was prepared, together with separate announcements for radio and for television stations. In the same kit, a promotional 35mm slide was furnished, enhancing the possibilities of the announcements being used. A number of Lodges later reported widespread coverage on Foundation materials.

A story concerning the top winners of "Most Valuable Student" scholarships was given to the press services in May. Individual stories were prepared on the two top winners and sent to their area news media.

Special stories on the top winners in the Grand Lodge "Youth Leadership"

competition were written and released on a nationwide basis. The stories were given to AP and UPI for use on their newspaper and on their broadcast wires.



Homer Huhn, Jr.

Grand Secretary

During the year ended March 31, 1972, our Subordinate Lodges added to their membership rolls 116,124 by initiation, 21,079 by dimit and 10,944 by reinstatement. In the same period 79,379 were dropped from the rolls for nonpayment of dues, 79 were expelled, 33,925 granted dimits and 23,583 lost by death. The total membership of the Order as of March 31, 1972, is 1,531,912, showing a net increase of 11,181. The total number of Lodges on March 31, 1972, is 2,175.

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

General Fund	\$ 1,178,775.88
Reserve Fund	707,012.47
Home Fund	597,968.50
Emergency	
Charity Fund	195,674.00
Uninvested Cash	(212.94)

Current assets of the Grand Lodge are \$3,602,712.96 and fixed assets are \$2,012,098.35 making the total assets of the Grand Lodge \$5,614,811.31.

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

NEW LODGES

Granted By Grand Exalted Ruler Glenn L. Miller:
GRANTED NAME AND INSTITUTE

DISPENSATION	NUMBER OF LODGE	
	Reseda, Cal., No. 2443 (Dispensation)	
	Granted by G.E.R. Hise)	6-26-71
4-27-71	Coral Springs, Fla., No. 2463	6-27-71
5- 4-71	Ramapo Valley (Suffern), N.Y., No. 2464	6-20-71
5- 6-71	Calverton, Md., No. 2465	6-13-71
5-12-71	Clifton Park, N.Y., No. 2466	
6- 4-71	Shelton, Wash., No. 2467	

Granted By Grand Exalted Ruler
E. Gene Fournace:

	Clifton Park, N. Y., No. 2466	7-11-71
	Shelton, Wash., No. 2467	10-23-71
8-17-71	Jacksonville, N.C., No. 2468	9-12-71
9-27-71	Jupiter, Fla., No. 2469	11- 7-71
10- 7-71	Lincoln Park, N.J., No. 2470	
10-21-71	Rockville, Ind., No. 2471	11- 7-71
11- 8-71	Keizer, Ore., No. 2472	12- 3-71
11- 8-71	Madison, Tenn., No. 2473	12-12-71
12-15-71	Chestertown, Md., No. 2474	3-11-72
12-17-71	Palisades Park, N.J., No. 2475	2-13-72
1-24-72	Houston Northshore, Tex., No. 2476	3-18-72
2- 3-72	Thousand Oaks, Cal., No. 2477	3-25-72
2-10-72	Kearney, Ariz., No. 2478	3-11-72
2-18-72	Miami West, Fla., No. 2479	
3-17-72	Guilderland, N.Y., No. 2480	4-23-72
5- 9-72	Oakland, Md., No. 2481	

Charters Revoked And/Or Surrendered

	Drumright, Okla., No. 2172	10- 1-71
	Lafayette, La., No. 1095	8-26-71
	Sonora, Tex., No. 2336	3- 1-72
	Exeter-Hampton, N.H., No. 2075	3- 1-72
	*Lakewood, Cal., No. 1865	3-31-72
	Philadelphia, Pa., No. 2	3-19-72
	Clinton, Ia., No. 199	3-20-72
	Cupertino, Cal., No. 2445	3-24-72

*Merged with Compton, Cal., No. 1570

(NOTE: Presque Isle, Me., No. 1954 was listed in the 1970-1971 Annual Reports as being defunct. Subsequent to publication the Lodge was reinstated without loss of continuity of being in good standing.)

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with total moneys expended for the same during the Lodge year from April 1, 1971 to March 31, 1972:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 717,510.78
Summer Outings, Camps and Health Resorts	426,291.15
Cerebral Palsy	1,178,425.03
Crippled Children	1,204,528.46
Medical Aid and Hospitals	546,501.42
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,157,109.46
Elks National Foundation	526,747.51
Youth Work (except for scholarships, free textbooks, etc.)	1,657,458.29
Scholarships, Free Textbooks, etc.	686,196.80
Red Cross, Salvation Army, etc.	247,041.14
Veterans' Relief	263,509.59
Miscellaneous	931,474.49
Flag Day, Constitution Day, Fourth of July, etc.	319,055.70
*Total	\$9,861,849.82

STATE MEMBERSHIPS, GAINS AND LOSSES—1972

Lodge Year Ended March 31, 1972

State	Gain	Loss
Alabama	270	
Alaska	448	
Arizona	499	
Arkansas	570	
California		286
Canal Zone	134	
Colorado	958	
Connecticut	517	
Florida	2,326	
Georgia	402	
Guam	30	
Hawaii	27	
Idaho	224	
Illinois		1,129
Indiana	123	
Iowa		796
Kansas		978
Kentucky	188	
Louisiana		113
Maine	329	
Maryland, Delaware, Dist. of Columbia	820	
Massachusetts	892	
Michigan		79
Minnesota	643	
Mississippi	237	
Missouri	684	
Montana	213	
Nebraska		162
Nevada		17
New Hampshire	6	
New Jersey	354	
New Mexico	441	
New York	708	
North Carolina	679	
North Dakota	921	
Ohio	368	
Oklahoma	663	
Oregon	1,931	
Pennsylvania		715
Philippine Islands	8	
Puerto Rico		27
Rhode Island	29	
South Carolina	411	
South Dakota	690	
Tennessee	773	
Texas	194	
Utah	608	
Vermont	308	
Virginia	238	
Washington		3,373
West Virginia		221
Wisconsin		1,091
Wyoming	304	
Gain	20,168	
Loss		8,987
Net Gain	11,181	

ACTIVITIES BY STATES

The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period from April 1, 1971, to March 31, 1972:

State	Amount	State	Amount
Alabama	\$ 100,904.10	Montana	103,540.67
Alaska	82,006.24	Nebraska	133,248.87
Arizona	181,510.43	Nevada	57,550.85
Arkansas	31,148.66	New Hampshire	57,442.52
California	1,541,096.26	New Jersey	651,143.34
Canal Zone	18,140.35	New Mexico	131,357.22
Colorado	368,132.39	New York	494,146.09
Connecticut	216,567.17	North Carolina	100,236.42
Florida	477,274.88	North Dakota	87,717.43
Georgia	139,854.51	Ohio	258,041.06
Guam	7,809.54	Oklahoma	138,574.46
Hawaii	26,064.97	Oregon	400,825.69
Idaho	137,843.24	Pennsylvania	511,441.45
Illinois	252,987.33	Philippine Islands	4,732.70
Indiana	234,510.04	Puerto Rico	1,701.00
Iowa	73,853.59	Rhode Island	75,711.51
Kansas	87,795.99	South Carolina	73,635.31
Kentucky	42,841.93	South Dakota	71,274.04
Louisiana	4,074.80	Tennessee	82,913.05
Maine	50,732.57	Texas	245,405.98
Maryland, Delaware, Dist. of Columbia	139,379.52	Utah	127,915.42
Massachusetts	507,376.91	Vermont	64,084.89
Michigan	254,801.09	Virginia	94,940.07
Minnesota	101,765.39	Washington	435,554.01
Mississippi	25,050.09	West Virginia	76,502.05
Missouri	117,808.22	Wisconsin	108,087.50
		Wyoming	52,796.01
		*Total	\$9,861,849.82

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



The foregoing Digest of Annual Reports was prepared by the staff of *The Elks Magazine* from texts of the official reports involved. Each of the reports was published separately in its entirety. In addition, the Grand Exalted Ruler, the Grand Secretary, and the several Chairmen presented supplementary remarks at the Grand Lodge Session held in Atlantic City, New Jersey, July 9-13. These remarks appear in the printed Proceedings of the Grand Lodge Session.

LODGE VISITS

GRAND EXALTED RULER E. Gene Fournace



Dignitaries attending a luncheon to honor GER Fournace at Ocala, Fla., Lodge included (back row, from left) PSP Russell Saxon, PGER William Wall, DDGER Robert Spinks, ER Fred Turner, SP Robert Grafton, and DDGER Bodo Kirchhoff. They were accompanied by their ladies.

Miss Florida Teenager, Von Nell Wilkes, was introduced to GER and Mrs. Fournace during a visit to Lake City, Fla., Lodge.



A leather wallet and handbag made by patients at the Miami VA Hospital were presented to GER Fournace during his visit to Miami, Fla. (From left) National Service Chm. John Rosasco, Dr. L. N. Robinson, hospital director, and PGER William Wall joined in the presentation.



A gala dinner-dance was held at Orlando, Fla., Lodge to mark the Grand Exalted Ruler's visit. Among the party-goers were (from left) ER and Mrs. Richard Branham, PGER and Mrs. William Wall, Brother and Mrs. Fournace, and SP and Mrs. Robert Grafton.

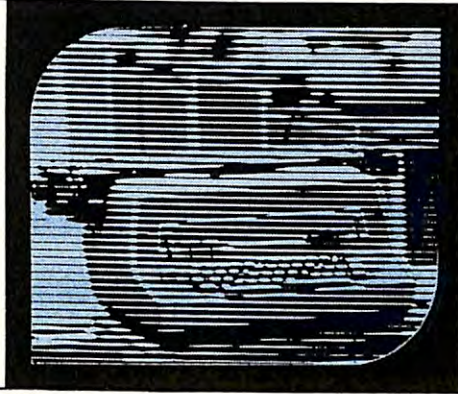


The 85th anniversary of Norfolk, Va., Lodge was highlighted with a visit by GER Fournace and PGER John L. Walker. ER Joseph Clark (left) explained the significance of the lodge's 85-year-old Bible (foreground).



The spring meeting of the Georgia Elks Association was held at Valdosta Lodge and had the largest attendance ever. GER and Mrs. Fournace were greeted upon their arrival by ER Tom Young (second from left) and SP Art Wink (right).

EDITORIALS



Changing of the Guard

ANOTHER YEAR has vanished (where does the time go?) and our Order has a new Grand Exalted Ruler.

We extend to Francis M. Smith our sincere congratulations on his election and our hopes for a great year for Elkdom. We have every confidence that he will enter the history books of our Order as one of its most effective leaders.

The program Brother Francis has outlined for the coming year places emphasis on strengthening all Lodges from within. If each Lodge will heed his call and accept the advice freely available, our entire Order will prosper and grow.

Joining the ranks of *Past* Grand Exalted Rulers (with, we suspect, a sigh of relief) is Gene Fournace. He has done a great job for us and richly deserves sincere thanks for leading us through a year which will probably be remembered as one of crisis for all fraternal organizations.

We think it is fitting to remind all Elks of the great

contributions made by the men who assume our highest office. Certainly, it is a cherished honor to be chosen as chief executive officer of the largest fraternal organization in existence . . . but that honor has its price. Each Grand Exalted Ruler gives not only of his time and considerable talents, but we are sure he surrenders a substantial sum of personal money for that title.

The Order pays his travel expenses, office expenses and such . . . but who pays him for the time he loses from his business or profession? The loss is particularly great in the case of (for example) an attorney. He cannot look after his practice while he's on the road for Elks.

What we have said also applies in great measure to the hundreds of dedicated men who serve our Order as officers and committeemen from the Grand Lodge level to the subordinate Lodge level. We owe them a solid vote of appreciation for proving that Elks are the *Best People on Earth!*

Academic Freedom?

WE HAVE BEEN FEARFUL for some time that America's cherished freedom of expression is being consistently abused by those who would destroy our country. An article we read recently concerning a textbook in use at North Carolina State University reinforces that fear.

The executive vice president of a broadcast station in the Tar Heel State has told of a young man who enrolled in a history course at N.C. State, only to drop out as soon as he read the first part of a textbook assigned for the class. The first two words of the introduction read: "Capitalism stinks." From that really idiotic statement through the rest of the 458-page book, it's strictly down hill! The book, "Up Against the American Myth," is by three radical graduate students from Harvard . . . and the history course at N.C. State was being taught by a Yale graduate.

Is this the sort of American being turned out by the two most prestigious institutions of higher learning in our country? If so, we are in BIG trouble!

Look at a few excerpts from this "textbook":

"We can only solve our social problems . . . by doing away with capitalism and the institutions that support it. This is the point of this book and we make it again and again."

"It is only through developing and expanding the Socialist rationality that the advanced industrial countries can hope to overcome the ills of society."

Would you believe that taxpayers are supporting the people and institutions which permit our young men and women to be exposed to such poppycock? The excerpts we used sound as though they were written by Marx or Lenin.

It is one thing to be proud of our freedoms of speech and expression, but it is quite another thing to be foolish enough to provide salaries and institutions built by our capitalistic initiative to those who openly boast they are out to destroy us!

When will we recognize the difference between freedom and license?

MARKET PLACE

For ad-rates write Classified, 100 E. Ohio, Chicago

BUSINESS OPPORTUNITIES

★ **Home Import Mail Order Business.** Start without capital. Free Report. Mellinger, Dept. F1788, Woodland Hills, California 91364.

MONEY MAKING OPPORTUNITIES

★ **HOW TO MAKE MONEY** Writing Short Paragraphs. Information Free. Barrett, Dept. C-329-H, 6216 N. Clark, Chicago, Illinois 60660.

★ **HOMEWORKERS! \$100.00 WEEKLY ADDRESSING** for firms. Begin immediately. Details—send stamped, addressed envelope, Hamilton, 272-TR8, Brooklyn, N.Y. 11235.

★ **ADDRESSERS AND MAILERS NEEDED.** Details 10¢. Lindbloom Marketing, 3636 Peterson, Chicago 60659.

SPARE TIME OPPORTUNITIES

★ **60 DESIGNS** Metal Social Security and Name Plates. Free Selling Outfit. Adlez, 9F Broad, Elizabeth, N.J. 07201.

AGENTS WANTED

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Books!

HARD-HITTING DRAMA. Take a ride on nostalgia train? Take a ride on THE HINDENBURG (Dodd, Mead and Company; \$8.95). For years, the world believed the fiery death of the giant Nazi Zeppelin Hindenburg at Lakehurst, New Jersey, was the result of a static-electricity explosion. Now, one book sheds new light on the subject. The author, Michael M. Mooney, has searched through reams of previously classified material pointing to the fact that crewman Eric Spehl committed an act of sabotage (Spehl was anti-Nazi) in planting a bomb in the Hindenburg's rigging. But the bomb went off prematurely and Spehl died with 35 others in the holocaust. Mooney claims American investigators at the time agreed to rule out sabotage in order to avoid an international incident. And he builds a remarkably strong case. For example, while interviewing one of the German survivors who was on the Hindenburg that fateful day, Mooney came across movie film taken during that tragic last flight. Found in the wreckage, the film had been confiscated by the SS, then later fell into the hands of a passenger, who planned to keep it to show his grandchildren and great-grandchildren. Now the film, along with all its invaluable evidence, is in possession of Mooney and his publisher.

Not interested in political intrigue of the "Mission: Impossible" genre? We recommend this book, regardless. Its clarity and general interest, along with the historic photographs, make it rewarding reading for everyone. And one of Mooney's chapters, "Deus Ex Machina," is the finest casual account of the history of aviation we've seen in ages.

GUARD AGAINST FRAUD. Own your own business? If you do, you know how often and severely businessmen get "stung" from credit card crooks and check forgers. Until now, about the best check against thievery was proof of identification via the drivers license... provided it wasn't stolen or forged. Now, there's something else. It's called the DRIVERS LICENSE GUIDE (Drivers License Guide Co., 1492 Oddstad Drive, Redwood City, Calif., 94063; \$3.95 plus 50 cents postage), and it's the first and only full-color drivers license reference manual on the market today. It shows at a glance which licenses are currently valid across the nation, which are minor-only licenses, where audit, control, social security number, and birthdate are. If that's not enough, the manual features INSTA-CHECK, an on-the-spot guide that tells at a glance whether the license is real or bogus. Plus a valuable section on how to detect an altered license. Everything considered, this manual may not eliminate the problem of forged or stolen identification in your business, but it'll certainly help. The issue we reviewed was from 1971; the new issue, available now, will additionally contain a section on credit cards. And even we non-merchants know the trouble—and money—credit card thefts cause each year.

Obituaries

PAST GRAND TILER Irvine J. Unger, a member of Detroit, Mich., Lodge since 1923, died June 7, 1972 at the age of 75.

The list of offices Brother Unger held in the Order include Exalted Ruler; District Deputy Grand Exalted Ruler for Michigan's East District; State President, and Grand Lodge Credentials Committeeman. He served as Grand Tiler during the 1951-1952 lodge year.

PAST DISTRICT DEPUTY Verncel R. Linaberry, a longtime member of Berwick, Pa., Lodge, died recently.

Brother Linaberry served as Exalted Ruler of his lodge. He was appointed District Deputy Grand Exalted Ruler of his state's North Central District for 1930-1931, the first from Berwick Lodge.

At the time of his death he was a resident of Pompano Beach, Fla.

PAST DISTRICT DEPUTY Howard B. Ragsdale, a member of Waterville, Maine, Lodge, died May 29, 1972.

He served as Exalted Ruler of his lodge from 1956 to 1958. He was appointed District Deputy Grand Exalted Ruler of his state's East District for 1961-1962, and was later appointed State Vice-president.

PAST DISTRICT DEPUTY Gordon Franklin, a life member of Marion, Ill., Lodge, died in June 1972.

He served as Exalted Ruler of Marion Lodge for 1936-1938. Brother Franklin was appointed District Deputy Grand Exalted Ruler of his state's South District for 1943-1944. He served on the Grand Lodge Judiciary Committee for 1960-1961.

Brother Franklin was an active lawyer with a practice ranging over the southern 25 counties of Illinois. His wife, Roxanna, survives him.

Lodge Publicity Guides

When these helpful booklets were published last year, the Public Relations Department sent two copies to each subordinate lodge at no charge. They should be either in the office files or in possession of the lodge PR Chairman.

Additional copies are still available. There is no charge for the booklet, but we ask that you please send 25¢ per copy to help defray costs of handling and postage. Cash, check or unused U.S. postage stamps are acceptable. Order from:

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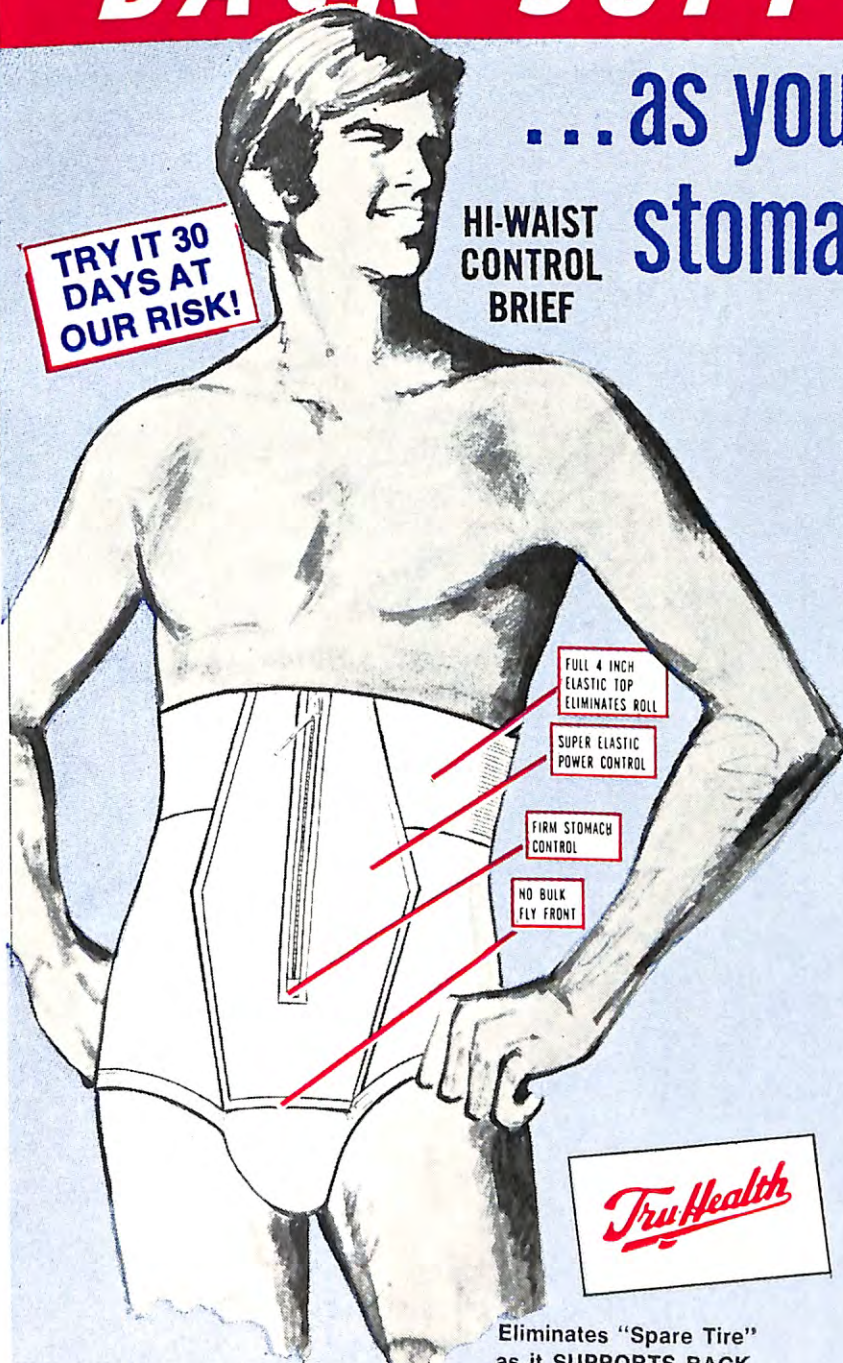
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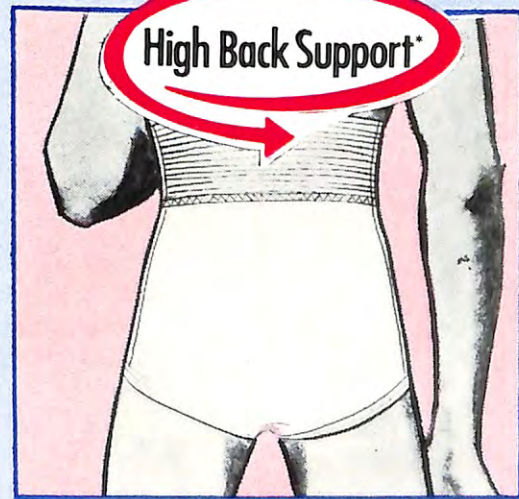
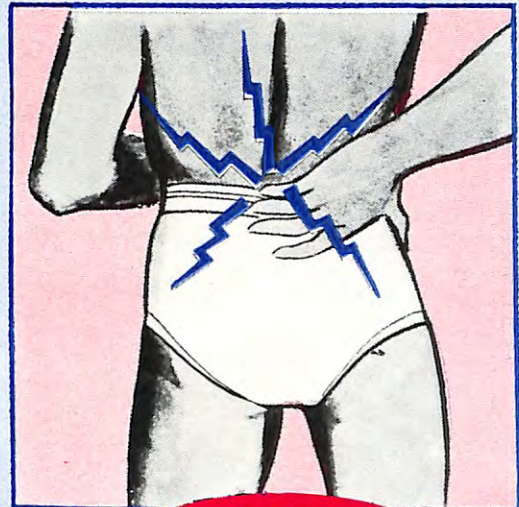
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