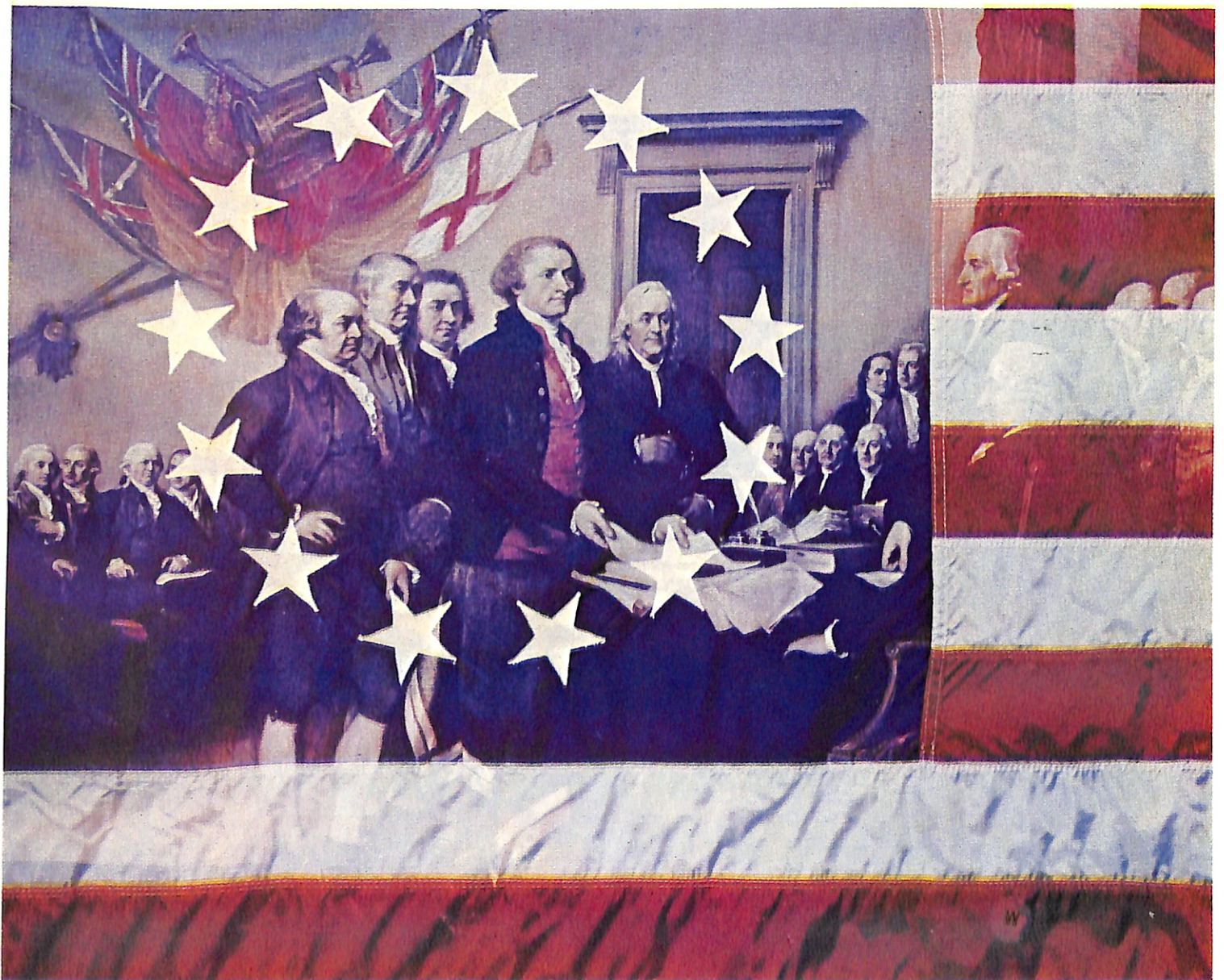


the
Elks
magazine
OCTOBER 1975

Please Don't Drink
The Water
Pranks For The Memory



Nathan Hale – One Life, One Country





31 DAY CHIME WALL CLOCK

with Swinging Pendulum

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SINGLE STRIKE ON HALF-HOUR**

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LOOK AT THESE FEATURES:

- Adjustable pendulum for accurate timekeeping
- Key-wind means no batteries to replace
- . . . no ugly cords
- Easy-to-read numbers on rich silver band

Pocket CB

An exciting new era dawns with man's first pocket-sized communications link with the outside world.

The Dick Tracy wrist watch may no longer be a dream! American technology has produced the world's first pocket transceiver—the PocketCom, a new personal communications system that fits in your pocket and becomes your new link with the outside world.

MANY BUSINESS USES

Imagine the possibilities! An executive can now talk with anybody at his office, his factory or job site. The housewife can locate her children at a busy shopping center. The doctor can keep in close contact with his office. The salesman, the construction foreman, the traveler, the sportsman, the hobbyist—everybody can communicate with the PocketCom.

Use your unit as a personal paging system, an intercom, a telephone or even a security device. On the road, use the PocketCom as an emergency communications system, to get directions, or simply to talk to truckers and other citizens band enthusiasts.

FIVE MILE RANGE

A new breakthrough in the development of the integrated circuit—the same solid-state device that brought us the pocket calculator—made the PocketCom possible. It has a range of up to five miles between units, although it can receive signals as far as 25 miles from stronger base stations. And no FCC license is required to operate it.

Note: The range depends on the type and number of metal or reinforced concrete obstructions between units. The distances quoted above are optimum line-of-sight conditions on a clear channel.

AMAZINGLY SIMPLE OPERATION

Turn it on and select either one of the unit's two crystal-controlled channels. Then press a red button to transmit, and release it to listen. Channel 14 is installed in each unit and all units are tuned to this same frequency. To use the second channel, plug in any one of 22 matched optional crystals and slide the channel selector switch to position 2. Each crystal set has a high frequency stability of less than 0.005% assuring you of undistorted reception. The crystal costs \$3.95, and each channel requires two crystals per unit. The second set of crystals can only be ordered after receipt of your unit.

BEEP-TONE PAGING SYSTEM

Each unit comes complete with a beep-tone paging system. Simply keep your unit in its standby mode. The person calling you presses the PocketCom's call button on his unit and a beep-tone will sound on your unit. Then take it out of your pocket and talk. And you can carry your unit silently in the standby mode for weeks without draining the batteries.

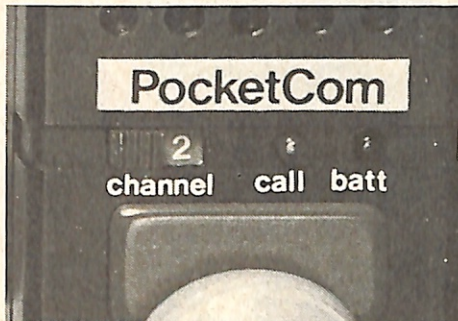
MULTIPLEX INTERCOM

The PocketCom was also designed as a multiplex intercom. Each unit has one common channel (Channel 14). The second channel can be divided into separate receiving and transmitting channels. Up to 22 separate stations can be individually paged on the receiving channel.

Each person at any of the 22 stations can talk back in relative privacy using a different yet common transmitting channel since only the base station will receive the signal. In short, using a multi-channel citizens band base station and the PocketCom's multiplex intercom capability, you have the most inexpensive and advanced personal communications system in the world.

Note: Detailed instructions on the crystals and multiple channel usage are included with each unit.

The PocketCom replaces several pounds of electronic components, and it replaces systems twenty times its size—yet the PocketCom is a dramatically more efficient system of radio communications.



The PocketCom incorporates a paging system circuit that beeps you when you're being called but also lets you talk with your party. It's like having your own portable telephone.

Here are just some of the advanced features of the PocketCom made possible by this new electronic breakthrough: 1) Incoming signals are amplified several million times compared to only 100,000 times on comparable conventional systems. 2) Even with a 60 decibel difference in signal strength, the unit's automatic gain control will bring up each incoming signal to a maximum uniform level. 3) A high squelch sensitivity (0.7 microvolts) permits noiseless operation without squelching weak signals. 4) Harmonic distortion is so low that it far exceeds EIA (Electronic Industries Association) standards whereas most comparable systems don't even meet EIA specifications. 5) The receiver has better than one microvolt sensitivity.

A MAJOR ELECTRONIC BREAKTHROUGH

The PocketCom with its electronic circuitry represents the most important major breakthrough in communications since the advent of the transistor. Its quality and features compare with systems that cost several hundred dollars, yet no unit can compare with its size and convenience.

EXTRA LONG BATTERY LIFE

The PocketCom comes complete with standard batteries and a light-emitting diode low-battery indicator that tells you when your batteries require replacement. The integrated circuit requires such low power that the batteries, with average use, will last weeks without running down.

The PocketCom is manufactured exclusively for JS&A by MEGA—the nation's first company to perfect the linear integrated transceiver circuit. JS&A is America's largest single source of electronic calculators, digital watches, and other space-age products—further assurance that your modest investment is well protected.



The PocketCom measures approximately 3/4" x 1 1/2" x 5/8" and easily fits into your shirt pocket. The unit can be used as a paging system, intercom or pocket-sized communications link for business or pleasure.

The PocketCom should give you years of trouble-free service. But, should service ever be required, simply slip your 5 ounce PocketCom into its handy mailer and send it to JS&A's prompt service-by-mail center. It's just that easy.

GIVE IT A REAL WORKOUT

The PocketCom may at first sound too good to be true. That is why we offer a ten day free trial period. We recommend that you purchase just two units on a trial basis. Then really test them! Test the range, the battery life, the sensitivity, the convenience. Test them under your everyday conditions and compare the PocketCom with larger units that sell for several hundred dollars.

After you are absolutely convinced that the PocketCom is the major breakthrough that we claim it is, order your additional units, crystals or accessories on a priority basis as one of our established customers. If, however, it doesn't meet every one of the claims we make or it doesn't suit your particular requirements perfectly—fine! Return your units within ten days for a prompt and courteous refund. You can't lose!

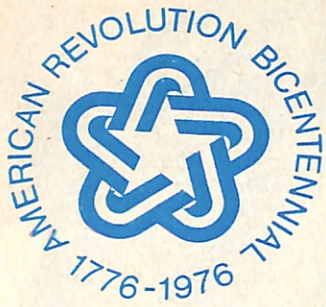
Every PocketCom comes complete with batteries, high performance Channel 14 crystals for one channel, complete instructions, and a 90 day parts and labor warranty. To order by mail, simply mail your check for \$39.95 per unit (or \$79.90 for two) plus \$2.50 per order for postage, insurance and handling to the address shown below. (Illinois residents add 5% sales tax). Credit card buyers may call our toll-free number below.

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A Message From the Grand Exalted Ruler

Rededicated To The American Ideal

As we are now entering our third month of traveling for the Order of Elks, we are very much encouraged by the wonderful enthusiasm which we find everywhere for projects encouraged by the Order. We have received bounteous hospitality wherever we have gone and have found people who are anxious to accomplish things, to be of service to others, and to build their lodge, their communities and this nation. It remains only for them to be directed, to be given a job to do—something which will be rewarding and satisfying, and the results of which may be evident to them. I urge each Exalted Ruler and the Officers of each lodge to work with the people in your lodge who are anxious to help and to work. Give them some project to work on. Ask for suggestions from your membership as to what they would like to do and then encourage them and let them do it. In a broad based Order such as ours, the possibilities for service to others is unlimited, and, without exception, the results are most rewarding.

I was impressed by the review in the Wall Street Journal of May 8, 1975, of a movie which is being distributed by the public television network. The name of the movie is San Pietro, and it was made by John Houston in 1944. It is now being redistributed by the national public television network in celebration of the thirtieth anniversary of V-E Day, and I suppose also in connection with the bicentennial celebration of this

year. In this movie is depicted the attempt by the American forces in World War II to take the little town of San Pietro. It points out that several American patrols were sent out to penetrate the defenses, and not a single one of the members of those patrols ever returned. The review and the movie point out that in this day, "when Americans seem lacking in the will to do anything major, the memory of such courage, such sacrifice, and such devotion at so recent a time is haunting."

I urge you as Elks to think upon these things and to resolve now to rededicate yourselves to the American ideal, to the principles for which America stands, and to voice them emphatically, forcefully, confidently. If you know you are right, you can courageously and confidently state your position. By all means do so, not only this year, but from now on.

Willis C. McDonald

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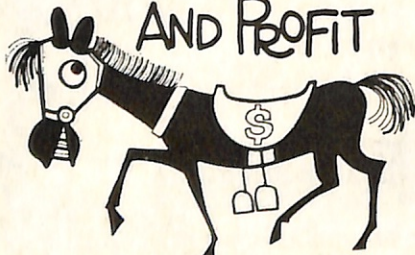
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VOL. 54, NO. 5/ OCTOBER, 1975

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- 12 PLEASE DON'T DRINK THE WATER
 Twentieth-century man has long taken this—his most precious commodity—for granted. O. A. Battista
- 19 NATHAN HALE—ONE LIFE, ONE COUNTRY
 His words will forever live in the minds of Americans. But what did he do? Robert G. Bearce
- 22 PRANKS FOR THE MEMORY
 Some of the world's most celebrated figures have raised the "practical joke" to near art stature. William E. Miles
- 36 BEWARE THE BUNYIP!
 They're Nature's most celebrated myths . . . or are they? Richard Wolkomir

DEPARTMENTS

- | | |
|--|---|
| 2 MESSAGE | 30 TRAVEL: FRANCE |
| 8 YOU AND RETIREMENT | 40 IT'S YOUR BUSINESS |
| 10 LETTERS | 42 NEWS OF THE STATE ASSOCIATIONS |
| 18 BACKYARD GARDENER | 46 ELKS NATIONAL SERVICE COMMISSION |
| 21 "REVOLUTIONIST WITHOUT A GUN"/BICENTENNIAL SALUTE | 48 ELKS NATIONAL FOUNDATION/JOY OF GIVING |
| 24 AMENDMENTS TO THE GRAND LODGE STATUTES | 54 ELKS FAMILY SHOPPER |
| 25 NEWS OF THE LODGES | 75 EDITORIALS |

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- **Chief Justice John Marshall**, who defined judicial distinction as "the ability to look a

lawyer straight in the eyes for two hours and not hear a damned word he says."

- **Belva Lockwood**, first woman on a presidential ballot, who called for "domestic insurrection" to win the vote for women.

- **Rough Rider Teddy Roosevelt**, whose only fear while charging up San Juan Hill was that he might lose his glasses (so he carried 12 extra pairs).

In order to do justice to America's grand past, the Editors of TIME-LIFE BOOKS searched museums, libraries, archives and private collections for some 3,000 photographs, woodcuts and paintings, many in full color, which would best recreate the feel of the past.



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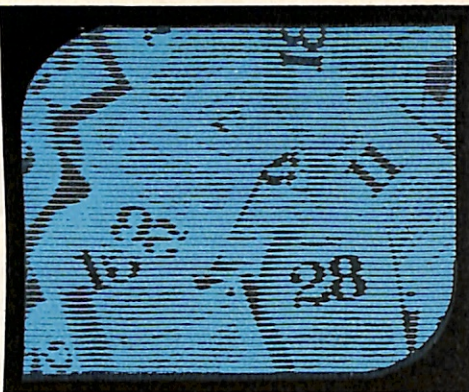
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YOU AND RETIREMENT

by G.W. Weinstein



WHERE DO YOU WANT TO LIVE?

John and Ellie sold their home when John retired and moved to a retirement village, advertised as a haven of peace and quiet. They soon found it was too peaceful, too quiet. John was bored. Ellie missed her old friends. They moved back, at substantial cost, to the suburb they had left.

Ed and Doris gave up their city apartment and bought a condominium in Florida. They enjoyed new activities with new acquaintances until Doris fell ill. Then they realized how much they missed old friends, their children in New England, and the family doctor who had cared for them for years. But they could not afford to move again. They had to make the best of it.

Moving at retirement is not necessar-

ily automatic—although many people seem to operate on the assumption that changing residences goes along with the gold watch at the retirement dinner.

The majority of Americans are homeowners by the time retirement rolls around. Why do these men, with equity built up in their homes over many years, think about moving?

There are many reasons: The house may be too large with children gone, difficult to maintain for people growing older. Simple repairs become more difficult to accomplish—and more expensive to pay for. The mortgage may be paid off, but soaring property taxes may make the old homestead too expensive for a couple on a fixed income. Stairs may become hard to take. The neighbor-

hood may be changing. Old friends, as well as family, may have moved away.

On the positive side, there's the attraction of a different climate, usually but not always a warm one, and the lure of a new lifestyle. There's the possibility of reducing expenses by avoiding heating costs—or by simply moving to a community where no one expects you to live up to an accustomed lifestyle, where you can start over on a scale more compatible with a reduced income.

And, for home-owner and apartment-dweller alike, there is the lure of change, of new horizons. Once freed from the work-related necessity of staying in one place, of living in a particular area, imagination takes hold.

But imagination alone is not a firm foundation for a major move. Concrete facts must be examined. Planning is essential.

Sit down and consider—preferably well before actual retirement—where you might want to live. The first communities that come to mind may be those known to have a pleasant climate, those where retired friends have settled. Fine. But don't stop there. Would you enjoy a never-changing climate? Or do you prefer the changing seasons? Do you like the same activities as the friends who report so glowingly about their new home? And, is it barely possible that they are exaggerating its delights? One further important consideration, which few people like to think about: is this community, or any other to which you might move, a place where the survivor of a close-knit couple will be happy to live alone?

Think about your personal lifestyle, what you like to do. Will you want access to libraries, theatre and museums? Will you want near-by places to golf and fish? Do you like peace and quiet? or lots of company? Will you want to consider possible part-time employment? A careful analysis of what you like to do, and what you plan to do in retirement, should precede any decision about where to live. In other words, because friends have happily settled in rural Vermont may not mean that you will enjoy the quiet life.

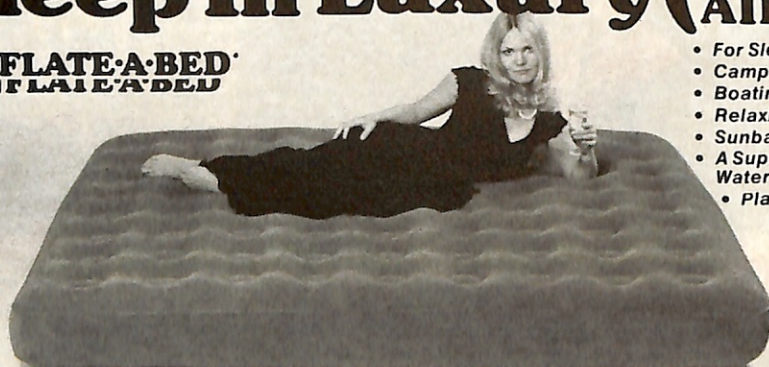
After this basic decision about location and climate, this preliminary narrowing down of the possibilities, launch your serious investigation. A good first stop is your library, which may have books or pamphlets about the region you are considering. Next, write to local governmental agencies and the Chamber of Commerce, asking for general information as well as specifics on taxes and services. In many areas a local chapter of the League of Women Voters has prepared a comprehensive "Know Your Town" booklet which you can obtain at nominal cost.

Take out a mail subscription to a local newspaper. You can learn a lot from a local paper: the issues that concern, and may divide, the community; social events; clubs and organizations and the kinds of interests they represent; religious groups in the area. You can—and you should—include comparison shopping in any reading of out-of-town news.

(Continued on page 34)

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PRIME LIFE 50 PLUS is an individual life insurance policy that guarantees to accept every man and woman between 50 and 80 who applies during the guaranteed acceptance period—regardless of any other insurance carried.

PRIME LIFE 50 PLUS is underwritten by Colonial Penn Life Insurance Company of Philadelphia, Pennsylvania, specialists in serving the specific needs of America's older population. This protection is recommended to their members by two of America's highly respected national nonprofit organizations of the mature: the National Retired Teachers Association (NRTA) and the American Association of Retired Persons (AARP).

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PRIME LIFE 50 PLUS is a distinctive concept of life insurance, achieved as a result of the years of effort Colonial Penn has devoted to meeting the insurance needs of mature people.

The goal was a life insurance policy we could make available to all mature people—a policy whose cost would be reasonable and whose benefits would be worthwhile. With PRIME LIFE 50 PLUS, the Colonial Penn Life Insurance Company has succeeded.

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During the first two years that your policy is in effect, your coverage is reduced. If you should die during the first policy year, the benefit paid to your beneficiary is \$100. If death occurs during the second policy year, your beneficiary receives \$250. Once two years have passed, you are covered for the full face amount of the policy.

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- * You receive a policy created for the needs of mature persons!
- * There are no health questions!
- * There is no physical examination!
- * This policy provides increasing cash values which begin after the first or second year!
- * Your insurance cannot be cancelled for any reason as long as you maintain your premium payments.
- * You know that this policy has been recommended to their members by both the National Retired Teachers Association and the American Association of Retired Persons!

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No broker or agent will visit you and you will be under no obligation to purchase the policy.

Even if you are not old enough for this insurance, you may want the information for another member of your family or for a friend.

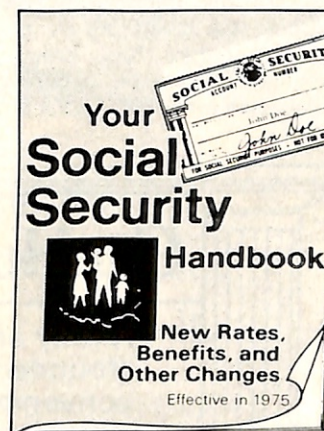
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This informative, 32 page booklet explains the new rates, benefits, disability payments, family and widow's payments, Medicare and many other important facts you should know.

We, at Colonial Penn, are very interested in the welfare and security of America's older citizens and we will be delighted to send you "YOUR SOCIAL SECURITY HANDBOOK FOR 1975" together with information about PRIME LIFE 50 PLUS. Simply mail us the coupon below.



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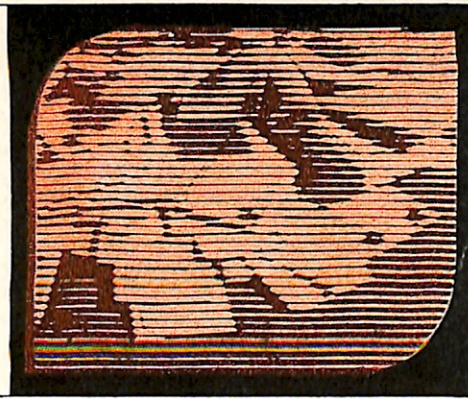
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LETTERS

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



• Mr. Olney in his article, "Import! Import!" [August, 1975], refers to deadweight tonnage as the weight of a ship when it is empty, while actually deadweight tonnage is the carrying capacity of the ship in tons of 2,240 pounds.

E. J. Keefe, Jr.
Lakeland, FL

• Let's get someone to write about oil and oil imports who knows more about the subject than Ross Olney. According to him, a 500,000 deadweight ton tanker "is the weight of these great ships empty." (The italics are his.) Deadweight tons are the measure of the *carrying capacity* (the italics are mine) of a ship, including cargo, fuel, crew, and consumables (difference between the light ship weight and the displacement when loaded).

Mr. Olney displays as much ignorance about economics. Whether the public pays for and owns the port, or whether the oil company pays for the port and ups the price of oil to insure an adequate return on capital makes no difference to the consumer. In the first instance, the consumer (through his taxes) pays for the port. And if the consumer (the public) owns the port, then the port has a right to charge the oil companies for using its facilities. So the oil company pays the rental and ups the price of oil. If the country had to wait for a bond issue to drill for oil, then we would still be using whale oil lamps.

Carl H. Amme, Ph.D.
President,

Policy Planning Consultants

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and even the family gets a kick out of the pearls you manage to accumulate in our magazine. Sometimes I use your material for reference in my work here at Texas A&M. Well, you finally went and got my corpuscles really gyrating with Ross Olney's piece on "Import! Import!" It was great, not only for its content, but also for the controversy that it generated.

With his data, however, is the need to expose/explore the life and limb danger known as the "Mucker's Dilemma!" Perhaps, as a follow-up article, you may want to more fully acquaint our brothers with the catastrophic losses in human lives, tankers, and even billions of gallons of *usable* crude oil due to the antiquated techniques used for inerting/cleaning these small, old tankers. The superships can (and should) overcome this dilemma by more economically justified automated systems that reduce the risk of both spills and explosions. We are on the threshold, here at Texas A&M, of a step-function improvement in system safety and may be able to offer an improved life-expectancy and a new level of job enrichment to these muckers.

Malcolm Mark Brauer, Ph.D.

Principal Investigator

Department of Industrial Engineering
Texas A&M University

• The Brother who is responsible for the editorial, "The Dollars and Cents of Lapsation" [August, 1975], is to be highly commended for passing on such timely suggestions.

This editorial should be a *must* for every Lodge and its Lapsation Committee, with particular stress on the concluding paragraph—"Think it over, Brothers."

Wm. J. Gale, P.E.R.
Grand Prairie, TX

• I am retired and my hobby is to gather used stamps of all kinds which are sent to the lonely boys in our Veterans Hospitals.

I could also show you many, many from the Red Cross—The U.S.O.—Veterans Hospitals, and Naval Hospitals all over the globe thanking me for the stamps I have already sent.

I could also show you many many letters asking me to send stamps but this depends on how many I have and right now I have very few.

You have no idea how lonely a boy can be in a hospital far from home with nothing to do except lay there and look at a blank wall or blank ceiling—I know. I was in World War I in an Army Hospital in France—that's why I am doing this.

A Doctor in a V.A. Hospital once told me it's imperative for every patient to have a hobby that's both interesting and time consuming. Believe me it's a real therapy as it keeps the mind alert and active. The whole idea is to help those less fortunate than ourselves. We owe these boys a debt of gratitude which we can never repay. I do hope for your cooperation. I am—most gratefully yours.

Dave Schoenfeld
522 Shore Road
Long Beach, N.Y.



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PLEASE DON'T DRINK THE WATER



□ It seems so simple. A motion of your wrist and you have a glassful of clean, clear, cold drinking water. Yet, ask any world traveller what single daily blessing Americans enjoy over tens of millions of persons in foreign lands and his most likely answer might well be, "The safety of their drinking water!" It is true—even today—that the United States is among the very few countries of the world in which a glass of water from the faucet is ordinarily completely safe to drink.

Behind this wonderful blessing, protecting every single drop of water that flows through your faucet, lies one of the simplest yet most humanitarian examples of chemistry constantly at work in your daily life. Through the purifying and germicidal action of pin-point amounts of chlorine gas (only one to two parts per million of it), lethal disease germs are liquidated so that you may safely consume still-palatable drinking water. If you live within the reach of a public water supply which is protected by a State, county, or municipal health or public-works department, you can rest assured that chemistry is your ally behind the scenes making your drinking water of sanitary quality, even though many times it comes from the most unsanitary, obviously contaminated sources.

Well over 100 million Americans in communities with a population of 25,000 and over must rely for their drinking water on "surface sources." Their water supplies must all be chemically treated to ward off the painful, even deadly dangers of typhoid fever and dysentery.

Spring water, well water and other natural sources of water are usually already sanitary thanks to nature's own magic brand of chemistry in combination with efficient soil filtration. But surface waters—rivers, streams, lakes, reservoirs, and so forth, are frequently catch-alls. The pollution of surface waters by our modern and, at times wasteful, way of life, would be such a serious problem without the protective magic of chemistry that it could easily decimate our population. It is not an exaggeration to say that our sanitary drinking water resources should be credited with helping to extend life expectancy and protect our aged from premature fatal illnesses. This modern achievement of chemistry is in a class with the new antibiotics of wonder drugs. For if perchance the chemical treatments given the water supplies of a metropolitan area were discontinued for a day or two, the results could be disastrous. Thousands of persons in

such an area could be wiped out almost overnight. Here, indeed, is a thought worth pondering when next you do draw a glassful of drinking water from your water faucet.

The sharp increase in the number of people dependent upon surface waters in the country's larger communities also points up the need for protecting our dwindling natural water supplies through water pollution control and the use of cheap purifying chemicals.

Several years ago, two huge water mains that fed the needs of a large Eastern city required extensive repairs. One pipe carried water from a grossly contaminated river to the city's fire hydrants; the other conveyed the purified domestic water supply. A workman turned an emergency valve which connected the two. Before the mistake could be rectified, five million gallons of river water poured into the drinking supply.

Frantic warnings by radio and press to "Boil all water!" were too late. In a short time, 35,000 people were stricken with gastroenteritis, and only desperate efforts by hastily mobilized medical services prevented a ghastly death toll.

This example is mentioned primarily to emphasize how polluted some of our surface water resources have become, and how necessary a part chemistry has become in our daily lives.

Actually, the primary sources of drinking water for many of our cities are as polluted. Part of the drinking water for another Eastern city comes from the dreadfully polluted Delaware River. Up until recent years, several cities on the periphery of Lake Michigan poured all of their sewage into it! Yet Lake Michigan was the exact reservoir from which these cities drew their drinking water! Not until a failure in the chemical treating plant resulted in over 30,000 people falling violently ill with diarrhea, vomiting, and crippling stomach pains was something constructive done about it.

Today, most of the sewage from these cities is funneled into a modern treatment plant where harmless bacteria convert the virulent organic matter into gases, solids, and clean water. The purified and filtered water pours out into Lake Michigan. The solids (called sludge) are dehydrated with heat to kill any remaining germs, and then sold as fertilizer. Problems still exist, however, and extensive investigations are underway currently as a result of asbestos particles being found in some localities served by Lake Michigan.

Nevertheless it remains true, especially in smaller communities where extensive chemical plants are not yet available, that the wastes from our bathrooms and factories continue to be emptied directly into our rivers and streams; pollution legislation continues to be made more severe on a local basis, mostly as the result of specific accidents that force the public to demand constructive counter-measures.

In olden days, such practice resulted in cholera, typhoid and dysentery epidemics that wiped out millions of people. During the eighteenth century the Thames was still a salmon river. By 1823 the salmon had abandoned it; yet Londoners continued to drink the raw water for many years after that. But people always have been concerned about the quality of their drinking water even though they were unaware of the chemistry needed to make it sanitary. For example, a crude attempt at pollution control is reflected in an English law passed in the sixteenth century "forbidding dogges, cattles and anie cattle, carrion or anie unwholesome uncleane things" being thrown into a river from which drinking water was taken.

Not until the invention of a simple water pump in the early 1800's, and the almost simultaneous replacement of inadequate hollow wooden pipes with cast-iron pipes did it become practical to transport water "uphill" for great distances, and also carry it efficiently from lakes and streams over great distances.

Only about a century and a half ago, private water companies began pumping water into industries and private homes—alas, sometimes germ-laden water at that. Simple chemical treatments for drinking water had not yet been devised. Before the great Dr. Louis Pasteur's proposal that germs caused disease, millions of people assumed that epidemics of cholera or typhoid fever were due to impure vapors of air and they least suspected their drinking water! London, England, experienced severe epidemics of cholera in 1831, 1848, 1853, and 1865—all attributed now to polluted drinking water.

With drinking water supplied by private companies causing periodic epidemics of sickness and disease, it is little wonder that public authorities took over the responsibility and control of water supplies with time. It was not until the late nineteenth century, however, after the germ theory had taken world-wide root that world-wide drives were begun in force by public officials to protect the public from contaminated drinking water. By then, for-

tunately, chemistry had evolved to the point where it could be called upon to help make the task much easier. One cannot help but wonder at what a blessing relatively small amounts of inexpensive chemicals could have been to the tens of millions of human beings who suffered and died because of drinking polluted water before this knowledge became available to man!

With drinking water supplies growing either more scarce or more restricted in availability, the sources of water available to man are becoming more important.

All water used by modern cities and towns comes in one way or another originally from rainwater by means of the so-called "water cycle." What is this? Well, the heat of the sun evaporates the water in the ocean. Warm winds then carry the water vapor over the land. When the warm moist air meets cold winds, rain or snow begins to fall. Some of this goes directly into streams, but a good part soaks into the soil. Then, when the water at last finds its way back to the ocean, the process begins again. Some water does evaporate from moist soil, rivers, and plants. But most of it comes from the sea and goes back to it. The total amount does not change. It alters its

form and moves from place to place.

Perhaps you have heard the phrase "water table." What does it mean? Well, the water from snow and rain-falls sinks into the ground. It goes down through the earth until it comes to a point where the ground is already filled with water. The upper limit of this water-saturated area is the "water table."

And how is water brought into the millions of homes throughout the country? Let's take a look at an average city. If it is near large rivers or lakes, it draws upon them for its water supply. Sometimes it relies on wells by tapping underground water. Huge dams are used to collect and store water from many mountain streams. It flows to the city in tunnels large enough for a railroad train to pass through.

Impurities are nearly always found in water as it comes from rivers, streams, and wells. There are several commercial ways of purifying water. When chemicals such as lime, alum, and activated carbon are placed in the liquid they cause solid particles to come together and sink to the bottom, leaving the water clear.

Sand filters are another aid in purifying water. As it passes through layers of sand and gravel, the water is

freed of many impurities. As many as 125 million gallons can pass through a one-acre sand filter in a single day. The larger filters cover several acres! In still another process water is allowed to stand in special reservoirs for a number of days. Gradually the impurities sink to the bottom.

Storage of water in huge reservoirs encourages the growth of algae that are always present in water—even in safe drinking water. Such algae, if allowed to grow unchecked, will clog up water purifying plants and give the drinking water a characteristic—and usually most unpleasant—taste.

Chemistry comes to the rescue of this problem. Copper sulfate—the greenish-blue chemical that sometimes forms on copper roofing—in a very dilute solution much too weak to be harmful to humans does a remarkable job of destroying algae growing in water reservoirs. As a matter of fact, it has been proven that water flowing through a brass water faucet (brass contains a high proportion of copper) dissolves enough of the element copper to kill algae in it. This is basically an old (though not then understood) discovery. A Sanskrit writer as early as 800 B.C. recommended "storing water in copper vessels."

Many advancements of a chemical engineering nature have been combined with the basic chemistry of water purification to accommodate ever increasing volumes of required drinking water. Instead of allowing water to flow by gravity through filter beds of sand to clean out some of the larger contaminating particles (including some bacteria), many water works use pressure-filtration. To make this possible, chemists add aluminum salts and other chemicals to the water before it is pressure-filtered. These chemicals release flocculated showers of snowflake-like or jelly-like particles in the water which quickly envelope bacteria and dirt particles and carry them to the bottom of a reservoir or settling tank. This makes pressure-filtration so much easier, and reduces the rate at which the filters become clogged and must be replenished.

Even though water filtered in the foregoing manner may be essentially free of bacteria, algae, dirt, and a variety of potentially harmful micro-organisms, the filtered water is, nevertheless, given a chemical sterilization treatment just to make sure it is completely safe when you draw it from your water faucet.

Chlorine gas is the most common chemical used to give water its final germ-free stamp of approval. It usually is bubbled into the water as it flows into a reservoir or storage tank with only one or two parts per million dissolving in the water to perform the

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necessary "sterilization" step.

A new chemical on the water purifying scene, ozone, is showing signs of becoming increasingly valuable. Like chlorine gas, ozone is a deadly poison in high concentrations but quite harmless in minute amounts. It, too, can effectively destroy germs lurking in water when bubbled through it. A close relative of oxygen—the life gas—ozone consists of three atoms of oxygen clustered into a molecule (O₃) instead of the two that make up normal oxygen (O₂).

Chemists have found ways of making ozone gas more cheaply, as well as ways of handling it safely because it is even more toxic than chlorine gas when it is in concentrated form. Ozone, however, is preferred over chlorine for water purification because it decomposes into oxygen which is harmless, and when dissolved in water even in tiny amounts, it adds sparkle and taste to the drinking water. The objectionable taste that many complain about with chlorine sterilized water is completely absent when ozone is used.

Even in our modern day, a word of warning is called for to all who do not receive their drinking water from a public works authority which is charged with treating water chemically to guarantee its purity before it is pumped to the faucets in your home.

When you leave the protection of these inspected water supplies, as travelers, tourists, campers, or hikers, you must give special thought to the danger of possible disease or death which may be present, but invisible, in many lakes and streams, and in some springs and wells. In such circumstances, it will pay you to think chemically before you drink.

If your water comes from a well, cistern, or spring, your health department should be asked to make sure it's safe, and to tell you how to keep it safe. A stream or spring may originate in so sparsely populated an area, and may look so clean and sparkling, that its very appearance invites the unwary traveler to quench his thirst; yet it may be unsafe for human consumption. An emergency, such as a flood, may affect public water supplies adversely. In touring many foreign countries, the safety of the drinking water is almost always questionable.

There are two ways in which you can disinfect water rapidly on a small scale. All such water should be treated in clean containers. Turbid waters should be filtered through clean cloths, or allowed to settle and the clear water drawn off, before disinfecting.

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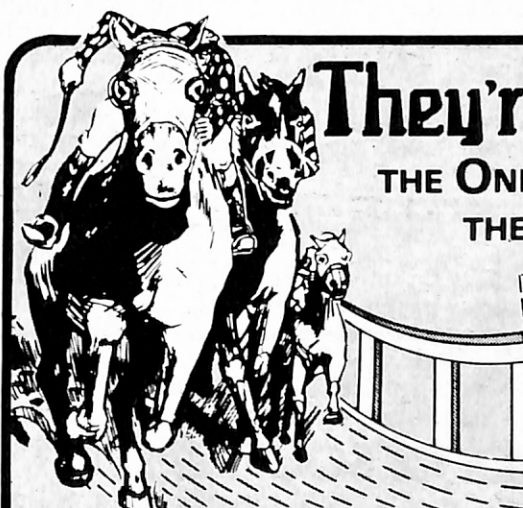
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harmful bacteria. Boiled water may be improved in taste by pouring it back and forth from one container into another, by allowing it to stand for a few hours, or by adding a pinch of salt for each quart of water boiled.

The boiling of water, although preferable, is not always practicable. When boiling is not feasible, the following make-shift chemical treatments also will make water from the vast majority of sources free from bacterial contamination without destroying its palatability.

Commercial hypochlorite solutions containing chlorine (normally used for household bleaching purposes) will disinfect water. The procedure to be followed is usually given on the container. When instructions are not given, use the following method:

The label will tell you the percentage of available chlorine in the solution. For each quart of water to be treated, add the required number of drops in the table below:

Available Chlorine	Number of Drops to Disinfect One Quart of	
	Clear Water	Turbid Water
4%	2	4
5%	2	4
6%	2	4
7%	1	2
8%	1	2

Mix the treated water thoroughly and let it stand for 30 minutes. The water should now have a slight chlorine odor; if not, repeat the dose and allow the water to stand for another 15 minute period. Water that is not very clear requires the dosages recommended for turbid water. If the treated water should have too strong a chlorine taste, it can be made more palatable by letting the water stand exposed to the air for a few hours, or by pouring it from one clean container to another several times.

Chloride of lime also can be used for disinfecting drinking water. Three tablespoons of the powdered chloride of lime should be added to a little water, making a thick paste; then, add enough water to make up a pint of solution. Add 9 drops of this to each quart of water to be treated, mix thoroughly, and allow to stand for 30 minutes before using. Because chloride of lime loses some of its effectiveness in storage after the container has been opened, it should not be used after it has been open 60 days.

Iodine may also be used to disinfect small quantities of water by adding 2 or 3 drops of U.S.P. tincture of iodine per quart of clear water (8 to 10 drops for turbid water) and mixing thoroughly. Allow the water to stand for 30 minutes before drinking.

Commercially prepared tablets containing iodine or chlorine can be used for drinking water disinfection. These are available from drug and sporting-goods stores, and are accompanied by instructions for their use.

In general, it is important to remember that ice made from contaminated water should be considered unsafe for use in water or other drinks. If the purity of the water is questionable, coffee and tea are safe only when made with water that has boiled vigorously for at least one minute. Water used for brushing the teeth or washing toothbrushes requires the same treatment as water for drinking purposes.

An individual can survive for a month without food, but dies in a few days if deprived of water. The average person in the United States drinks about 200 gallons of water annually. For washing, cooking, laundering, and operating heating and air-conditioning equipment he consumes about 15,000 gallons a year.

Industry likewise cannot flourish without the water required by its enormously diverse and complex operations. It uses 40 percent of our total consumption, or about 160,000 gallons annually for every person in the nation. In our great factories water is used in quantities for cooling, for heat exchange, for washing, in the preparation of various solutions, in the disposal of industrial waste.

Without chemistry at work in your daily life behind your water faucet, our civilization would overnight revert to the Dark Ages, and unless everyone boiled his water for one minute before drinking, we would be plagued by the epidemics of typhoid fever and cholera that have left such tragic blotches in the annals of history before the days of Louis Pasteur and his fellow chemists who succeeded him.

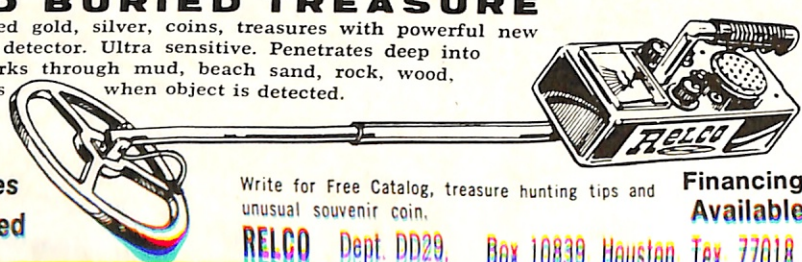
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3. Become familiar with pollution problems in your community; find out what is being done, who or what is halting progress. Vote for clean water projects. Today they represent one of the most urgent uses for taxpayers' money.
4. Join clean-water committees and conservation groups and support clean-water projects in your clubs.
5. Insist that industries near you remove the wastes out of the water they pour back into your streams and lakes. Remember, it is *your* water, and any day now *you* may need to drink it. ■

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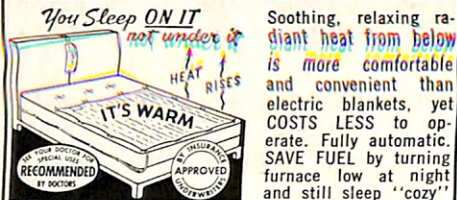
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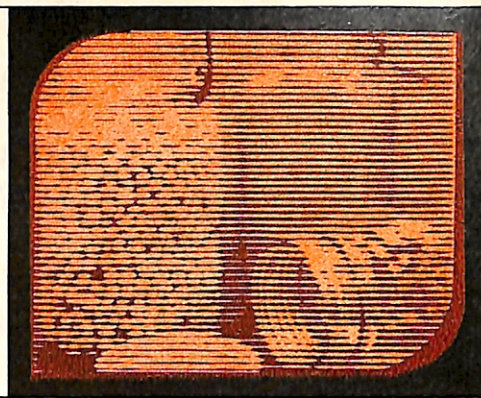
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BACKYARD GARDENER

by Jon Peterson



CAN THAT CANNING!

Last year about this time, I wrote a column on canning and freezing the products of a summer's-worth of gardening. I was amazed at the response from some folks who never knew, for example, how easy it is to freeze whole, raw tomatoes, virtually eliminating the fuss and bother of canning. (For an excellent guide to both freezing and canning, see *Stocking Up*, by the editors of *Organic Gardening and Farming*, Rodale Press, 1974).

Well, freezing and canning aren't the only two means of storing fruit and vegetables. In fact, one of the oldest means of preserving food is still one of the best from the standpoint of convenience and economy. The means is truly organic, as nothing is added to the produce, and only water is taken away. I'm talking, of course, about drying.

You can dry garden produce with little fuss and bother and with that amount of knowledge which was, at one time, mere common sense. It's not at all difficult, though—to have a truly good dried product—you should follow a few simple directions carefully.

The most popular dried produce are fruits: apples, apricots, cherries, figs, grapes, nectarines, peaches, pears, and prunes. While many vegetables lose much of their flavor in drying, according to tests run by the Arkansas State Experimental Station, beans and peas adapt remarkably well. Other vegetables which I have enjoyed dried include lima beans and soy beans, carrots, mushrooms, onions, peppers, pumpkin and winter squash, rhubarb, and spinach.

Blanching vegetables, except for onions and mushrooms, hastens drying, checks the ripening process, and minimizes flavor changes. The best means of blanching is to stack the vegetables in a collander no more than 2½ inches deep, place the collander in a pot or pressure cooker with two inches of boiling water, and cover tightly. Allow the vegetables to steam until thoroughly heated. Then they (along with your raw fruits) can be thinly sliced and placed on a drying tray.

While drying trays can be commercially purchased, it's easy enough to make your own from stretcher strips (available at most artist's supply shops) or by piecing together a frame of the size of your choice from four one-by-two's (available at any lumber yard or

from a local hardware store). The frame can then be covered with wire mesh, cheese cloth, or wooden slats so that, once the produce is laid on top, air can reach it from top and bottom simultaneously.

Place the produce on the tray one-piece deep. The tray may then be placed in a clean, dry room, in an oven, or in a specially constructed drier. If drying outside, cover the tray with a piece of framed cheesecloth or screening (but don't let it come in contact with the produce) to prevent flies and other insects, as well as those ever-hungry birds, from attacking it. Dry outdoors only on warm, sunny days. And be sure to bring the trays in at night, or evening dampness will spoil the product.

The drying process is completed when the fruit feels dry and leathery on the outside but slightly moist on the inside. The vegetables should feel brittle. Once the food is dry, store it in glass jars or airtight freezer bags closed tightly with rubber bands. Stir the produce daily for 10 days. Then check it closely. If the produce seems too moist, send it back to the drying frame for further processing. Or place it in a 175-degree oven for 15 minutes.

Remember to examine the food periodically in storage for signs of mold. Dried fruit and vegetables keep best—with no chance of mold—in a freezer.

To use your dried produce, eat it as is or "soak it back to life." As a rule, add 1½ cups of water to each cup of produce and let stand until the water is absorbed... usually not more than a few hours.

Rehydrated fruits need not be cooked prior to serving, but vegetables must be. To cook them, place them in a pot, along with just enough water to cover the bottom of the pan, cover, and quickly bring to a boil. Reduce the heat and simmer until the vegetables are plump and tender... usually about five minutes.

If the vegetables emerge from the cooking tough and leathery, it means you didn't pre-soak them long enough beforehand; they weren't fully rehydrated before boiling. In that case, make a note to soak the next batch longer.

Once you get the hang of it, you may well find dried foods the answer to many of your post-season gardening storage problems.

NATHAN HALE— ONE LIFE, ONE COUNTRY

by Robert G. Bearce

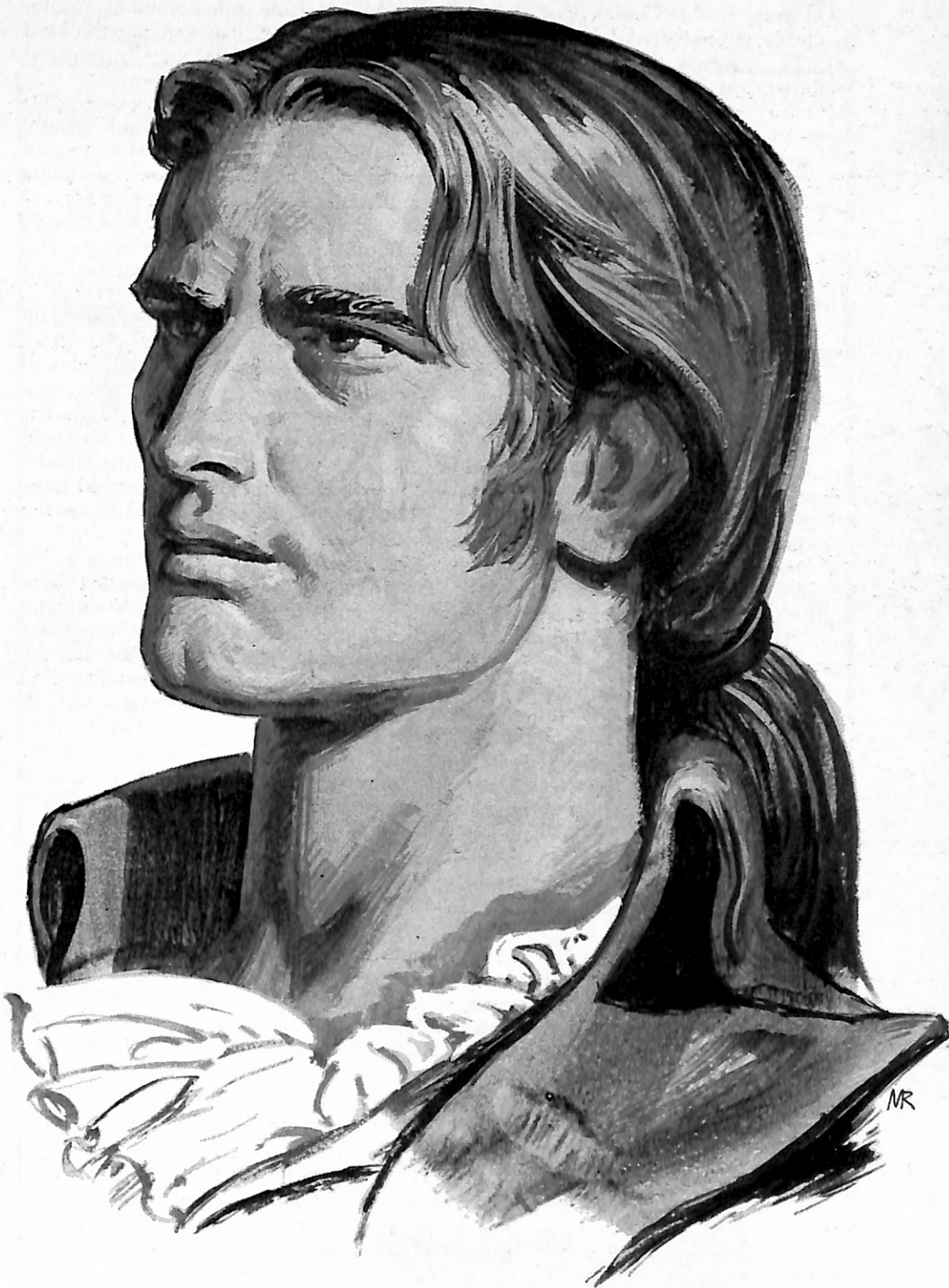
Dated the First of January, 1776, Nathan Hale's commission from the Continental Congress stated forthrightly:

"We reposing especial trust and confidence in your patriotism, valour, conduct and fidelity, DO by these presents constitute and appoint you to be *Captain in the Nineteenth Regiment of foot Commanded by Colonel Charles Webb* in the army of the United Colonies, raised for the defense of American Liberty, and for repelling every hostile invasion thereof. You are therefore carefully and diligently to discharge the duty of *Captain* by doing and performing all manner of things thereunto belonging..."

Eight months later, Nathan Hale fulfilled that duty. The date was September 22, 1776, and the British were about to hang an American spy. Captain Hale was asked if he had any last words to say. His reply was bold and calm: "I only regret that I have but one life to lose for my country."

Like other colonial patriots, Hale was inflamed by the opening shots of the American Revolution fired at Lexington and Concord, Massachusetts, in April, 1775. He was living in Connecticut when news of the bloody clash spread throughout the Thirteen Colonies. At a promptly summoned town-meeting in New London, he offered a vigorous speech, concluding with the plea: "Let us march immediately, and never lay down our arms until we obtain our independence!"

Despite his enthusiasm, Mister Hale



had to wait a couple months before joining the armed American rabble that surrounded British-held Boston peninsula. The city was besieged by colonial militia immediately after the Lexington-Concord fighting. During the latter part of spring, 1775, he continued his profession—teaching grammar school.

Hale's academic abilities had earlier been proven at Yale where he graduated in 1773 at the age of eighteen. Although he often had his nose in a book, he made friends easily and became an active member of Linonia, a secret fraternity dedicated to "literary exertion." His oratorical and scholarly

talents, though, were matched by physical prowess. He excelled in swimming, wrestling, and broad jumping—several records of which he established on New Haven Green.

In 1774, the year after his graduation from Yale, he wrote in a letter that the good citizens of New London had not erected a liberty pole. Liberty poles had become the genuine expression of patriotic fervor. Hale went on to say that despite no pole, the New Londoners were solidly for the cause of liberty. The following year of 1775 brought the battles of Lexington and Concord, prompting his decision to fight rather than teach.

On July 1, the Connecticut General Assembly commissioned him a lieutenant. In a newly formed Connecticut regiment, he marched off to Boston—eager to rid the city of His Majesty's troops. Confronting the British was the Continental Army commanded by General Washington. Washington was more of a general than his 14,500 men were an army. Military discipline was almost nonexistent. Officers bickered and pouted. New York soldiers quarreled with their compatriots from Virginia. Massachusetts men had no fondness for either New Yorkers or Virginians. Powder and ammunition were in low supply. Artillery was all but a collection of antiques.

Inside Boston, a battle-hardened British army of about 7,500 could break out at any time. Recognizing another threat, Washington prayed that boredom and low morale would not be the death of the disorganized Continental Army. He outnumbered the Redcoats, but that was no encouragement. He needed a trained army, not a mob.

A couple of months later, the Commander-in-Chief was protesting: "Such a dearth of public spirit and want of virtue, such stock-jobbing and fertility in all the low arts to obtain advantages of one kind or another . . . I never saw before, and pray God I may never be witness to again . . . Could I have foreseen what I have and am likely to experience, no consideration upon earth should have induced me to accept this command."

Lieutenant Hale was not much impressed with the prospects for fighting the British. He had missed the Battle of Breed's Hill in June. Now there was little to do but make cartridges, dig entrenchments, and listen to the constant

grumbling from other soldiers. Camp life in the siege lines was not the kind of hearty experience that encouraged a spirit of vibrant patriotism.

So Hale kept a journal, occupying his mind with a systematic and orderly compilation of events. Only twenty years old, he had the self-discipline and patience to abide his time for active duty. While other soldiers were fistcuffing, nipping the jug on the sly, or deserting, Hale calmly watched and took notes.

On January 1, 1776, Lieutenant Hale was promoted to captain in the Nineteenth Continentals. Washington was reorganizing the Army, but longtime enlistments were going slow. Hale exhorted his fellow soldiers to remain firm. An entry from his journal reads: "Promised the men, if they would tarry another month, they should have my wages for that time."

Action finally came in March, 1776. With captured cannons dragged from Fort Ticonderoga, General Washington fortified Dorchester Heights. From this hilly terrain southeast of Boston, the American forces had a commanding position. General Howe embarked his Redcoats and some 1,000 Tories onto ships on March 17. Ten days later the enemy fleet sailed for Halifax, Canada.

General Washington quickly shifted most of his army to New York, knowing that the British would eventually try to seize that strategic area. New fortifications were erected on Manhattan and Long Island. For three months the Americans prepared themselves for General Howe's next move.

When the British finally arrived at New York, they came in force. On July 2, 10,000 of His Majesty's troops landed on Staten Island. Reinforcements continued arriving throughout July and

early August. Howe soon had 32,000 troops available to launch an effective campaign against the Continental Army.

The initial offensive was completely successful. Redcoats and Hessians routed the American forces on Long Island. Washington evacuated his remaining troops from Brooklyn Heights to make his stand solely on Manhattan.

New York City, though, proved indefensible.

Again, the Continental Army was forced to retreat. Harlem Heights further up Manhattan Island became the new American line of defense. General Washington was desperate for information regarding the location of British troops and Howe's plan for renewed attacks.

Were the British ready to push forward, or were they going to hold back and consolidate their positions? Washington consulted with Lieutenant Colonel Thomas Knowlton, a veteran of Breed's Hill. "Knowlton's Rangers" had been formed as an advance guard to observe enemy movements. Among the newly formed Rangers was Captain Hale. Sometime during the middle of September he volunteered to go behind British Lines to gather military intelligence.

One of Hale's friends, Captain William Hull, advised him that such work would clearly be that of a spy—an undertaking which would require disguise, pretense, and deceit. Hull concluded by saying that if Hale persisted in the endeavor, "his short, bright career, would close with an ignominious death."

Captain Hale's reply was characteristic of his steady bearing: "I am fully sensible of the consequences of discovery and capture in such a situation . . . I wish to be useful . . . If the exigencies of my country demand a peculiar service, its claims to perform that service are imperious."

The first steps of Hale's mission took him from Manhattan to Connecticut. Leaving Norwalk with a Sergeant Hempstead, he was dressed in the appropriate "disguise" of a schoolteacher—a plain brown civilian suit, broad-brimmed hat, and shoes with wooden buckles. His profession—leastwise that prior to becoming a Continental officer and spy—was further authenticated by taking along his Yale diploma.

By sloop, schoolmaster Nathan Hale was transferred from the Connecticut shore to Huntington, Long Island. There he began his precarious work of espionage. Watching the movement of troops and artillery . . . Observing . . . Taking notes . . . Studying the location and size of fortifications . . . Taking more notes—notes penned in Latin and placed within the soles of his shoes.

The Vets Program Contest

Grand Exalted Ruler Willis McDonald has proclaimed the month of November as National Veterans Remembrance Month. The Grand Lodge Activities Committee, in conjunction with this proclamation, has established Contest "I" to be known as Veterans Remembrance Month Brochure Contest. This contest is designed to encourage your lodge's observance of the GER's proclamation by challenging your sister lodges for a Grand Lodge award.

You are urged to meet immediately with your lodge's National Service Commission chairman to plan a full schedule of activities for November. Radio, press, and television coverage should be arranged in connection with your hospital visits, parades, entertainment programs and similar activities designed to honor and show appreciation for our disabled veterans. Advance public announcement of these activities should be made to members of the community as well as to service groups and civic officials. During the course of November your lodge should assemble photographs, news articles, certificates of appreciation, and any other items of interest for inclusion in your vets brochure.

Awards will be presented to the first-, second-, and third-place winners in each of five membership divisions. Your lodge secretary should certify in writing in which division your lodge falls based upon statistics as of March 31, 1975.

Brochures must be received no later than January 15, 1976 by Peter T. Affatato, Member, Grand Lodge Activities Committee, 57 North Broadway, Hicksville, N. Y. 11801. All brochures will be displayed at the national convention. Winners will be announced in *The Elks Magazine*.

The events surrounding the capture of Captain Hale remain unclear. One account indicates that he had eluded suspicion until he reached a rendezvous point at Huntington Bay. There he was supposed to be met by an American vessel. A small yawl appeared, but the men who greeted him were British marines.

A British officer simply recorded the incident: "A person named Nathaniel Hale, a lieutenant in the rebel army and a native of Connecticut, was apprehended as a spy last night upon Long Island."

Hale was transported from Long Island to New York where he was questioned personally by General Howe. There was no argument about his guilt. All of the concealed notes and sketches of British military activities had been found on the supposed schoolmaster.

Hale, though, did not attempt to continue the role of a teacher. He admitted that he was Captain Nathan Hale of the Continental Army and that he had volunteered to enter British lines to gather information for General Washington. There was no trial, and Howe's orders were in accord with military code.

Death by hanging!

The British were certainly in no mood for leniency. A fire had swept through New York City on the night of September 20. Almost 300 buildings were destroyed, and both the British and Tories suspected the conflagration was an act of deliberate sabotage.

Undoubtedly, the fire appeared to be a vicious American stratagem, but Washington had not ordered it. Still, there were patriots in the city who did what they could to help the blaze once it began to spread. One bold patriot was caught cutting the rope handles of fire buckets. He was promptly strung up by his heels.

The British were quite willing to string up by the neck a self-confessed spy. September 22, 1776, was a Sunday. Awaiting his execution, Hale was in the custody of the Provost Marshal. The prisoner made two requests, both of which were curtly refused. The Provost saw no reason why a rebel spy should have either the presence of a minister or a Bible.

The site of execution was a British artillery park. Captain John Montrossor was among the small group of officers, artillerymen, and camp-followers who witnessed the arrival of the condemned spy. Evidently sympathetic with Captain Hale, Montrossor asked the Provost Marshal to place the American under his personal guard. The request was granted, and Hale was taken to the British officer's tent.

(Continued on page 52)



Revolutionist Without A Gun



Haym Salomon was born in Poland in 1740 of Portuguese-Jewish parentage. As a young man, he engaged in revolutionary activities in defense of Polish freedom, and in 1772, at the age of 32, he fled to the new land, America. Salomon established himself as a commission merchant in New York and soon became a very successful businessman.

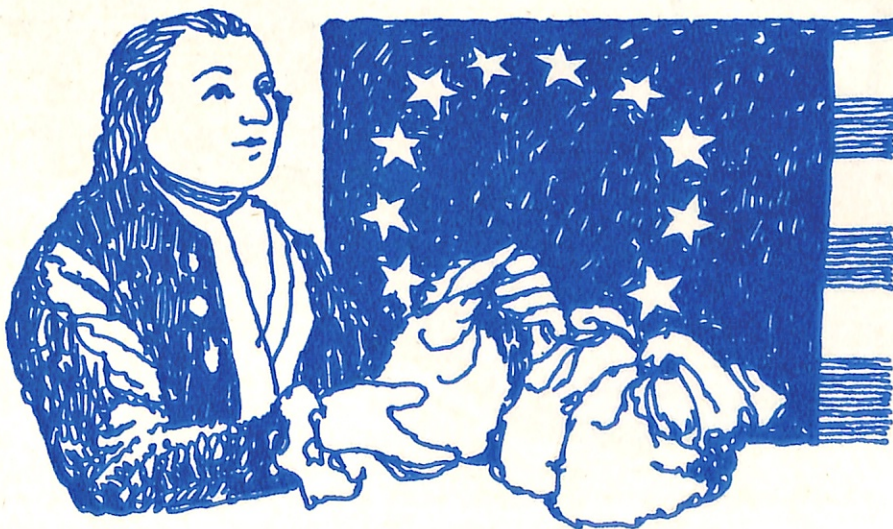
Already imbued with a passion for freedom, he became associated with a patriotic party called "Sons of Liberty," a group of colonists who rebelled at British rule. He was shortly to become financial agent of the French government, a service he performed with no commission. Robert Morris, one of the signers of the Declaration of Independence, learned of Salomon's patriotic and financial efforts on behalf of the movement and assigned him to become superintendent of finance, where he handled all bills of exchange.

A huge fire destroyed a large part of New York in 1776 and the British arrested everyone they thought sympathetic to the revolutionaries, Salomon among them. The British learned of Salomon's outstanding ability in languages and made him an interpreter to the Hessians, the mercenary German troops. Thus, he was able to move fairly freely in the British lines, but twice was thrown into prison. He escaped, but suffered very poor health from exposure, developing an illness that eventually claimed his life.

As an interpreter, he slyly continued his efforts on behalf of the revolutionaries. Instead of translating instructions and messages from the British the way they were intended, he told the Hessians the Colonists would eventually win the fight and urged them to desert. In effect, he was a one-man sabotage detail for the American rebels.

Salomon subscribed heavily to loans to the government, endorsed notes, gave generously to soldiers and statesmen and went so far as to outfit several military units with his own money. Five years after his death in 1785, a committee of the U.S. Senate praised his efforts in assisting the colonies to become the United States of America.

In March of 1975, a commemorative stamp honoring Haym Salomon was issued by the Post Office as part of the Bicentennial celebration.



Pranks For The Memory

by William E. Miles

□ Practical jokes are probably so-called because they are practically never a joke to the victim—who often winds up on something as funny as a crutch. Even Mark Twain, an inveterate practical joker much of his life, confessed in his later years that he “held the practical joker in limitless contempt.”

Some of Twain’s practical jokes, however, were not all that contemptible. For instance, the time he told a clergyman that every single word of a sermon he had just delivered was in a book he had at home. The clergyman spent days worrying about his unconscious plagiarism until Twain sent him the book—a dictionary!

The late Bennett Cerf, another humorist who held practical jokers “in low esteem,” once waxed particularly indignant over the dirty trick perpetrated upon a Chicago bridegroom. After passing out at a bachelor party, he awakened to find his right arm in a cast. His fun-loving friends told him he had broken it in a brandy-inspired brawl—forcing him to spend his entire honeymoon with a perfectly good arm in a painfully tight cast.

Such practical jokers, according to Cerf, are “under no circumstances to be confused with humorists.” But American history, dating back to pre-Revolutionary War days, is filled with hundreds of other examples of more harmless exercises in hilarity that don’t deserve the harshness of his critical verdict.

One of the earliest of these was conceived by General Israel Putnam, a hero of the French and Indian War, after being challenged to a duel by a British army officer. Putnam selected as his choice of weapons two powder kegs into which he bored holes and inserted slow fuses. When the fuses burned down to an inch of the kegs, the British officer beat a hasty retreat—from barrels filled with onions!



Several U.S. Presidents have also enjoyed playing harmless (although, in at least two cases, potentially harmful) practical jokes. One of the biggest "jokers" of all was Franklin D. Roosevelt. At a crucial moment in the country's history, he once got a laugh out of pulling a chair from under a member of his cabinet—who, fortunately, escaped injury.

In a less dangerous prank, Roosevelt decided to test a theory that people at social functions pay no attention whatever to the murmured words required under the circumstances. He chose a big White House party with a long reception line. As each guest came up and took his hand, the President flashed his celebrated smile and murmured: "I murdered my grandmother this morning." As it turned out, only one guest, in the excitement of meeting the President, was conscious of what he said. When this man, a Wall Street banker, heard the words "I murdered my grandmother this morning," he promptly replied "She certainly had it coming," and continued on.

Humorist H. Allen Smith reports that "there is reason to suspect that Harry S. Truman was the most active practical joker ever to occupy the White House." One of his most celebrated pranks was played on Tony Vaccaro, a newspaper correspondent, who was informed that he would have to take yellow fever shots to accompany the President on a 1947 trip to South America.

Vaccaro, who had a healthy fear of hypodermic needles, was escorted almost forcibly to the White House clinic where he was ordered to lower his trousers and lie down on a couch facing a wall. Lying there, he heard a door open, footsteps cross the room, then the touch of cold metal against his hide. "This won't hurt a bit, Tony," said a familiar voice and Vaccaro turned to see the President of the United States bending over him with a huge syringe of the type used by veterinarians in his hand. Vaccaro took one look at the needle, started to cry out, then saw the big grin on Mr. Truman's face, gave a sigh of relief, and regained his composure well enough to quip: "Sir, I don't ordinarily greet the President of the United States from this position."

But for every prank he played, there were dozens of others that Truman planned but never put into operation. The time, for instance, when daughter Margaret brought three schoolmates home with her as overnight guests and decided to sleep in the Lincoln Room. After the President told them of the legend that the ghost of Abe Lincoln

walks the room at night, the girls went to bed. Sitting alone with his wife, Truman decided he'd arrange to have Lincoln's ghost appear that very evening. But Bess, his "boss," wisely vetoed the scheme.

Lincoln himself was a notorious practical joker. As a boy, his most famous prank involved the case of the footprints on the ceiling. He had a smaller boy walk through a mud puddle. Then Abe picked the boy up, carried him into the house, and held him upside-down to make the ceiling prints. It's reported that his stepmother wanted to give him a licking, but "laughed away all her strength."

Another President, Ulysses S. Grant, managed to perpetrate a practical joke nearly 75 years after his death! In the 1860's, Dr. Horace Norton, founder of Norton College, was presented with a cigar by President Grant. Norton didn't smoke it, but preserved it as a memento of the meeting. In 1932, at a Norton College reunion, Dr. Norton's grandson, Winstead Norton, produced the cigar while delivering a sentimental oration:

"As I light this cigar with trembling hand it is not alone a tribute to him you call founder, but also to that Titan among statesmen who was never too exalted to be a friend, who was-----"

And, after three-quarters of a century, Ulysses S. Grant's exploding cigar went BANG!

The movie star, Douglas Fairbanks, Sr., was another celebrity who played a practical joke from the grave. He had four close friends, each of whom had been given to understand that he would be remembered in Fairbanks' will. But after Fairbanks died and the will was read, there was no mention of any of these friends. Then, two months later, they were contacted by the actor's son who said his father had given him an envelope with instructions that it was not to be opened until sixty days after his death. Inside was a note leaving them each \$60,000!

Many other Hollywood celebrities have played more than their share of practical jokes. One of the most noteworthy was recounted by Harpo Marx shortly before his death. He went to a five-and-dime store, bought practically all the fake emeralds, rubies and diamonds in stock, and had them all dumped in a bag. Then he proceeded to Tiffany's, the famous Fifth Avenue jewelry store, and while examining a tray of thousand-dollar gems emptied the bag of fake stones behind his back. They spilled and bounced all over the floor as bells rang and buzzers buzzed. But let Harpo finish his own story:

"All the other customers were hustled

Presidents Lincoln, Truman, Roosevelt, and Grant were all notorious practical jokers. Only Grant, though, managed to pull a stunt nearly 75 years after his death!

out. The doors were locked. Meanwhile, the whole sales staff, including the manager in cutaway coat and striped trousers, were down on their hands and knees retrieving my sparkling gems.

"I stood holding out my hat and they put all the loose jewels in it. As he dropped in the last emerald, the manager did a long double take. Abruptly his attitude changed. The store dicks hustled me out the door with the recommendation that I never return to the premises.

"Tiffany's, by the way, denies to this day it ever happened. That's their joke on me!"

With all due credit to Harpo, the same practical joke was played years earlier *outside* the store by Hugh Troy, a New York and Washington artist, who was perhaps the most accomplished practical joker in the long history of such "cards."

Troy's most famous prank followed the purchase of a park bench that was an exact duplicate of the kind used by New York City. He spent many merry hours hauling it in and out of Central Park—happily waving his bill of sale in the face of police who were ready to haul him off to the hoosegow.

On another occasion, Troy outfitted a group of friends in work clothes and supervised their job of digging a two-foot trench across a busy New York street. Police obligingly diverted traffic for two days and even helped Troy hang red warning flags at each end of the ditch—until they discovered the whole elaborate project was a hoax when the "workmen" failed to show up after the second day.

Once, after attaching an artificial hand to his sleeve, Troy took a trip

through the Holland Tunnel. After fastening his toll ticket between the plastic fingers, he whizzed by the collection station—leaving both ticket and hand in the grasp of a horrified attendant.

Troy shared his propensity for practical jokes with Louis Agassiz Fuertes, the famous painter of birds, who lived in Ithaca while Troy was an undergraduate at Cornell University. Troy often reminisced about the day they were driving from Syracuse to Ithaca when Fuertes spotted a highway sign which proclaimed: **JESUS SAVES**. He dismantled the sign, put it in his car, and a few nights later set it up prominently in front of the Ithaca Savings Bank.

During his Cornell days, Troy once purloined the rubbers of an absent-minded professor, painted them to resemble human feet, and then covered them with lampblack. The next time the professor wore them, the rain washed off the lampblack and he appeared to be walking around the campus in unusually large bare feet.

And add to the light-hearted lexicon of campus lunacy the time Lucius Beebe brought a man billed as a famous

Western preacher to speak at Yale University. The "clergyman" was actually a ventriloquist who, while delivering a guest sermon in the Yale Chapel, suddenly paused, threw back his head, cupped his hands to his mouth, and shouted toward the ceiling: "Am I right, Lord?" Back from the rafters came the faint but perfectly audible response: "You are right, my son!"

The writer, Alexander Woollcott, indulged in many practical jokes during his college days—capping them with a fine theatrical performance while a member of Theta Delta Chi fraternity at Hamilton College. During the rushing season his fraternity was vying with another in the quest for pledges. So Woollcott, wearing outlandish attire, seated himself on the steps of the rival fraternity house and assumed the attitude of a drooling idiot as indicative of the type of membership of that particular chapter.

Even in his later years, Woollcott was ready to perpetrate a practical joke at practically any time. Once his name was submitted as a reference when Dorothy Parker and her husband wanted to open a charge account at a Philadelphia department store.

The store soon received a letter expressing hope that such credit would be extended, adding this fervent plea: "Surely Dorothy Parker's position in American letters is such as to make shameful the petty refusals which she and Alan have encountered at so many hotels, restaurants and department stores. What if you never get paid? Why shouldn't you stand your share of the expense? Yours truly, Alexander Woollcott."

Woollcott himself was the victim of many practical jokes—two of the best of them at the hands of the puckish playwright, Charles MacArthur. Once MacArthur filled his bathtub with lemon gelatin which has an uncanny resemblance to water. When Woollcott stepped in he was literally reduced to a quivering mass of jelly!

Another time, Woollcott was entertaining at a small private dinner party and MacArthur, although uninvited, showed up. After being sternly requested to leave, MacArthur went out, borrowed a waiter's costume, and returned to the party unrecognized. He bided his time until Woollcott asked for water, then picked up a pitcher, walked over to the host, dumped it over his head and inquired: "Is that what you wanted, sir?"

Another New York celebrity, sports announcer Ted Husing, was even more embarrassed by two practical-joking playmates. While he was airing a program from a radio broadcasting booth, the friends sneaked in and—aware Husing couldn't interrupt the broadcast—divested him of his shirt, trousers, shoes and socks. After leaving him stripped down to his underwear, they sneaked out again—smack into a group of sight-seers. As an after-thought they told the visitors: "Be sure to drop in at Studio C. Husing is giving one of his most unusual performances."

One Manhattan madcap, whose antics equalled or exceeded those of Hugh Troy, used to enter a bar or restaurant on rainy days, leave his umbrella in a tempting spot, and wait for somebody to pick it up. When the culprit stepped outside and opened the umbrella it unfurled a gaudy banner that read: "This Umbrella Stolen from Brian G. Hughes."

Another of Hughes' favorite tricks while dining in a restaurant was to slip a cheap set of false teeth into his soup, then indignantly summon the head waiter and, in a voice loud enough to be overheard by the other diners, claim the teeth belonged to the cook. One summer afternoon Hughes almost started a riot on the beach at Asbury Park, N.J., by "discovering" a bag of gold labeled \$75,000—U.S. Currency." The bag, filled with brass filings, had been

(Continued on page 47)

Amendments to the Grand Lodge Statutes

Adopted at Dallas, Texas, 1975

The following is a digest of amendments adopted at the Grand Lodge Session in July, 1975, and which became effective the 30th day following final adjournment of the Session. No action to make effective these statutory amendments is required of the Subordinate Lodges. The Session adjourned Thursday, July 17, 1975. The amendments became effective August 16, 1975. The full text of the Sections amended will be found in the forthcoming 1975 Reissue of the Grand Lodge Statutes.

Mandatory General Revision of By-Laws

By amendment of Section 173(a), it is mandated that each Lodge prepare and file a General Revision of its By-Laws every five years. Heretofore such change was suggested. To give the Grand Exalted Ruler power to enforce the aforesaid provision, Section 174 was also amended. Lodges which fail to comply are subject to punishment by the Grand Exalted Ruler.

Nominations and Elections

The nominations for offices to be filled at the annual election in Subordinate Lodges, and the election of such officers, are hereafter to take place in the month of February instead of

during the month of March. Sections 115 and 116 were amended by substituting February in place of March. Otherwise the wording of Sections 115 and 116 remains the same.

Appeal by Member Suspended by Supervising or Managing Body of the Club

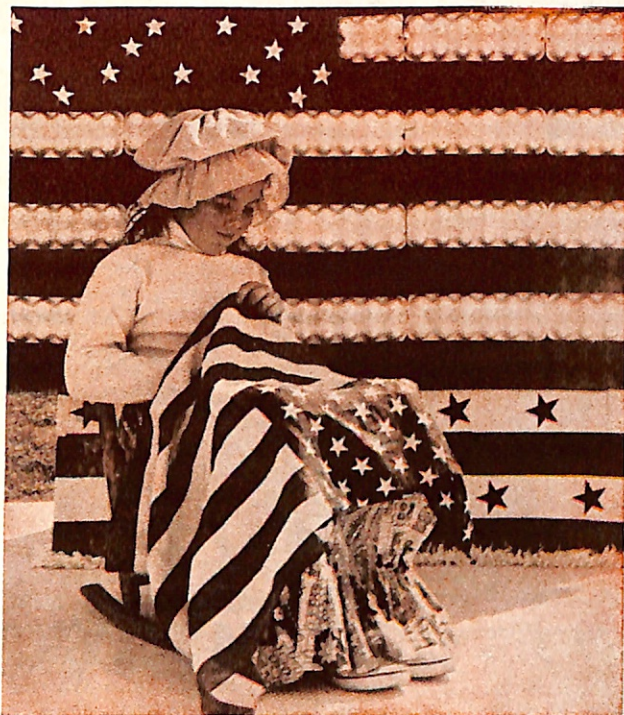
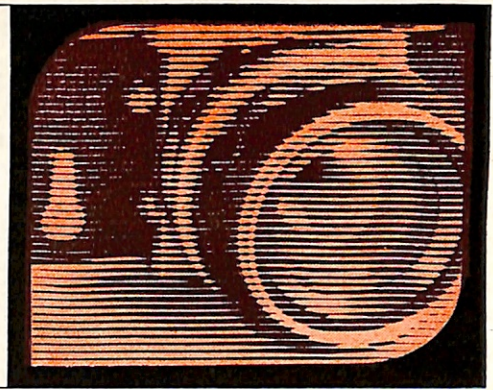
Section 209 has been amended by adding a provision spelling out the action which may be taken by a suspended member, setting forth the time limitation when he may do so and outlining the procedure to be followed. Before the amendment, a member could bring his appeal to the floor of the Lodge at any regular meeting, sometimes months after his suspension was declared. Under the amended section he is obliged to appeal within a limited time and appropriate notice to the membership is provided, for a hearing before the Lodge on a specified date.

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If problems present themselves prior to the publication of the 1975 Reissue of Statutes Annotated, it is suggested you write the Grand Secretary for a full text of the amendments.

George J. Balbach
Chairman,
Committee on Judiciary

NEWS OF THE LODGES



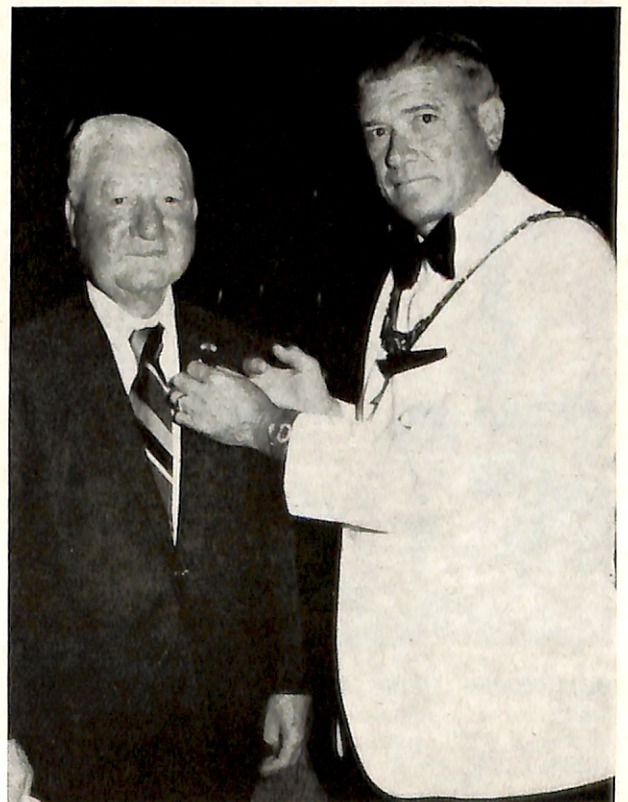
VISITING the Montana State Elks Association's annual convention in Miles City was GER Willis McDonald (center). Immediate PSP Frank Dordarque (left) and Miles City ER Fred Gedney welcomed the Grand Exalted Ruler to business proceedings.

A PATRIOTIC DISPLAY created by Elks of North Lauderdale, Fla., Lodge won a first-place award for best youth activities float in Plantation, Fla.'s parade. The float, constructed of 114 egg cartons under the direction of PER Lew Thiesen, featured his daughter Leslie in the role of Betsy Ross.



A NEW COMMITTEE was recently established at Elizabeth, N.J., Lodge to work with the New Jersey Historical Society for the purpose of securing the battleship *New Jersey* to be used as a museum. (From left) DDGER George Morris Jr., Est. Lead. Kt. Charles Leary, Edward Dorkowsky, John Okpysh, and PER Matteo Damiano, chairman, comprise the committee.

INITIATED recently at New Port Richey, Fla., Lodge was Andy Weatherall Sr. (left), 82, who is already renowned for his active participation. The initiating officer was ER Andy Weatherall Jr., his son.





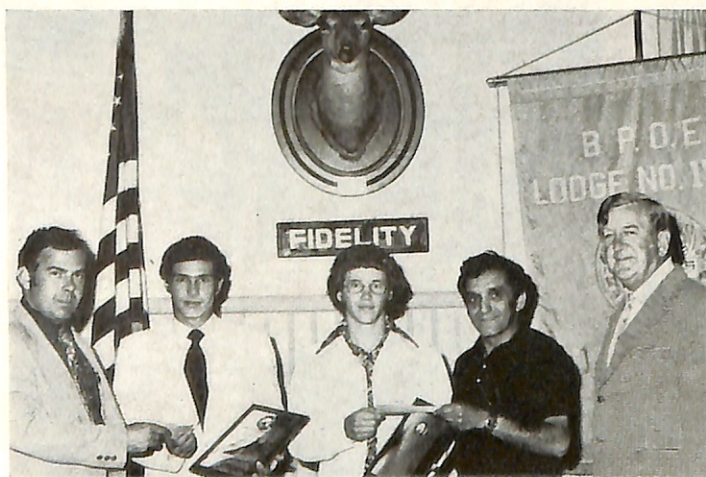
THE BATTLE OF LEXINGTON is depicted on the commemorative coin which Lexington, Mass., Lodge had struck as a project in keeping with the coming Bicentennial year. Mayor Arthur Clark (second from right) accepted the coin from ER William Chemelli, who was accompanied by Secy. George Catuna (left), In. Gd. Richard Manley, and ladies' Past Pres. Mrs. James Manley.



WAKEFIELD, Massachusetts, Lodge presented the town of Wakefield with a Bicentennial flag. On hand for this occasion were (from left) Est. Loyal Kt. Robert Miller, ER Craig Finney, James Good, chairman of the board of selectmen, and Trustee Martin Moore.



TOYS AND GAMES were the order of the day at Sacred Heart Children's Hospital when clowns from Warrington, Fla., Lodge came to visit. ER Ken Jernigan (right) and patient Joseph Andrews were entertained by Ardys McMichael as he fashioned an animal out of balloons.



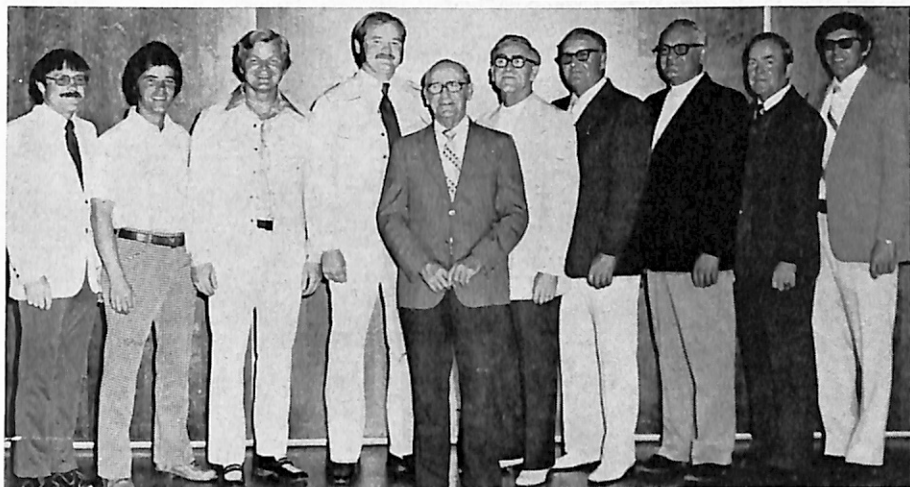
OUTSTANDING YOUNG ATHLETES Edward Berthram and Paul Smith were commended by Danielson, Conn., Lodge with checks of \$100 apiece. ER John Burke, Est. Lead. Kt. Thomas Harkins, and Youth Chm. Louis Diaz congratulated the recipients.



STATE SENATOR John Skevin of New Jersey (third from left) was present to congratulate and address the awards recipients and their families at New Milford, N. J., Lodge's recent youth banquet. Organizing the evening were (from left) Est. Loyal Kt. Vincent Sapuppo, ER Louis Esposito, Youth Chairmen John Vena and John McGrath, and PER Richard Mechler.



TWENTY MEMBERS of Gainesville, Fla., Lodge who have been Elks 30 years or more were honored at recent ceremonies. (Front row) S. Eaton, T. Thorwald, G. Linzmayer Jr., D. Simons, H. Stringfellow, G. Schwalbe, D. Williams, S. Bostick, and (second row) T. Taylor, W. Hampton, E. Annis Sr., J. Ponzio, J. P. Smith, W. W. Howell, D. Pringle, C. F. Ahmann, C. Poteet Sr., J. D. Rice, T. Dobson, and J. M. Steadman were awarded pins by ER Joe Caswell.



A FAMOUS FAMILY in Devils Lake, N. D., is the Soper tribe, all members of the lodge and sponsored by the group's eldest, A. E. Soper (fifth from left). The family is (from left) A. E.'s grandsons Sanford, Larry, Dwight, and Ronald Soper, and his sons Donald Jr., Vernell, Byron, Glenn, and Jay Soper.

LODGE NOTES

MIDLAND, Mich. Lodge members traveled to Tawas Area, Mich., Lodge recently to stage a "Las Vegas Night." Proceeds of \$615 were tabulated by Tawas Area Lodge, whose institution was sponsored by Midland last March.

DAYTON, Ohio. Voluntary service pins were awarded to two lodge members, PDD Marc Humpert and PER Edwin Turner, during the local VA's annual recognition banquet.

SALIDA, Colo. Featured speaker at the lodge's annual banquet for high school athletes was Dwight Wallace, the quarterback coach for Colorado University. Approximately 150 young people were in attendance.

FULTON, Ky. Honorary life membership was recently bestowed upon Brother William Mantle in recognition of his 50 years of membership in the order.

GREELEY, Colo. Proceeds from the lodge's annual benefit golf tournament were donated to the state major project, Laradon Hall, a school for the training and rehabilitation of retarded children.

KERRVILLE, Tex. PDD James Vogel, Past Vice President of the Texas Elks State Association, was recently made an honorary life member of the lodge.

FALMOUTH, Mass. Several young people were the guests of the lodge at a recent banquet in their honor. Roger Fink, Ann Buguey, and Richard Gasperoni, district winners in the Bicentennial essay contest, and Teenager of the Month Joanne Murphy received \$25 savings bonds, while Teenager of the Year David Pilla was awarded \$125 in bonds.

NEWBURGH, N. Y. Mr. Hugo Giamarreo was named Citizen of the Year by the lodge in recognition of his efforts on behalf of area youth.

FAIRMONT, W. Va. Baseball fans at the lodge recently chartered a bus for a trip to Pittsburgh, Pa., to attend a game at Three Rivers Stadium.

POLSON, Mont. Members of the ladies' bowling team placed second and third in singles, third in all events, and sixth in doubles in the recent Montana State Elks Bowling Tournament at Anaconda.

SEDALIA, Mo. Brother Eddie Boysel, a member of the lodge for more than 30 years, was honored on the event of the birth of his first grandchild.

ARCHIVES ROOM

The Archives Room in the Elks National Memorial Building in Chicago has recently opened to the public, and while not completed, is still of great interest to all visiting Elks and their families.

If you have any old mementos of Elkdom, such as badges, commemorative plates, souvenirs of long-past Grand Lodge conventions that could be added to this display, they would be greatly appreciated. While the Archives Director has no budget, each item will be tagged to acknowledge the donor.

Anything suitable should be directed to George T. Hickey at The Elks Magazine, 425 West Diversey Parkway, Chicago, Illinois 60614.

Be sure to visit this room the next time you're in Chicago.



THE ELKS PLAYERS of Carlisle, Pa., Lodge have completed their eleventh successful season, bringing in substantial funds to be put towards charitable efforts, including the Pennsylvania Elks Home Service Program. Ed Hulton and Don Hartman founded the troupe in 1964; Dick Keiser is the Players' business manager, and Joe Reed is the troupe's producer.

A RIBBON WAS CUT at Lake of the Ozarks, Mo., recently, officially opening the facilities of the state's newest lodge. PGER Edward McCabe (fourth from right) formally did the honors, while Missouri officials including PSP Don Nemitz watched.



AT THE SITE of the Tiadaghton Elm, a group of reserves made a declaration of independence from England on July 4, 1776, unaware that our national document was being signed in Congress. Jersey Shore, Pa., Lodge and PDD Harold May commemorated this declaration with a plaque.



A CHECK FOR \$10,000 was presented recently by El Paso, Tex., Lodge's ER Matthew Dadiach (standing, second from left) to Danny Kauffman, chairman of the Texas Elks State Association's annual fund drive for crippled children. At the presentation were several members of the contributing lodge, including (from left) Est. Lead. Kt. Ray Rogers, PDD Robert Province, Est. Lect. Kt. Bill Hopkins, and PER Ed Davis.



THE BURNING OF THE MORTGAGE at Ephrata, Wash., Lodge took place at the time of the lodge's two-day 25th anniversary celebration, with most of the Washington State Elks Association's officers in attendance. (Back row, from left) VPs Ivan Harlan, William Hood, Ivan Golden, Bill Smith, and (front row, from left) SP Leo Paquin, PER Felix Rea, PGER Robert Yothers, and VP C. J. Hauge joined in the celebration.



THE HISTORICAL SOCIETY of Falmouth, Mass., presented a Bicentennial flag to the lodge. Displaying the flag were (from left) Brother Tom Allison, Ms. Helen Miller, Falmouth Historical Society Pres. Dudley Hallett, PERs Frank Spencer and Francis Creighton, past ladies' Pres. L. Miller, and PER Lawrence Palmer.

THE YOUTH PROGRAM of Brigham City, Utah, Lodge was judged to be the best in the state. (From left) "Hoop Shoot" Chm. Duane Paden, PER Ray Dufour, youth chairman, ER Manuel Fuentes, and immediate PER Mel Campbell accepted the state association's trophy on behalf of the lodge.



THE AMERICAN FLAG was honored on the island of Hawaii by members of Hilo Lodge with a special patriotic celebration attended by over 300 people. ER Floyd Stephens delivered an oration outlining the flag's history, and Col. Arthur Chun and PDD Clarence Baker were speakers for the occasion.



A SUBSTANTIAL CONTRIBUTION to the California-Hawaii Elks Association's major project was made recently by Sunnyvale, Calif., Lodge. ER Richard Thomas presented a check for \$4,478.34 on behalf of the lodge to then-SP Dan Davis (second from left) and Major Projects Chm. Herb Kittredge.

(Continued on page 49)

La Belle France

by Jerry Hulse

Because travel to Europe is down this year, a number of nations are offering new inducements to the American visitor. Few, though, can match France when it comes to providing these incentives. For the French, like Avis, are trying harder. As a result, French hospitality promises to reach a high scale now that summer is over and off-season travel is just beginning. This will be true throughout France—from Brittany to the Riviera, from Bordeaux to Burgundy and from the Chateaux country to the strange and wondrous Camargue. Such a great deal has been written about this nation, and yet there is more to reveal. Especially this year. As a result, we are passing along a number of tips in the event you are considering *La Belle France* as your off-season destination.

French Welcome

France has joined other European nations in quest of off-season travelers with its bonus offer, "Welcome to France." The program is aimed at visitors beginning or ending their visits in Paris or Nice. The "Welcome to France" certificate is available through American travel agents and offers the following: discounts on hotels and car rentals, a Cityrama bus tour of Paris, admission to various French landmarks, gifts and free tickets to Casino de Paris. Altogether, "Welcome to France" offers 22 gifts and travel bonuses. (Have your travel agent validate your certificate before you leave home.)

Romance

For a handful of francs one may light up Paris late at night for his wife or sweetheart. After the lights go off around midnight, the tourist people will

arrange for you to switch them back on again. There's the choice of dozens of monuments: the Arc de Triomphe, Place de la Concorde, Sacre Coeur, Notre Dame, Place Vendome, etc., any one of which will make the heart skip a beat in the world's most romantic city.

Budget Hotels

"Paris on a Budget" is the title of a new tourist office booklet containing the names of inexpensive hotels and restaurants. Prices range downward from \$25 (double occupancy) for hotels to under \$3 for meals. For a free copy, write to the French Government Tourist Office, 610 Fifth Avenue, New York, N.Y. 10020. One of the hotels is a favorite of mine, Les Tuileries, at 10 Rue St. Hyacinthe. The proprietress is an angel, a Parisian whose friendliness gladdens the heart. Les Tuileries (25 rooms) is a former private town house. An excellent location, just a couple of blocks off the Rue de Rivoli and only three minutes from the Opera. Both clean and quiet.

Wine and Song

I've also a favorite restaurant which I discovered recently at 64 Rue de la Montagne Sainte-Genevieve. Called El Maravedi, it occupies an old cobbler shop just behind the Pantheon. It's one of those places that the French keep to themselves; few tourists go there, simply because it's unknown to them. El Maravedi features a two-stool bar and small table with candles and wine, together with classical melodies. Reservations are necessary. Call DAN-07-42.

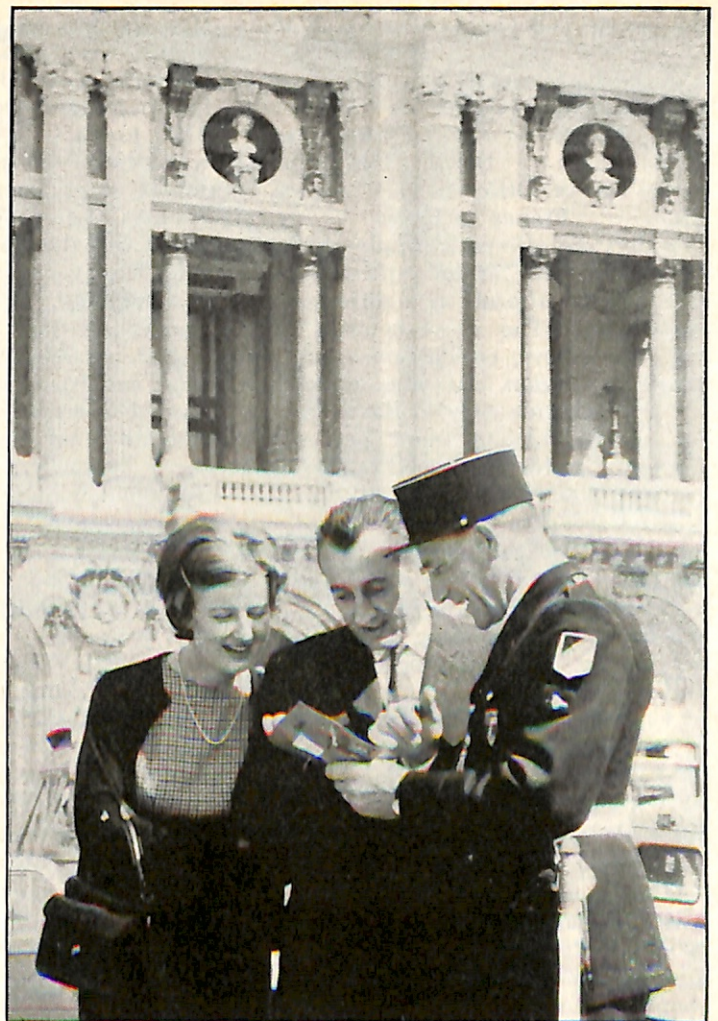
Hemingway's Paris

In Paris there still are places which



are reminiscent of the Paris of Hemingway's *A Moveable Feast*, although they are becoming more difficult to find. Prosperity erodes the old scenes. Ancient buildings are being renovated in an area where the Lost Generation lived inexpensively during the '20s. The writers still come to Paris along with the painters and poets, for there is some magical quality about the city which inspires the creative processes. On the Left Bank, the sanctuary of the Lost Generation, the neighborhoods are old and lived in, and they exude an atmosphere of age, of full ripeness, and so it is that the old literary crowd found inspiration there.

Now stylish stores face Boulevard St. Germain. On one corner stands Le Drugstore, which is just across the street from Deux Maggots, the colorful



At the entry of each subway station (above left) and on each platform, there is a map of Paris with all subway lines indicated. Multilingual policemen (above) are stationed in key areas visited by tourists in Paris, such as the Opera, Concorde, and Champs Elysées. Miniature flag pins indicate foreign language spoken. Aix (left), the ancient capital of Provence, is one of the great art cities of France.

sidewalk cafe where Jean-Paul Sartre gave birth to the existentialist movement following World War II.

Because prices have risen, the old crowd has moved on, settling in the colorful Mouffetard section behind the Pantheon and a mile or so north of St. Germain des Pres. The Mouffetard is what St. Germain was perhaps 30 years ago. One may visit Hemingway's old apartment, a shabby cold water flat in a decaying rooming house which faces Rue des Cartes, a narrow, cobbled street filled with shadows and ghosts and tantalizing odors wafting out of little cafes. It is here during your visit to Paris that you will discover the colorful Left Bank.

An Inn South of Paris

Near Fontainebleau I found a gem of an inn in the village of Barbizon, the

Bas Breau. (We've mentioned it before, but it deserves another rave.) Chestnut trees rise beside its doors and flowers appear in every corner. The old inn with its 30 rooms features four-poster beds and ornamental lamps. Each room is decorated differently and fresh flowers are delivered daily. Guests are greeted by a doorman in a top hat, and there is one of those snug bars with a fireplace that glows continually—a perfect setting for a rainy day. Robert Louis Stevenson was a guest once at Bas Breau, as was Napoleon III and his mistress. As for the village of Barbizon, it was the home of dozens of French painters: Corot, Rousseau, Millet, Charles Jacques, Decamps, Paul Huet.

An Inn North of Paris

It is called Chateau de Chaumontel

and you will find it hidden in a forest about 20 miles north of Paris. You may recall we spoke of it in a previous issue. It is worth repeating, though. Surrounded by a moat, it looks down upon paths which disappear into the surrounding woods. Garden-fresh vegetables are served in the dining room and the library serves as a wine cellar. Here, too, fresh flowers grace each table. Our advice: make reservations well in advance.

Some Inexpensive Tours

U.S. tour operators are plugging a number of inexpensive package tours of France. Among them is a seven-night plan that includes first class hotel rooms, Continental breakfasts, a tour of Paris and a dinner show for about \$100.

One-week tours of French alpine

ski resorts (Chaomix, Megeve, Flaine, Courchevel, Tignes, Val d'Isere, Avoriaz) start at roughly the same figure, including transportation by train or bus from the airport. (Details from your travel agent or the French Government Tourist Office.)

France By Horse

Riders are offered a couple of plans: either you stay at an equestrian village or else stop off at a different inn each night. The cross country rider explores valleys, coastal areas and the chateaux region. At the equestrian villages you ride only in the surrounding countryside. A good bet is the Rouergue in the south of France. High plateaus and great open spaces. Perfect for riding. At the equestrian village in Rouergue, riders are offered **shelter in a family-style hotel operated** by the owners. Nearby there are tennis courts, a swimming pool, fishing and sailing. The price for room, board and horse comes to about \$150 a week.

Covered Wagon Through Brittany

The French have come up with covered wagon vacations for families. You start from Locmaria-Berrien and spend seven days exploring the lovely Breton countryside. Wagons sleep four. Besides cots and mattresses, they come equipped with linens, blankets, a hot plate, cooking utensils and a refrigerator. You are also given a guide book with shops, restaurants and country inns which you will pass enroute. For couples there is the tilbury buggy which accommodates two persons and features two plans: camping or shelter in a country inn.

Drifting Through France

You can move through France by barge, houseboat, canoe or kayak.

Houseboaters are provided with a book of instructions telling how to navigate the locks along the Canal du Midi. A four-passenger rig costs from about \$100 to \$350 a week. On your daily wanderings you stop to buy fresh vegetables, eggs, meat and poultry from farmers. Later you tie up along the canal, mix the martinis and heat up the hibachi.

Altogether, 28,000 miles of rivers and canals flow through France, making it possible to travel from east to west and from the English Channel to the Mediterranean. Several companies operate hotel barges. You book for a week or longer. After this you settle back and watch the passing of a slow-motion Technicolor scene featuring historic villages, vineyards and forested **valleys. I made the trip a couple of** years ago, sailing through Burgundy. We averaged 20 miles a day; whenever someone felt especially energetic they hopped aboard one of the bicycles carried on the barge and rode off to meet the boat at the next village. I recommend the barge hotel for anyone seeking total escape from the pressure cooker. From about \$140 to \$165 a week.

Chateaux Country

If you're short of time, the French operate a one-day tour to the Chateaux country from Paris. You'll see Chambord, Blois and Chenonceaux. Later you return to Paris by way of Vendome, Chateaudun, Chartres and Rambouillet, arriving back at your hotel around 11 p.m. Price: about \$50.

The Wine Circuit

Again, for the travelers in a rush, a couple of one-day tours are offered to the wine regions. The first visits Reims and the champagne country

(\$17), and the other travels to Burgundy, with stops at Auxerre, Avallon, Beaune and Dijon (\$61). If you decide to go it alone, take a train from Gare de l'Est in Paris. It's about a two-hour ride to Reims where English-speaking guides offer free tours of the world's largest champagne cellars. You get a free glass of the bubbly plus a lecture on the art of turning out champagne. Stop at the Paris office of Maison Moet & Chandon at 7 Blvd. Malesherbes for your visitor permit.

For a longer tour of the wine country, a four-day trip (about \$200) takes in Burgundy, Alsace and the champagne region. Details on these and other tours to Brittany and the Riviera are available from your travel agent or the French Government Tourist Office.

Rentals and Hostels

Villas, homes and apartments may be rented throughout France. For a list of accommodations write to Allo Vacances, 163 Rue Saint-Honore, Paris 75001, requesting a brochure. The names and addresses of hostels are provided by American Youth Hostels, National Campus, Delaplane, VA 22025.

For Campers

Travelers have the pick of more than 3600 campgrounds in France. Be sure to obtain an International Camping Carnet. It's required at several sites; others offer a discount to holders. Carnets are issued by AAA offices in the United States and the Touring Club de France, 65 Ave. de la Grand Arme, Paris 75015.

Tips for Travelers

Driver's License: Your American driver's license is valid in France if you're 18 or older. (Cars can't be rented unless you're 21 or older.)

Customs: Your arrival in France is painless. Usually the customs officer waves you through without even looking at your bag. There are exceptions, of course, when spot checks are made.

Currency: It's a good idea to bring along \$10 or \$15 worth of francs (available at U.S. banks) for tips and taxis upon arrival. You can also exchange U.S. dollars or traveler's checks at banks operating 24 hours a day at Charles de Gaulle Airport.

Tipping: A service charge of roughly 15% is added to your hotel bill. Still, porters and others expect something extra. In restaurants be sure to ask if service is included in your bill.

Relais de Campagne and Chateaux-Hotels: These are mostly castles, abbeys or manor houses which have been turned into comfortable hotels. Meals are generally excellent. For a listing, write to the French Government Tourist Office, 610 Fifth Ave., New York, N.Y. 10020.

★ PROCLAMATION ★

WHEREAS: The Benevolent and Protective Order of Elks made a solemn pledge!

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

WHEREAS: The fulfillment of this pledge is the obligation of every Elk, as set forth in Section 134i of the Grand Lodge Statutes, and

WHEREAS: Service to hospitalized veterans is an expression of patriotism in its purest sense,

NOW, THEREFORE: By virtue of the authority of the Office of Grand Exalted Ruler; I hereby proclaim the month of November as "National Veterans Remembrance Month" and hereby request all lodges to observe this month of recollection of the debt we owe to hospitalized veterans in the manner which has been recommended by the Elks National Service Commission in its communication to all lodges.

Willis C. McDonald



Grand Exalted Ruler

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SOCIETY ANNOUNCES

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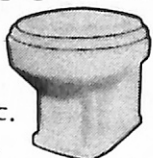
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You and Retirement (Continued from page 8)

papers; will you find food prices, for example, close to what you're used to? higher? lower? Read the want ads too; you may, at some point, want a job.

These steps should help you narrow your choices. Then, if you possibly can, before making your final decision, take a trip to the one or two communities you are still considering. Try to stay as long as you can, to really see the community as a resident, insofar as possible, rather than as a tourist.

The advantages of spending several weeks or months in a town are substantial: you can walk the streets, getting a feel for the community; you can shop, actually seeing how goods and prices compare; you can take part in a church group, go to local meetings of an organization you may belong to at home; you can see for yourself just what recreational and cultural and employment opportunities exist. And you should, while you're there, look into the availability of medical care, find out by asking around which neighborhoods might be best for you, and see whether shopping, doctor and church will be easily accessible by foot or by public transportation.

A lengthy visit, of course, can be expensive. One solution might be to swap houses. There are several national organizations which, for an annual fee of ten to twelve dollars, will list your house for exchange and send you copies of directories listing the homes of others; arrangements are made by the individuals involved. One of the oldest of these organizations is the Vacation Exchange Club, 350 Broadway, New York, N. Y. 10013. Another way, if you have several

months, is to rent out your home or sublet your apartment, perhaps to a teacher needing September-to-June lodgings, and take a rental unit in the area you are checking.

Even with these money-saving techniques, the exploratory visit will cost you money, but it's worth it to keep your options open. Any expense is minimal compared to burning your bridges by actually moving—and then finding you've made a mistake.

Moving in itself is a costly proposition, easily running to several hundred dollars. You must consider related costs too—the appliances and carpeting and draperies that won't fit the new home, and have to be sold at a loss, the new appliances and carpeting and draperies that will be needed. Then there's the cost of medical care, auto repairs, house maintenance—in a community where no one knows you and has no reason, ever, to do you a favor.

And there's the emotional cost, the cost in terms of leaving the memories and associations of a community in which you've lived for years, the cost of leaving friends and relatives. If you decide that these emotional ties outweigh all the advantages of moving, remember: If you like your community but your neighborhood is changing, you may be able to find a smaller house or an apartment in a more convenient part of town. If your neighborhood is just fine but the house is too big, think about closing off one floor or, if local zoning permits, converting to an income-producing rental unit.

Next month: housing choices.

A Warm Welcome!



One of the new advertisers in *The Elks Magazine*, Black Velvet Canadian Whiskey, imported by Heublein, Inc., chose the Grand Ball at the Elks National Convention in Dallas to introduce their '75-'76 campaign.

Presenting the Nebraska State Elks Association, winner of the Display Booth contest, with a full case of Black Velvet was Sharon Roper, the Black Velvet Girl.

Shown left to right at the Grand Ball are Jack Ryan, Publisher of *The Elks Magazine*, Miss Roper, Frank Garland, Chairman of the State Associations Committee, and Bryan McKeogh, Director of the Elks National Service Commission.

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BEWARE
THE
BUNYIP!

by Richard Wolkomir

Monsters! Huge, unknown beasts. Every year, around the world, people see them, paddling in oceans, lumbering through forests, flapping in the air.

In Australia it's bunyips and in the Alps it's tatzelwurms. Scotland's Loch Ness monster has cousins in Ireland, New Guinea, Montana, and Vermont. Mammoths in Russia, flying dragons in Africa, man-apes in Asia and ape-men in the Amazon, sea serpents, sasquatches, and snowmen—it's an extensive menagerie.

Hallucinations? Hoaxes?

Some, certainly. But a growing number of scientists who've investigated the reports now believe that large, unknown beasts may indeed prowl here and there. In fact, some zoologists have sighted such creatures themselves.

In 1970, for instance, 25 scientists from London University spent six weeks probing Scotland's Loch Morar. Like nearby Loch Ness, Morar claims a monster-in-residence. And three of the investigators spotted it.

"I saw on July 14 a black, smooth, hump-backed object in the water about 300 yards from me," reported one team member, Dr. Neil Bass, a marine biologist. "The only species known to inhabit the loch that would produce such a hump would be an eel. And it would have to be an enormous eel to fit what I saw—whatever it was."

Expressing the team consensus, Dr. Bass said he's convinced some unknown beast inhabits the loch. And he said he hopes "the species will survive long enough to allow the riddle to be solved and steps taken to protect and preserve the creatures."

Odd words from a scientist? Once, most zoologists dismissed monsters as merely a fanciful fun-omenon, fodder for cartoonists. But times change. For one thing, far too many respectable and reliable observers—like Dr. Bass—have reported animals that simply don't fit into the standard zoological spectrum.

One example among hundreds was the World War I experience of Georg Gunther Freiherr von Forstner, commander of the German submarine U-28. On July 30, 1915, Forstner's U-boat torpedoed a British steamer, which sank and then exploded underwater.

"A little later," Forstner reported, "pieces of wreckage, and among them a gigantic sea animal, writhing and struggling wildly were shot out of the water to a height of 60 to 100 feet."

Watching this spectacle from the submarine's conning tower, along with the commander, were two other officers and three crewmen. All were veteran seamen, familiar with Atlantic fauna. But none could identify this creature.

"It was about 60 feet long, was like

a crocodile in shape and had four limbs with powerful webbed feet and a long tail tapering to a point," said Forstner.

Merchant marine and naval officers, as well as hundreds of other credible witnesses, have been reporting such sea monsters far too regularly for scientists to automatically dismiss them all as mistakes and hoaxes. Captain F. W. Ean of the Royal Navy reported that on May 22, 1917, near Iceland, his ship, H.M.S. Hilary, actually shot a sea monster with its cannon.

The most famous monster of all, the Loch Ness creature, has been spotted scores of times and even photographed. One picture, snapped in 1934 by a London surgeon named Kenneth Wilson, shows a long-necked, small-headed beast resembling a Mesozoic era plesiosaur.

Some zoologists believe such monsters could indeed be survivors from the age of reptiles. In fact, during a 1961 BBC broadcast on sea serpents, one British zoologist—Dr. Denys Tucker—said the evidence suggests that many of the creatures actually are plesiosaurs, aquatic dinosaurs thought extinct for millions of years.

It's not impossible. In 1938 South African naturalists netted a live coelacanth, a Mesozoic fish that supposedly died out 70 million years ago, proving that at least one prehistoric creature survived undetected into modern times. But the coelacanth is only a five-footer. Could a true monster swim in the oceans unknown to science?

Apparently, the answer is "yes." For example, Joseph F. Gennaro, Jr., associate professor of biology at New York University, and Dr. F. G. Wood, senior scientist and consultant at the Naval Undersea Research and Development Laboratory at San Diego, have evidence that an immense octopus inhabits the sea floors.

In 1896, part of a huge carcass washed ashore at St. Augustine, Florida. After a recent examination of some of the tissues, which have been preserved by the Smithsonian Institute, Prof. Gennaro and Dr. Wood said they have little doubt that the St. Augustine creature was an unknown species of octopus, a monster.

The largest known octopus measures 20 feet in diameter. Giant squid reach lengths of 60 feet. But the six-ton Florida carcass apparently was part of an octopus 200 feet in diameter.

Evidence of another unknown sea monster appeared in 1930, when a Danish oceanographer, Dr. Anton F. Bruun, director of the University Zoological Museum of Copenhagen, discovered off the South African coast a six-foot eel larva. It was astonishing because the longest known eel larvae

reach only about four inches, maturing into 10-foot-long eels. If Bruun's larva grew proportionately, it would reach 50 to 180 feet at maturity.

As Dr. Bruun later said: "I belong to that group of scientists who don't discard that 'myth' about sea serpents. It's quite possible they exist in the depths of the ocean that no one has ever explored. After all, no one has ever fished for them. Maybe we will catch one."

Prominent among scientists studying monsters is Dr. Bernard Heuvelmans, a Belgian zoologist. Among studies of undiscovered animals, his two books are authoritative: *On the Track of Unknown Animals* and *In the Wake of the Sea-Serpents*.

After analyzing hundreds of sightings, ancient to modern, Dr. Heuvelmans has concluded that the oceans may be home to nine or more large, unknown species. He has even mapped their ranges, creating a sort of field guide to sea serpents. His rogue's gallery of sea monsters goes like this:

1. "Super Otter"—an otter-shaped mammal as big as a whale. A northerner, it's most often spotted along the Scandinavian coast. But since 1898 was its last appearance, it may be extinct.

2. "Many-Humped Sea Serpent"—an ox-headed, bumpy-backed, 100-foot animal that swims the east coast, especially Massachusetts Bay.

3. "Many-finned Sea Monster"—a 60-foot seal wearing a saw-toothed crest down its spine and a row of fins along each flank. It's generally reported in the tropics.

4. "Merhorse"—a huge, horse-headed mammal with soulful eyes and a shaggy mane, reported everywhere but the poles and the Indian Ocean.

5. "Long-Necked Monster"—an immense giraffe-necked seal, found everywhere but the poles. Dr. Heuvelmans believes this gigantic cousin of the sea lion also accounts for the Loch Ness monster.

(Dr. Heuvelmans also believes the sea serpent isn't a serpent at all. In fact, he identifies the first five monsters on his list as mammals. His reason? Witnesses report they undulate vertically, a motion characteristic only of mammals. Reptiles, amphibians, and fish all undulate horizontally, from side to side. But Dr. Heuvelmans' final four possible sea monsters are all cold-blooded.)

6. "Super-Eel"—apparently the grown up version of Dr. Bruun's giant eel larva, this 50-foot-long fish is reported worldwide.

7. "Marine Saurian"—a gargantuan crocodile or lizard, native to the tropics, but summering along the European coast.

8. "Father-Of-All-Turtles"—an automobile-sized turtle reported in the North Atlantic, but so infrequently that Dr. Heuvelmans doubts its existence.

9. "Yellow-Belly"—resembling a 100-foot-long yellow tadpole, this tropical monster may be an amphibian, Dr. Heuvelmans believes.

Do the nine Heuvelmans sea monsters really exist? Some zoologists say "no," some say "maybe." Indisputably, though, the centuries-old mystery of the sea serpent is still alive.

Meanwhile, travelers on six continents are also reporting monsters inland, everything from ape-men to dinosaurs and dragons. But could large land animals really remain undiscovered?

Yes. For example, not until 1936 was the first giant panda captured. The pygmy chimpanzee went undiscovered until 1928, and the Andean wolf was unknown to science until 1949.

And what about the Tasadays, the stone-age Philippines tribe undiscovered

until 1971? If man—that most conspicuous of creatures, with his campfires and drums—can remain invisible for centuries, surely mere beasts can do it.

Many regions are still sparsely inhabited and rarely visited—the Amazon rain forest, parts of Africa, Asian mountains, jungled Pacific islands. And even the busier spots may boast a monster or two.

Consider the Lake Champlain monster. It was last sighted on May 17, 1970, by Mrs. Grace Lee, of Enosburg Falls, Vermont.

The lake was calm that Sunday, cupped between New York's Adirondacks to the west and Vermont's Green Mountains to the east. Mrs. Lee was on the Isle La Motte bridge with her husband and six relatives and friends. Fishing and chatting, the most excitement they expected was a pike.

Then something splashed near shore. A pike feeding?

"As I watched in that direction, suddenly I noticed the water starting

to churn and ripple," Mrs. Lee told reporters. "A huge head emerged, followed by one, two, and three humps. It was dark in color, a greenish black. Its head was shaped like an eel's or snake's."

"I was speechless at first," she recalled. "Then I shouted to the others and pointed. While we watched, it played about, going under and surfacing again."

Finally it undulated away, leaving in its wake eight more believers in the Champlain mystery beast. Whatever it is, it's no newcomer—the beast was first reported by the lake's first tourist, explorer Samuel de Champlain himself. In July, 1609, while scouting the lake that was to bear his name, he sighted a 20-foot-long serpentine creature, barrel-thick and horse-headed.

People have been seeing it ever since. In 1892, when the American Canoe Association held a convention on the lake, it even surfaced amidst a flotilla of Association canoeists, sending them paddling furiously shoreward with descriptions of a horned and spiky-backed creature.

A 1952 witness said it had a tawny mane. And when it surfaced off a Westport, VT, summer camp in 1964, the description given by counselors and campers tallied with other sightings through the years—a 25-foot-long snaky body, with several humps or segments awash, and a basketball-sized head.

Nor is Champlain the only North American lake with a mystery beast. A century ago Canadians and Vermonters were reporting monsters in Lake Memphramagog. In 1971, Oklahomans were sighting a hippopotamus-like creature in the Arkansas River. And Arkansans have reported so many monster sightings—including a decade's reports of large, triangular tracks on White River sandbars—that the Arkansas State Senate recently created the White River Monster Sanctuary and Retreat, near Newport, where no one is allowed to "molest, kill, trample, or harm" the alleged creatures.

Not to be outdone, Missouri and Mississippi boast a tiny dinosaur that runs on its hind legs, resembling a rat-tailed plucked turkey. Similar is the donkey-sized beast reported in the dense bush near Florida's St. John's River.

Creatures reminiscent of the Loch Ness monster have been reported in over fifty lakes in North America, a dozen of them in the United States. British Columbia's Lake Okanagan, for instance, harbors a creature the Indians call the "ogopogo." Even today they refuse to cross the lake at certain places for fear of it.

(Continued on page 45)

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

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Read What The Banking Industry Itself Says

About This Startling Volume! NEW BOOK COULD UPSET THE SAVINGS APPLCART

TIGHT MONEY, Regulation Q, and the much-touted Age of the Consumer, are key ingredients in a flammable mixture about to be ignited by a book which could explode in the face of the commercial banking industry this year. This says:

"The millions of people who have saved a few dollars in the form of savings accounts and insurance have been prevented from gaining any profit from their investment—indeed they have been forced to accept real losses—by what amounts to government agency fiat. These depositors have contributed more, perhaps, to the growth of our economy than any other group, and it is unjust that controls apply only to interest rates to depositors, while there are no controls over the inflationary wage and price increases. Conditions permitting this 20 years of discrimination should be changed."

I am quoting from a book, titled, "Don't Bank On It!"

The book is dedicated "to the members of the median income group, those truly forgotten men whose savings deposits make banking, as we know it, possible."

"Don't Bank On It" may be coming out at an auspicious time, as the general public is becoming more aware of high interest rates, and, thanks to truth in lending, is being conditioned to look at rates of 12 or 18 percent as low. No doubt he'll soon recognize that 4 or 5 percent is peanuts.

*Bank Marketing Management,

About the Authors

Martin J. Meyer is one of the nation's foremost experts on consumer money management and co-author of "How To Turn Plastic Into Gold." He has written and lectured extensively on banking, thrift, and inflation, and has made numerous radio and TV appearances.

Dr. Joseph M. McDaniel, Jr. is Trustee of Johns Hopkins University, retired Secretary of the Ford Foundation and former Dartmouth Professor of Economics.

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

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At this moment, in this entire country, out of the over one hundred million people who have savings accounts, only about forty thousand of them use these techniques. They are still brand-new—virtually unknown. Only now has a book been published that reveals them to every man and woman who is willing to risk a 10¢ stamp to learn them!

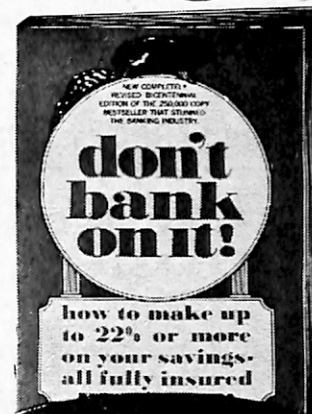
The time required to read this book from cover to cover is approximately one weekend. Or, if you wish to skip the banking background at its beginning, it will take you about an hour or two to learn these "Active Depositing" techniques themselves. And once you learn them, from that moment on, you will be able to exploit every legal loophole in the entire banking system, including:

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



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

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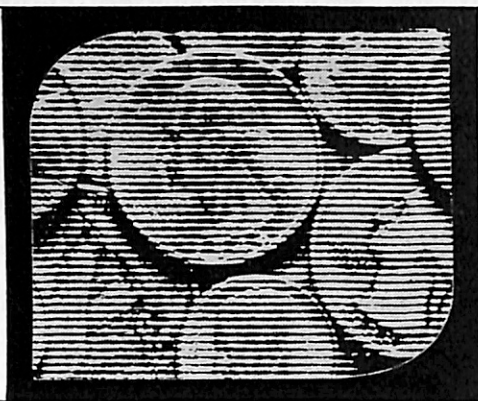
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IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



THE BIG CHANGE IN RETAILING

"I think retailing will get back to a competitive situation," said Mr. John F. Geisse last February. He's chairman and chief executive of Venture Stores, which has been quite successful in the discount-merchandising field. The company's first store was opened in St. Louis in 1970. By the end of last year the firm had 16 stores and a sales-volume of \$161 million. And it was planning to build up to nine stores in the Chicago-market area "as quickly as possible."

But that "as possible" reservation was related to Venture's policy of careful financial planning and management. "We're very conservatively capitalized," Mr. Geisse said.

It would seem that Venture's management thinking illustrates the quality which in a recent article of ours we called "constructive conservative management."

That quality, however, wasn't characteristic of retailing as a whole back in the 1960s, as the records of some major retailers show all too clearly. Let's take a quick non-nostalgic glance back to that era.

The Ghosts of Christmas Past

Last spring Mr. Herbert Siegel, a former president of Interstate Stores Inc., was serving as the trustee in bankruptcy for that ill-fated chain. Mr. Siegel had an explanation for the troubles which so many big or middle-sized retailers have had since the 1960s.

"During the 1960s everyone in retailing was engaged in massive self-delusion," he says. "The formula for success was simple: beat yesterday's sales volume, and worry about profits later. Now the great implosion is taking place. Retailers oversaturated their market areas with stores and got stuck with big overhead, low margins, heavy inventories—and no business."

Mr. Siegel made those remarks last spring to Mr. Alexander Auerbach, who interviewed a number of retailing industry top executives for the *Los Angeles Times*. One very significant conclusion Mr. Auerbach derived from those interviews was this one:

"Sloppy management practices tolerated in the boom years are now being rooted out. Financial planning and asset management are the new buzzwords."

They certainly are the new buzzwords at the venerable W. T. Grant Company,

which after 69 years of profitable operation lost \$175 million last year. It was being kept alive this year only through the cooperation of the horde of banks—143 of them!—to which Grant's was in hock to the tune of \$700 million. One of the replacement executives Grant's board brought in after firing quite a few top management people is Mr. John E. Sundman, the firm's new vice president for finance. Some remarks he's made are well worth the attention of every retailer, large or small. He says:

"A lot of businessmen have come to realize during this recession that return on investment and profit are more important than increased sales. The syndrome of growth for growth's sake has been broken."

And Mr. W. Robert Harris, an F. W. Woolworth Company vice president says that in the 1960s "the excitement of the new concept known as discounting overrode good judgment even among experienced retailers"—one of them being the F. W. Woolworth Company.

Two Views of "Business"

There are many conventional ways of categorizing "businesses." We ourselves often like to divide businesses into these two groups: (a) those businesses which have systematic programs for the internal generation of business capital; (b) all other businesses.

We hasten to add that this is not a "good" or "bad" categorization. The typical small business is operated for the purpose of providing its owner or owners with an adequate income, a reasonable amount of financially valuable ownership equity, and various emotional satisfactions. It's not designed to be operated as an intricate "financial-growth machine."

Nor is this article of ours addressed to the highly experienced small retailer who perhaps could have retired some time ago but has wanted to keep active in business. The sixty-five-year-old hardware store owner who has been operating his small store successfully for maybe forty years isn't likely to be making any serious business mistakes. He constantly keeps in mind those "basics" which so many big and famous retailers tended to become careless about back in the 1960s.

But the small-business component of the U.S. retailing industry isn't limited

to neighborhood stores operated by highly experienced owners. A family-owned discount-store chain with nine or ten stores is hardly another Sears or another J. C. Penney, but it's a good deal bigger than what the term "small business" is likely to suggest to the average person.

In fact it's *dangerously large* if its owners try to run that business with management policies and practices which in effect are a combination of mom-and-pop store management traditions and, on the other hand, the fever of that "syndrome of growth for growth's sake" to which Mr. Harris of the F. W. Woolworth Company referred. And exactly that kind of situation developed in a number of discount-store businesses in the 1960s.

Or take the many individuals who have suffered bitter disappointment instead of making "Big Profits!" by rushing too eagerly into the field of franchising. The typical such victim is a person who is just about totally ignorant of economics, finance, law, accounting, and the basics of business and business management. It's not easy to understand why some otherwise quite sensible individual might suppose that it's easy to "Have Your Own Business and Make Big Money!" without having first acquired at least some knowledge of those matters.

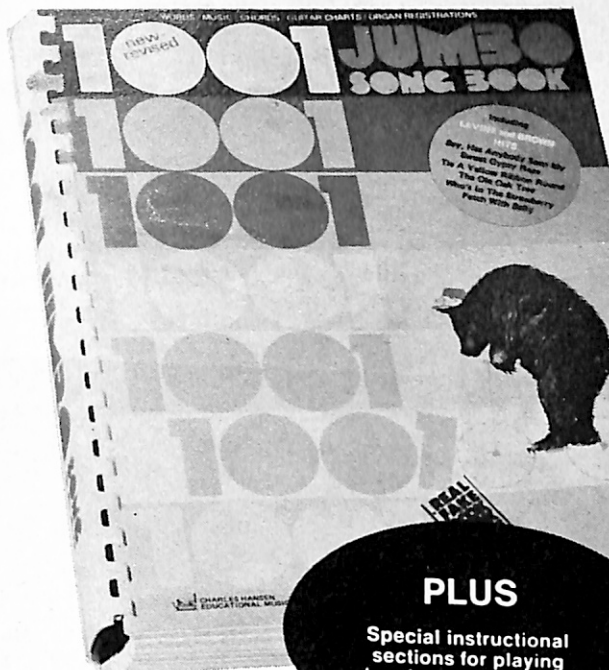
So much for that. Now let's glance at some of the implications which the renewed emphasis on financial management in retailing has for small businesses in that field.

The "Reform Program" in Retailing

What were the excesses which the retailing industry in general indulged in during the 1960s? They included all of these: (a) too much eagerness for rapid physical expansion; (b) too great a willingness to increase indebtedness; (c) too much interest in building sales-volumes without being sufficiently concerned about their financial quality; (d) too much readiness to grant credit; (e) too little concern with cost control.

The retailing industry couldn't have been so excessively expansionist if it hadn't had the support of the nation's suppliers of financial capital—the banks, the investment firms, and the investment departments of various large companies and institutions. But in the immediately foreseeable future that kind of support isn't likely to be so readily available. The February 24 issue of *Business Week* carried an article on "Why They're Slowing Growth at the World's Biggest Bank"—the bank being Bank of America. The article said that Mr. John J. Balles, president of the Federal Reserve Bank of California, "believes that bankers must now forget the 'performance cult' of the 1960s and early 1970s and correct the weaknesses that grew up during that period."

Any such change in banking industry attitudes and policies is bound to have a strongly disciplinary effect on the retailing industry. Those retailers who aren't accustomed to thinking in terms of "assets" and "liabilities" in the way that financial experts approve of are likely to get frosty looks from bankers instead of loans. ■



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- Witchcraft

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- Raindrops Keep Fallin' On My Head
- Take Me Home Country Roads
- I Am Woman
- Sweet Gypsy Rose
- Okie From Muskogee
- It's Impossible
- Snowbird
- Theme From THE GODFATHER
- Theme From LOVE STORY

From the 60's...

- The Impossible Dream
- This Guy's In Love With You
- King Of The Road
- Hello Dolly!
- Never On Sunday
- More
- Our Day Will Come
- Chim-Chim-Cher-ee
- Alley Cat
- By The Time I Get To Phoenix

From the 40's...

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- It's Been A Long, Long Time
- Lilli Marlene
- Take The 'A' Train
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- Tenderly
- Daddy's Little Girl
- Cruising Down The River

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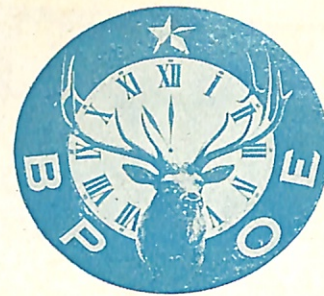
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News of the State Associations



VP Armando Ramos and Brother Alexander Kushner (right), an orthopedic surgeon, visited several young patients of the Harry-Anna Crippled Children's Hospital. Ground-breaking for the planned two-million dollar Umatilla extension of the Florida Elks' hospital system is scheduled for the month of October, it was announced by PSP Pat O'Brien, this year's program chairman.



Past Grand Esquire Chelsie Senerchia (right) retired recently after 50 years of membership in the order. At the Florida State Elks Association's annual convention, PSP George Nichols presented Brother Senerchia with a scrapbook containing mementos of his past accomplishments.

THIRTY-ONE subordinate lodges were represented by the 505 delegates present in Bemidji for the Minnesota Elks Association's 71st yearly convention on June 18-21. PGER Francis Smith and Grand Chap. Rev. Msgr. Henry Speck, who was installed as State Chaplain this year, were the convention's principal speakers.

Honored as the Minnesota Elk of the Year was L. R. Ringhofer of Owatonna Lodge. Rochester Lodge was awarded the 1976 convention, with the mid-year conference to be hosted by Minneapolis Lodge November 14-16.

SP Robert Sandhofer of Duluth heads the list of newly elected state officers. His assistants include District Presidents John Berglund, Willmar; Donald Ritland, Austin; Dr. Ed Pavek, Hopkins; Sheldon McRae, Bemidji; Secy. George Carlson, St. Paul, and Treas. Wayne Searle, Rochester. Duluth Lodge, which recently moved into a new home, announced the initiation of 250 candidates, constituting five classes, in honor of the new State President.



Attending the Indiana Elks Association's annual convention were (from left) PGERs Horace Wisely, Glenn Miller, and Gerald Strohm, PSP Stanley Kocur, and PGER Edward McCabe.

CONTRIBUTIONS to the National Foundation for the past year were the highest in Georgia's history, it was announced at the state association convention held June 11-14 at Jekyll Island. The 1976 annual convention will also be held at Jekyll Island June 9-12. Covington, Albany, and Valdosta Lodges will host the fall, winter, and spring meetings on October 18-19,

January 17-18, and March 20-21, respectively.

Among the 997 people in attendance was special guest PGER Robert Pruitt. Cascade-East Point Lodge captured first place in the ritualistic competition.

Installed as the leaders of the Georgia Elks Association were SP Harold Brothers, President-elect Matthew Hitlin, VPs Jack Randall, Marion Fort-

son, C. Douglas Veal, and Sam Thompson, and Secy.-Treas. Tom Brisendine.

NEWLY ELECTED OFFICERS of the Florida State Elks Association are President C. N. Jones, Cocoa; VPs Charles Newlin, Tallahassee; Joe Ponce, Gainesville; Arthur Thoman, De Land; George Roller, Apopka; H. A. Durnell, Kissimmee; Robert Thomas, Clearwater; Frank Spadafora, Englewood; James Davidson, Lake Worth; Gilbert Van Horn, Pompano Beach; Dan Smalley, Miami; State Secy. William Lieberman, Leesburg, and State Treas. Frank Holt, PSP, Miami. Delegates to Florida's convention May 30-31 in Hollywood numbered 1,300. Guests included PGERs William Wall and John Walker, and GER Willis McDonald.

The annual report of the state major project, the Harry-Anna Crippled Children's Hospital in Eustis, confirmed that 152 handicapped children were treated throughout the year at an average cost of \$3,800 per patient. The total cost of treatment at the hospital is a reported \$578,500 for the year. There was a daily average of 53 inpatients, while several out-patient clinics statewide treated over 2,000 boys and girls at the cost of \$70,000. With other costs, the total amount expended on the program came to \$650,900. The growth of the Harry-Anna Trust Fund totaled \$190,900, bringing the nominal value of the fund close to \$3,000,000. It was disclosed at the convention that the building fund for the new hospital facilities to be constructed at Umatilla has reached the sum of \$1,500,000, and that an intensive drive for a remaining \$300,000 has been launched.

Tallahassee was the winner of the state ritualistic contest. A eulogy for the late PSP W. S. Compton was given during memorial services by PSP Alvin Ehrlich; the memorial address was given by PSP Ralph Clements. Florida Elks will convene again November 22-23, and following that, May 7-9 in Kissimmee.

PRESIDING over the annual meeting of the Indiana Elks Association in French Lick was outgoing SP Stanley Kocur. Attendance was tabulated at approximately 1,200, with then-GER Gerald and Mrs. Strohm, PGER Horace and Mrs. Wisely, PGER Edward and Mrs. McCabe, PGER Glenn Miller, and SDGER Ted Callicott numbered among the special guests. Brothers Strohm, Wisely, and McCabe addressed the assembly.

Top honors in the state ritualistic contest went to Elkhart Lodge. A plaque was awarded to La Porte Lodge, whose per capita subscriptions



Kearney, Neb., Lodge has furnished a center for the mementos of PGER H. L. Blackledge's term as Grand Exalted Ruler which was recently opened at the time of the Nebraska Elks Association's convention, May 23-25. Former Grand Trustees Chm. George Klein and Mrs. Klein, PGER and Mrs. Blackledge, and PGER and Mrs. Francis Smith were present for the dedication.

to the National Foundation amounted to more than \$24. A National Foundation framed certificate was presented to PGER Glenn Miller in memory of his late wife Margaret. Brother C. L. Shideler was honored for having served as State Secretary since 1939.

During the June 5-8 convention, the Indiana University School of Medicine received a check in the amount of \$45,000 from the state association, while \$25,000 was donated to Purdue University for cancer research. A balance of \$37,500 owed on the \$50,000 newborn intensive care mobile unit for the James Whitcomb Riley Memorial Association was paid.

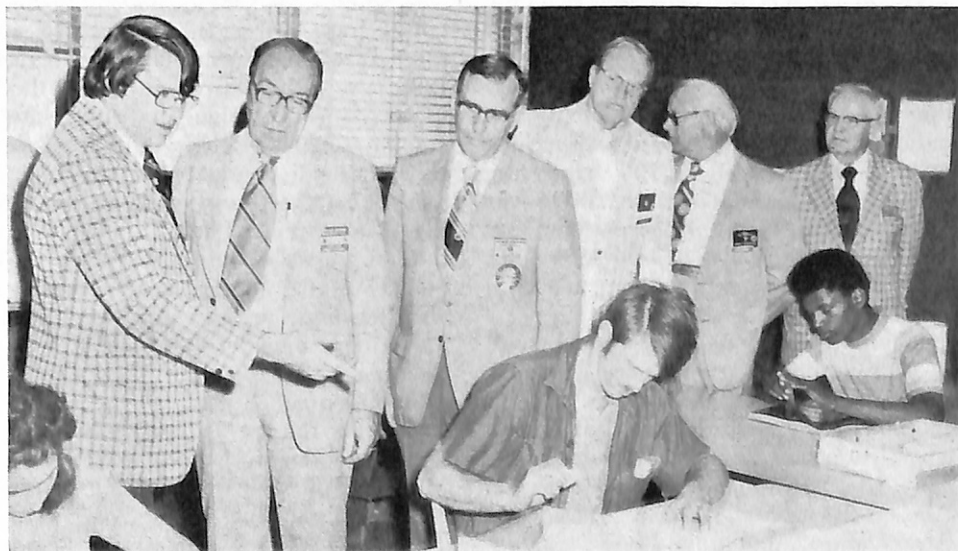
Indianapolis was selected as the site for the fall and winter meetings of the Indiana Elks September 20-21 and January 17-18. French Lick will host the annual convention June 3-6, 1976.

Elected State President for the year was J. Hershel Monroe of Princeton

Lodge. His fellow officers include VPs Richard Moren, Seymour; Joe Stevens, Elwood; Herbert Brautzsch, Fort Wayne; H. Eugene Milliron, Indianapolis; William Booher, Logansport; Secy. C. L. Shideler, Terre Haute, and Treas. George Vaughan, Logansport.

HIGHLIGHTING the May 23-25 gathering of the Nebraska Elks at Kearney were the dinners honoring the State President and Past Exalted Rulers and the unveiling of the H. L. Blackledge Center, a tribute to the Past Grand Exalted Ruler whose home lodge is Kearney. Over 900 people, including PGER and Mrs. Blackledge, George Klein, then-chairman of the Board of Grand Trustees, and PGER Francis Smith, were in attendance at the 63rd annual convention.

Guest speaker at the Memorial Service was PGER Smith. Members of Chadron and Lincoln Lodges partici-



At the annual convention of the Kansas Elks, Dean Settle, director of the Training Center for the Handicapped, the state major project, explained a workshop to PGER Gerald Strohm. Looking on were PSP Raymond Friederich, State Secy. Lloyd Chapman, PSP John Kirkwood, and Training Center Board Pres. Myron Garrelts.

News of the State Associations



For the thirteenth time, Ann Arbor Lodge has taken top honors in the Michigan Elks' ritualistic contest. Then-SP Richard Abler (standing, fourth from right) congratulated this past year's team members (standing, from left) Est. Loyal Kt. John Douglas Jr., In. Gd. John Hardesty Jr., Est. Lect. Kt. Jay Jennings, PER James Murray, chaplain, ER Pat Howard, Esq. Louis Roosevelt, Est. Lead. Kt. John Hardesty Sr., and (kneeling, from left) PER Don Laubengayer, coach, Candidate David Marks, and PER Edward Quirk, coach, at Michigan's convention.

pated in the ritual for the service. The state ritualistic competition was won by Ogallala Lodge.

Officers elected to head the state association until next year's convention, to be held May 21-23 in Lincoln, include SP James Anderson, Kearney; VPs Ken Muirhead, Cozad; Dale Janowski, Omaha; J. B. Ferguson, Ord; Secy. Chester Marshall, Kearney, and Treas. Elmer Bradley, Columbus.

A fall conference is planned for August 23-24 in North Platte.

THE SCOLIOSIS RESEARCH clinic in Cordova, Alaska, is the major project of the Alaska State Elks Association. A therapist's progress report at the convention May 22-24 in Juneau indicated that 100 cerebral palsy cases were treated as well as 800 orthopedic cases. It was estimated that 2,000 visits were made to hospitalized patients and that approximately 5,500 screenings for posture examinations were made in schools.

There were 35 delegates and a total of 232 people in attendance. The mid-winter conference is to be held in January at Petersburg; the next annual convention will be at Anchorage Lodge May 13-15. Ritualistic winner between Alaska East and Alaska West was Alaska West, Anchorage Lodge.

New officers are President Foster Sims, Palmer; VPs LeRoy West, Juneau; Albert Maffei, Anchorage, and Secy.-Treas. Charles Ingersoll, Anchorage.

Grand Lodge representatives present at the session were Past Grand Est. Loyal Kt. E. Robert Haag, Alaska's DDGERs Bobbie Tyler and Frank Coletta, Washington's DDGER A. R. Chaffee, GL Ritualistic Committeeman Duncan McPherson, and PGER Robert Yothers.

MAY 17-18 were the dates for the Arkansas State Elks Association's annual convention, and Fayetteville Lodge was the place. Former Lieutenant Governor Henry Middleton Britt was guest speaker to 290 Elks and ladies from across the state. Also on the guest list was SDGER Charles Lilly. New records were established in the Most Valuable Student Contest and in statewide scholarships from the Elks National Foundation. Two Arkansas "Hoop Shoot" contestants placed in the competition's finals. Contributions to and participation in the Elks National Service Committee's programs also set high records. An average of \$1.716 per member was tabulated for the year's donations to the National Foundation.

Officers for the 1975-1976 year are President George Mace, Jonesboro; VPs Murry Hodge, North Little Rock; Maurice Bell, Hot Springs, and Secy.-Treas. Fred Carter, Jonesboro. Searcy Lodge will host the annual convention next May, and Hot Springs will be the location of the fall meeting which is scheduled for October 25-26.

ONE HUNDRED PERCENT participation for all the districts of Rhode Island was reported by Elks National Service Commission Chm. Joseph Thibodeau at the Rhode Island State Elks Association convention in Galilee. There were 210 delegates in attendance at the June 21-22 meeting. J. Joseph Garrahy, the lieutenant governor of Rhode Island, Providence Mayor Vincent Cianci, SDGER Arthur Roy, and Rev. Lawrence Washburn addressed the distinguished guests, who included SDGERs W. Edward Wilson and Fred Quattromani, GL State Associations Committeeman Dominic Dululio, and immediate PSP Frank Suffoletto.

In contributions to the National Foundation, Rhode Island Elks ranked seventh. The proposed completion of a camp for cerebral palsied children by the end of 1976 was announced at the convention.

Among the officers elected during the session were SP Angelo Lombardo, VPs Anthony Moretti and William McAllister Jr., Secy. Robert Turco, and Treas. William Darby. It was decided that next year's convention will be held June 19-20 at a site to be selected. The state association will hold its ten regular meetings at lodges chosen on a rotating basis.

CHOSEN TO LEAD Virginia Elks during the coming year were SP William Berryman, Roanoke; VPs Wesley Petrie, Waynesboro; Bernard Kofiro, Norfolk; Robert Pannell, Clifton Forge; Secy. Charles Curtice, Petersburg, and Treas. Cecil Duffee, Norfolk. The election was held during the state association's 66th annual convention hosted by Portsmouth Lodge.

A total of 480 delegates, members, and guests took part in the business sessions, memorial service, golf tournament, and various social functions during the June 13-15 meeting. Among those present were then-GER Gerald Strohm, PGER John Walker, GL Grand Forum Justice Alex Harman Jr., a Virginia Supreme Court justice, and Mayor Richard Davis.

The state ritualistic championship went to Norfolk Lodge, with Arlington-Fairfax Lodge coming in second. A ritualistic clinic was scheduled for March 21 in Richmond. Awards of \$8,000 were reported by the chairman of the Scholarship Committee. Virginia "Hoop Shoot" contestants participated in the regional competition held in Durham, N.C. The state recorded a gain in membership of 283.

Roanoke Lodge was selected as the site of the next annual convention, which will take place June 11-13. The Virginia State Elks Association will hold a fall meeting October 24-26 in Harrisonburg.

(Continued from page 38)

Montana's Flathead Lake, the largest natural body of fresh water between the Mississippi and the Pacific, is home to a monster that must be spectacular. Said a 1960 witness, Mrs. Gilbert Zibler, of Polson, Montana: "It was a horrible looking thing, with a head about the size of a horse's and about a foot of neck showing."

On June 15, 1963, a dozen people spotted it near the Finley Point store. According to storekeepers Joe and Helen Stevens, at first it seemed to be a large floating log, seemingly towed by an invisible speedboat. But then they saw that the creature was undulating.

Two Polson high school teachers, Miss Heather McLeod and Mrs. Genevieve Parratt, who saw it on September 8, 1963, from an outboard motorboat, said it was at least 10-feet long and undulating, "a dark gray object with three humps."

More celebrated than the Flathead Lake creature—in fact, the only North American monster to become a superstar—is the manlike giant of the Pacific northwest, called "bigfoot" in the U.S. and "sasquatch" in Canada. Reports of such a creature have filtered out of the great coastal forests for a century.

In 1884, in Yale, British Columbia, a four-and-a-half-foot tall creature resembling a gorilla was even captured alive. Sasquatch fans claim it was a baby monster, while foes suggest it was an escaped circus monkey. But the fans have photographic evidence to back up their beliefs.

In 1967, Roger Patterson and Bob Gimlin claimed to have filmed a sasquatch in the wilderness north of Eureka, California. Photography experts who've examined their motion picture of a large hairy biped ambling through the forest say the film is either solid evidence that the sasquatch is real or it's history's cleverest hoax.

According to Patterson and Gimlin, what they saw was "a sort of man-creature... about seven-feet tall." It was covered with black fur and looked like an ape that was almost a man. Or a man that was almost an ape. In late 1973, a similar creature had Murphysboro, Illinois, in a turmoil—"We don't know what the creature is," said Murphysboro police chief Toby Berger. "But we do believe what these people saw was real. We have tracked it. And the dogs got a definite scent."

Sasquatches aren't the only man-like animals reported. In the Sierra de Perijá mountains, between Colombia and Venezuela, legendary stamping grounds

of a mysterious "hairy man of the woods," in 1920 a Swiss geologist named Francois de Loys killed and photographed such a creature after it attacked his party.

What was it? Zoologists don't know, for it corresponds to no known South American monkey. It was five-feet tall, tailless, and its face oddly humanoid.

Bunyip is the aborigine word for these creatures. But modern Australians also use it to mean a "bogey," something frightening, shadowy, slightly ludicrous, and imaginary. And, for monster watchers, therein lies fair warning.

In November, 1970, at Scituate, Massachusetts, a sort of bunyip washed up on the beach: a huge carcass. Thousands of curiosity seekers flocked to see this marine wonder, which one of them described as a legless camel, as long as a railroad car.

The first biologists on the scene were stumped. Was it the great sea serpent at last?

Unfortunately, no. It turned out to be the partly decomposed body of a basking shark.

Monsters there may be. But, as the Australians admonish, using their word that can mean either a real monster or an imaginary one—beware the bunyip!

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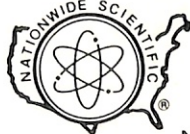
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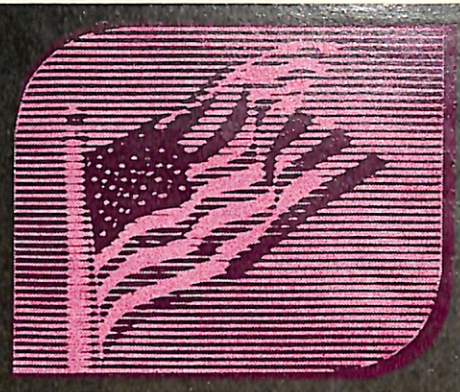
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ELKS NATIONAL SERVICE COMMISSION



Mrs. Mark Ackley, wife of Hot Springs, S. D., Lodge's Vets chairman, merited a plaque commending her for 7,500 hours of volunteer service to the local VA Center. Director John Vickrey and John Latou (right), chief of volunteer service, presented the award.



A patio barbeque for the patients of Woods VA Hospital was sponsored by members of Waukesha, Wis., Lodge recently, under the direction of PDD John Pugh. Seventy-five-year-old Brother Strom, a life member of Dickinson, N. D., Lodge who has been in and out of veterans hospitals for 45 years, conversed with PER F. C. Dahlke at the event.

The VA Hospital in Albany, N. Y., recently held its annual carnival, with several local fraternal organizations providing the food, music, gifts, and games. Elks of Colonie, N. Y., Lodge were responsible for the distribution of canteen books to all the veterans; the oldest patient received his book from Al Nordacci and Ed Klimek.



Pranks For The Memory (Continued from page 24)

planted in the sand by Hughes and a few fellow pranksters at four o'clock that morning.

Hughes once found an alley cat with an injured spine which forced it to hold its head in an attitude of aristocratic hauteur. He promptly entered it in a cat show as Nicodemus, a Dublin brindle, with a fancy and fictitious pedigree. Nicodemus arrived at the show in a gilded cage, decorated with flowers, marked: "Value \$2,000. Not for sale." Each day, too, a liveried flunkey arrived with fresh milk and breast of chicken for Nicodemus. After awarding Nicodemus the blue ribbon, the judges asked where it should be shipped. "Oh, just turn him loose," replied Hughes airily. "He's an alley cat and knows how to take care of himself."

One day in Hollywood Ben Hecht bought several copies of a highly technical tome in a second-hand book store. The book, hopelessly dull and unindexed, was over a thousand pages long. Hecht mailed copies to a selected list of self-inflated acquaintances with this note: "You will be amused, although possibly slightly offended, by the references to you in this volume." A frantic Hollywood reading spree was reported to have lasted for several days!

Hecht himself was the intended victim of a practical joke that back-fired on its perpetrator—screen writer Charles Lederer. One evening Lederer stretched himself out full length on Hecht's private driveway, hoping to give his fellow author the scare of his life when his headlights illuminated his prostrate form. But as it turned out, Lederer fell asleep and Hecht, putting out his headlights as he entered the driveway, didn't see him at all and ended up driving over Lederer's outstretched hand.

Lederer, an accident-prone prankster, was the victim of another of his own practical jokes the time he started his motorcycle outside his house and then went inside to phone a girl friend who lived a few blocks away. After getting her on the line, Lederer said: "Hello, darling. Hold the wire a minute." It was his plan to speed to her home on his motorcycle and walk in on her while she was still waiting at the telephone. On the way to her house, however, he collided with a truck and spent a month in the hospital.

On the other hand, some practical jokes have turned out to be really practical.

Take the case of the Chicago publisher's representative who was presented on his 25th anniversary in the book business with a phoney pass bearing the supposed signature of the mayor and the chief of police. His friends told

him it gave him the privilege of parking his car anywhere in the restricted Loop area without official interference. Then, with inward chuckles, the friends sat back and waited for the law to take its course—which it didn't for three whole years because the traffic cops were just as convinced of the document's authenticity as the happy recipient himself!

Or the occasion when a new clerk in the J. P. Morgan Company was informed by his older colleagues, "Mr. Morgan is very deaf and doesn't like to be reminded of it. So when he asks you a question be sure you shout the answer in his ear." The first time the young man heeded this advice, Mr. Morgan bellowed back: "What the devil do you mean by shouting at me this way? Get out of here!" Thereafter, however, the victim of the trick was the one junior clerk Morgan recognized. Two years later he was appointed the head of his department!

Another practical joke led to fame and fortune for an obscure French painter. In 1917, the owner of a small Brooklyn art store was stuck with a number of copies of a nude painting by an unknown artist named Chabas. A press agent, Harry Reichenbach,

noted for playing practical jokes as a means of publicizing his clients, came to the rescue. He cleared the display window, placed a copy of the nude in the center, and then hired fifty street urchins at a dollar a head to press their noses against the window as if trying to get a good look at the naked lady.

An anonymous phone call to Anthony Comstock, New York's self-styled guardian of public morals, brought him post-haste to the scene and resulted in the arrest of the art dealer. The story, sensationalized by the newspapers, soon had the entire nation talking about *September Morn*. Before the flurry subsided, seven million copies of the picture had been sold!

But the practical joke with the most practical ending of all occurred at the General Electric Company plant in Schenectady, N.Y. There, it was the practice for old-timers to play a routine joke on any new engineer who was hired by assigning him the "impossible" task of frosting light bulbs on the inside. One newcomer, Marvin Pipkin, not only found a way but, at the same time, devised a method of strengthening the bulbs so they would last much longer—cutting the cost to consumers in half!



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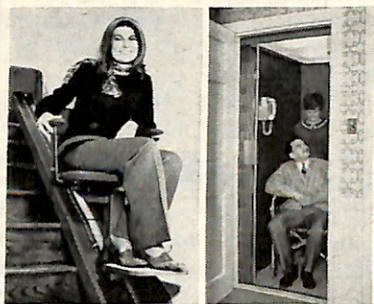
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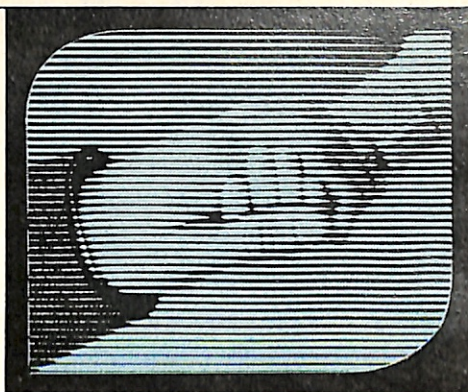
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At the Arizona Elks Association's convention recently held at Phoenix Lodge, then-Grand Exalted Ruler Gerald Strohm (center) accepted a check for \$100 to the Elks National Foundation from Brother Morton Stewart as Phoenix's ER Glenn Ferguson looked on.



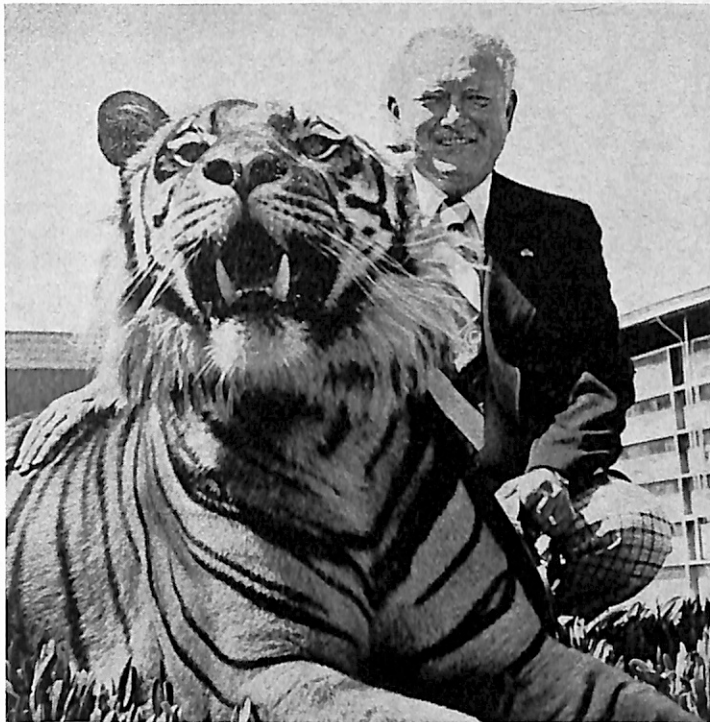
Gathered at the recent annual convention of the Oregon State Elks were several state officials of the Elks National Foundation. (From left) District Chm. Al Jones, Alex Thompson of Toledo Lodge, an honorary founder, PGER Frank Hise, and State Chm. William Lehr were delegates.

Congratulated by PER Michael Connelly and ER Martin O'Brien, Daniel Varady (center) of East Chicago, Ind., Lodge has completed his honorary founder's pledge with a recent \$700 donation as well as fulfilling the pledge of his late brother-in-law, John Kitchen, by giving \$900.



NEWS OF THE LODGES

(Continued from page 29)



THE BURNING of the mortgage at Artesia, N. M., Lodge was a happy occasion for lodge members. Officers conducting the ceremony were (from left) Est. Lect. Kt. Floyd Howard, then-ER George Ferriman, Est. Lead. Kt. Gary Fanning, and Est. Loyal Kt. Tom Stroup.

WITH A LITTLE HELP from his friend, newly installed California-Hawaii SP James Spence hopes to break all fund-raising records for the treatment of cerebral palsied and handicapped children. The past year's contributions to the major project amounted to \$892,808.



KICKING OFF the Bicentennial year observance during a recent barbecue at Gardena, Calif., Lodge was the guest of honor, Assemblyman Paul Bannai. Also participating were (from left) Esq. Jerry Moore, who chaired the event, PER Gerald Brown, Bicentennial chairman for the lodge, Trustees Chm. Mark Stites, ER Norman Durr, and Secy. Jerry Coulter.



IMMEDIATE PER Al Hofmann (right) of Moscow, Idaho, Lodge was honored recently when ER Arnold Paul presented him with a special plaque acknowledging his years of service to the lodge. Brother Hofmann, the lodge's only honorary life member, held the post of Tiler for 31 years, and spent 27 of his 40 years on the staff of the lodge bulletin as its editor.



STATE GOLF CHAMPIONS Fritz Blotter, Jerry Mitchell, Martin Sousa, and Harlan Moore displayed the team's trophy to Palm Springs, Calif., Lodge's ER Francis McKeough (center). The contest was decided at the state convention recently held in Sacramento.



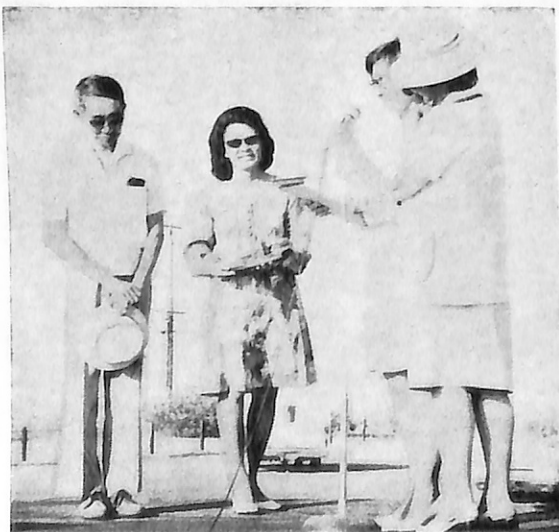
A BICENTENNIAL BICYCLE TOUR sponsored by San Bernardino, Calif., Lodge was begun recently by Joe Page (front row, center), a track coach from San Bernardino High School. Joe's route will circle the country, and he will bicycle 8,337 miles before returning to his starting point on the 76th day of his trip. Among those bidding Joe a safe journey were (front row, from left) PDD Ray Rucker, Robert Phinney, executive director of the Bicentennial Commission, Mayor W. R. Holcomb, ER Oscar Wagner, and (back row) Brother Al Serfess, officer-at-large, Est. Lect. Kt. Jim Walsh, and Est. Loyal Kt. Don Day.



TROPHIES were received by Woodland, Calif., Lodge's Players of the Week during a recent dinner. Brian Hildebrandt, basketball, Mark Watson, wrestling, Denise Curry, basketball and softball, Steve Alves, wrestling, and John Saragoza, baseball, were among the young people who were honored by the lodge.

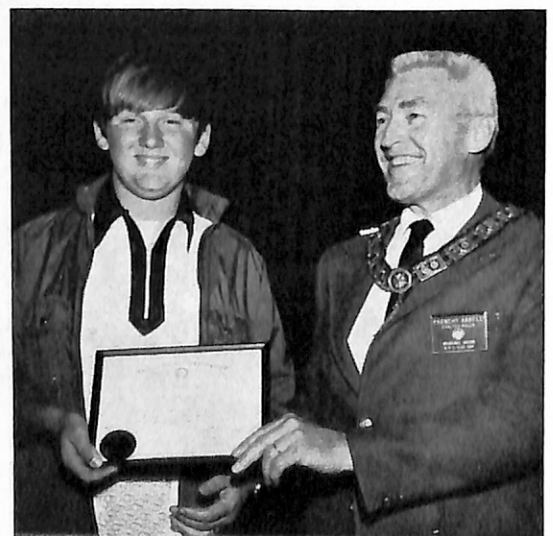


THE PERSONAL CONGRATULATIONS of then-GER Gerald Strohm (left) were extended to El Cajon, Calif., Lodge's ER Harry Stoltnow, who recently earned an honorary founder's certificate for his \$1,000 contribution to the National Foundation. Also present during Brother Strohm's visit to the lodge were GL Auditing Committee Chm. William Brunner (center) and PGERs Horace Wisely and R. Leonard Bush.



HONORED during special ceremonies held recently at Twentynine Palms, Calif., Lodge were Ruth and Azuza Tsumoshi Neise. Mr. Tsumoshi started the first school at a Japanese internment camp in Arizona during World War II.

A HERO AT 14, Larry Nichols was honored by Brookings, Ore., Lodge for rescuing Greg Brandon, son of Mr. and Mrs. Donald Brandon, from drowning. ER F. A. Arrell presented Larry with a certificate of appreciation on behalf of the lodge.





PLAYGROUND EQUIPMENT for a new park will be purchased with Fort Collins, Colo., Lodge's \$5,000 donation to the Bicentennial Council and the city. Est. Lead. Kt. Fred Frantz presented the check to H. R. Phillips, director of parks and recreation, Dr. Karl Carson, Bicentennial chairman, and Mayor Jack Russell during a program honoring 13 city officials who belong to the lodge.

INCLUDED in the class of candidates recently initiated by PER Gordon Pace (left) at Canoga Park, Calif., Lodge was Loren Snyder, Brother Pace's grandson.



A RECORD of 13 wins and one loss in recreational competition marked a successful season for the 119-member swim team sponsored by Phoenix, Ariz., Lodge. Team coaches included Brother John Fletcher (back row, left), Barbara Wagner (back row, right), David Bunce (second from right), and Linda I'Anson (third).

A SPECIAL GUEST at the Idaho State Elks Association Convention in Blackfoot was former SDGER Ray Kelly, treasurer of Polson, Mont., Lodge and an honorary life member of the Idaho Elks. During his stay, Brother Kelly greeted the grandchildren of Blackfoot Secy. L. L. Fowler.



THE WORK of William Rogers (center), National Foundation chairman at Sierra Vista, Ariz., Lodge, was lauded when, for the second consecutive year, he was named Outstanding National Foundation Chairman. Brother Rogers accepted his plaque from then-SP Bob Roberts (right) and Southeast District Chm. Julian Joseph (left).



(Continued from page 21)

Montessor observed that Hale acted calm and dignified and that he did so "in the consciousness of rectitude and high intentions. Captain Montessor supplied his guest with writing materials which Hale used to write two letters—one to his brother Enoch and the other to Colonel Knowlton.

Shortly afterward, Captain Hale stood beneath a tree and a hangman's noose. Before uttering his famous last words, he was able to make a few other comments. Lieutenant Frederick Mackenzie agreed with Montessor that the American was ready to face death. "He behaved with great composure and resolution," observed the Lieutenant, "saying he thought it the duty of every good officer to obey any orders given him by his Commander-in-Chief, and desired the spectators to be at all times prepared to meet death in whatever shape it might appear."

A dramatic painting of the scene of execution shows a small group of people including a grief-stricken woman. Another spectator holds a child so that the youngster can see the condemned patriot. At eleven o'clock, Nathan Hale was hanged until dead. He accepted his fate courageously, leaving the memorable testimony: "I only regret that I have but one life to lose for my country."

Later that day, Captain John Montessor passed into American lines under a flag of truce. While he discussed a prisoner exchange with American officers, he informed them of Hale's capture and execution.

News of the hanging shocked General Washington and his staff. Before the year was over, a writer would compose "The Ballad of Nathan Hale"

which warned: "... Britons will shudder at gallant Hale's blood." Generally, though, there was no sudden tide of hero worship or impassioned wartime propaganda following the execution.

Hale's many friends mourned his death, fully appreciating his bravery and devotion to liberty. They remembered him as the athlete, the close companion, the man who had visited sick soldiers and prayed with them.

His fellow officer, Captain Hull, was incorrect in saying that Hale would meet an "ignominious" death by serving as a spy. Hale proved by his actions and words that he was not being

executed in disgrace or humiliation.

Nathan Hale died alone—not surrounded by other patriots. Other soldiers fought shoulder-to-shoulder at Trenton . . . suffered together at Valley Forge . . . and shouted huzzas in unison at Yorktown. Hale's sacrifice was made alone at the age of twenty-one, but as he gave his life for his country, he spoke to later generations of Americans. His last words are a part of our heritage. They should remind us of the spirit of freedom—the spirit of freedom that requires loyalty, resolution, personal responsibility, and courage. ■

Obituaries



PAST DISTRICT DEPUTY A. W. Pitchford, an honorary life member of Effingham, Ill., Lodge, died July 8, 1975.

Brother Pitchford served as Exalted Ruler of his lodge in 1957-1958, and he was named District Deputy Grand Exalted Ruler for the Southeast District for the year 1960-1961.

PAST DISTRICT DEPUTY Samuel M. Braybrook of Freeland, Pa., Lodge died June 3, 1975.

Brother Braybrook was the lodge's Exalted Ruler in 1925. He served the Northeast District as District Deputy Grand Exalted Ruler in 1948-1949.

PAST DISTRICT DEPUTY John Scott Fenn, a member of Hollywood, Fla., Lodge, died recently.

Brother Fenn was the first Exalted

Ruler of the lodge, which was instituted in 1947. In 1952-1953 he was appointed District Deputy Grand Exalted Ruler.

PAST DISTRICT DEPUTY Grover L. Carrico, an honorary life member of Lamar, Colo., Lodge, died July 1, 1975.

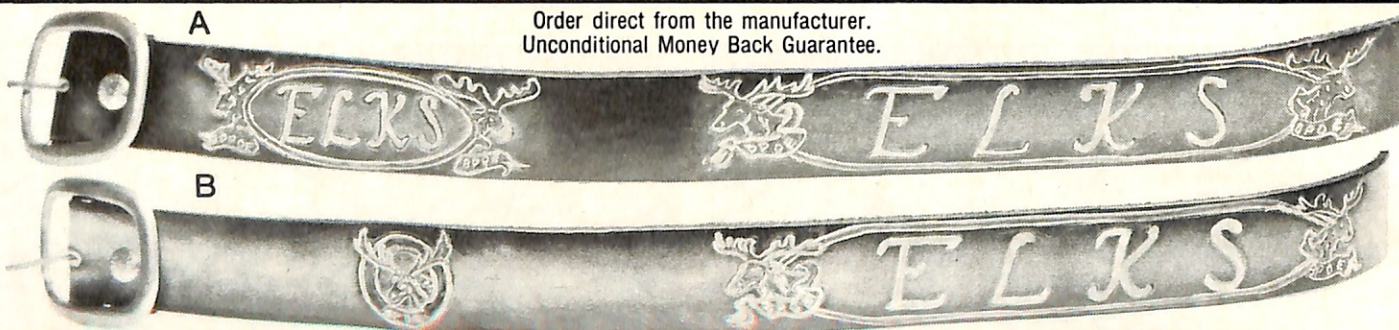
In 1921-1922 Brother Carrico was Exalted Ruler of the lodge. He held the post of District Deputy Grand Exalted Ruler for the South District in 1936-1937.



PAST DISTRICT DEPUTY Graham E. Marshall of Newcomerstown, Ohio, Lodge died May 24, 1975.

Having served the lodge as secretary and as Exalted Ruler, Brother Marshall became District Deputy Grand Exalted Ruler for the Southeast District in 1970-1971.

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- This gorgeous tree is known as the scarlet maple, red maple, or the EVER CHANGING MAPLE.
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OUR PRICES

We guarantee our price to be the best possible and if you find any of these trees advertised for less, (same size and variety) we will refund the difference plus give you a free gift of your choice from our catalogue.

How can you
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BONUS TREES

You may purchase up to as many bonus trees as you do shade trees — for example if you purchase 4 shade trees you may order either 1-2-3 or 4 bonus trees or none. Each bonus tree costs only .50¢ each in any combination. All bonus tree orders must be placed at the same time as the shade tree order.

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All trees including bonus trees are guaranteed to live and if by mere chance any fail to live they will be replaced free of charge for three years.

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LESS \$200 each
THAN IN LOTS OF 16

FANTASTIC 50¢ BONUS OFFER

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<input type="checkbox"/> 4 RED MAPLES.....\$12.98	<input type="checkbox"/> 16 RED MAPLES.....\$31.98
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AMOUNT OF RED MAPLE ORDER \$ _____
SEND _____ BONUS TREES
(or ONLY .50¢ EACH..\$ _____)
ADD SALES TAX _____
WHERE APPLICABLE\$ _____
GRAND TOTAL ENCLOSED BY
☐ CASH ☐ CHECK ☐ M.O.\$ _____

BONUS TREES

HOW MANY VARIETY
_____ W. DOGWOOD
_____ REDBUD

Name _____
Address _____
City _____
State _____ Zip _____

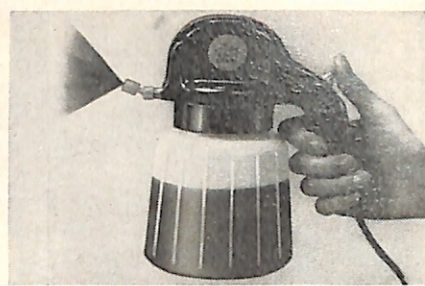
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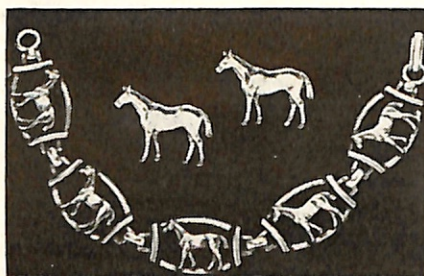


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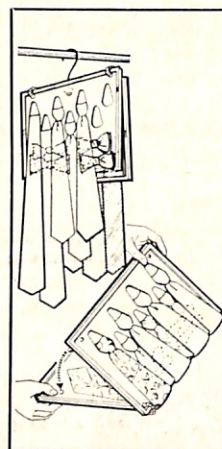
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STUFFED ANIMAL KITS. Colorful 24" Gingham Dog and 18" Calico Cat. Adorable to own or give as gifts. All fabrics included: gingham, calico prints, felt, embroidery floss. Pattern/complete instructions—machine stitch or hand sew. Specify Dog or Cat, \$6.95 ppd, both for \$12.95. Satisfaction guaranteed. The Rockledge House, Dept. E-1, 23 Rockledge Pl., Cedar Grove, N.J. 07009.



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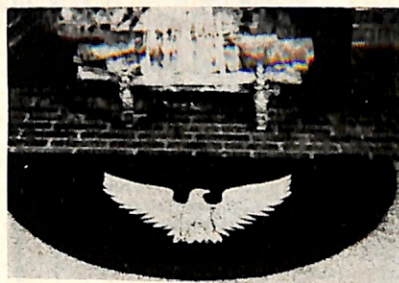


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Elks Family SHOPPER



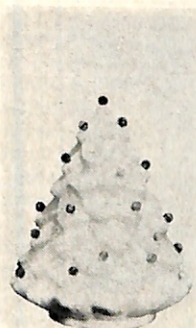
LEAF OF LIFE can grow forever. Wherever a leaf falls, a new plant starts to grow from the edges—on air, water or soil. After leaf starts, put it in pot; size of pot determines growth from one to 6 ft. tall. Fragrant pink and lime flowers. With instructions, 3 for \$1.00; 9 for \$2.50. Add 25¢ shpg. Roberta's, Dept. EA-30, P.O. Box 630, Shelbyville, Ind. 46176.



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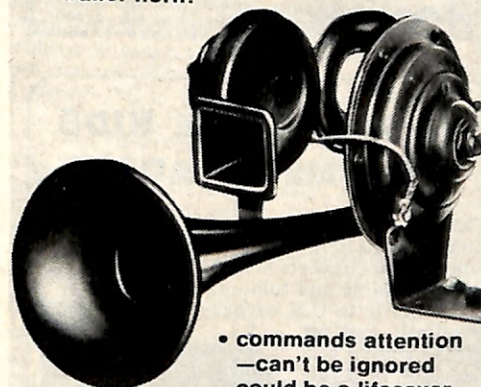
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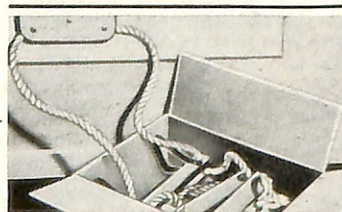
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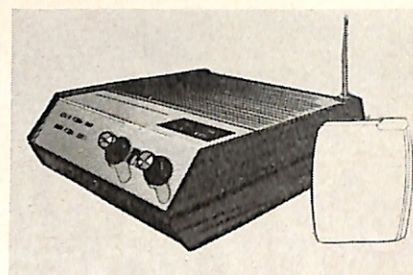
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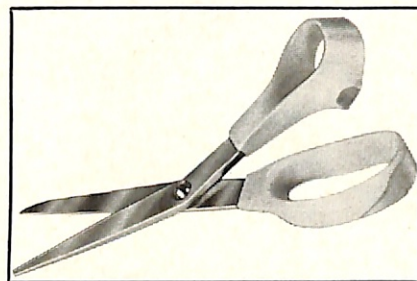
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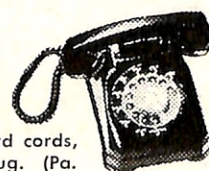


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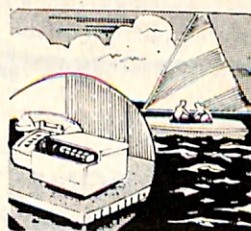
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There are only a few thousand units available. After these are sold, we will obviously be unable to take your order. At this exceptional price, these units will be sold quickly, **so don't procrastinate**. The next phone call you miss could be the one that would have paid for your **ANSAFONE** a hundred times over.



Use it anywhere on almost any type of phone

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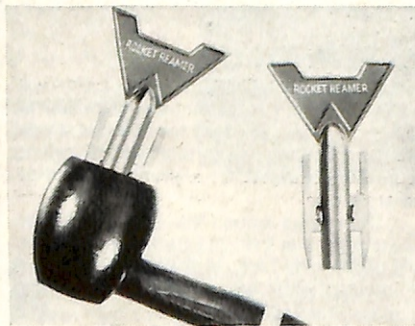
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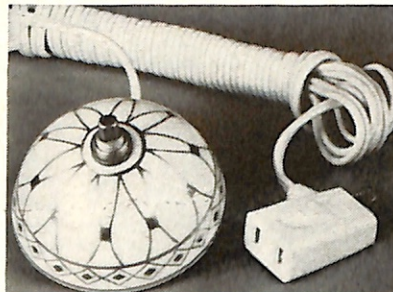
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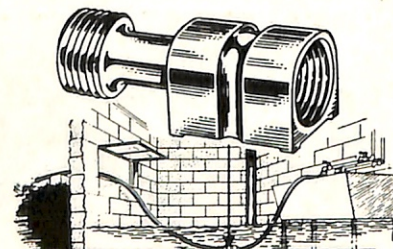


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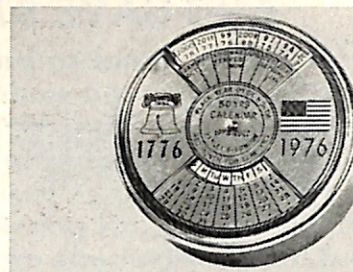
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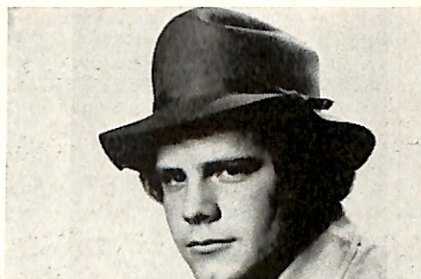
When water gets into your cellar, or you want to drain out a pool, vat, cistern, excavation, boat, don't break your back hand-pumping or bailing. Just connect your garden hose to nearby water faucet and free end to intake side of **DRAIN-DR1**. Connect another length of hose to discharge side, turn on faucet, and normal water pressure makes the Drainer work. This siphon pump has no moving parts to wear, jam or break down. Only \$3.43 plus 45¢ handling and postage. Satisfaction guaranteed or money back.

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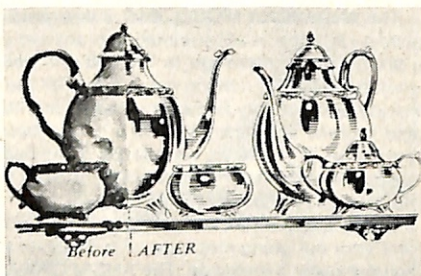
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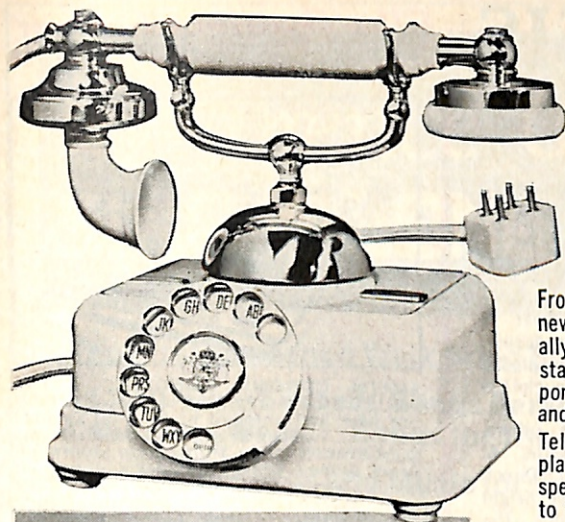
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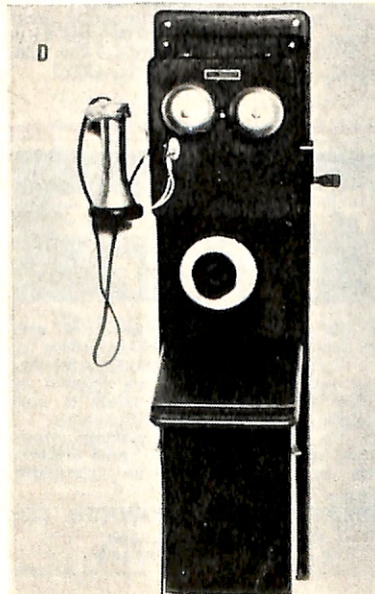
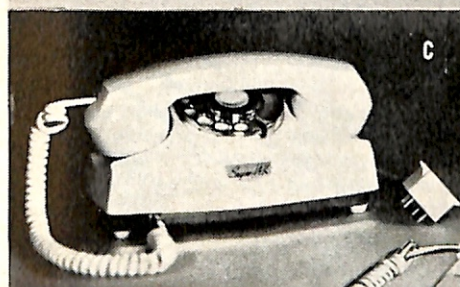
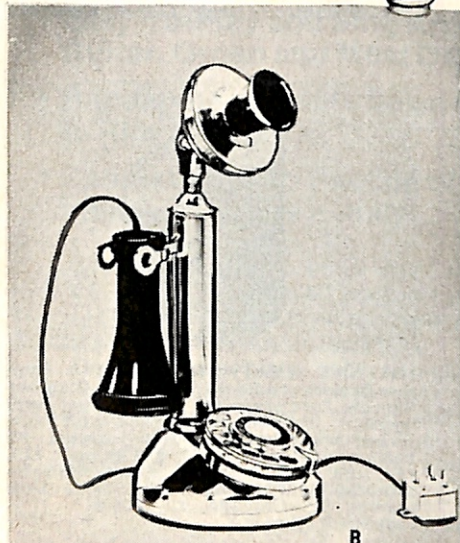
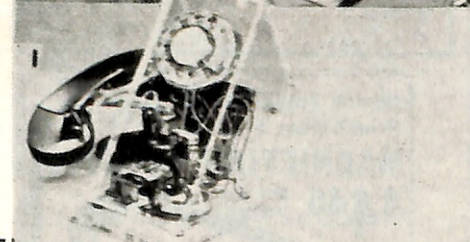
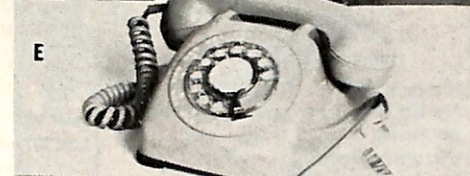
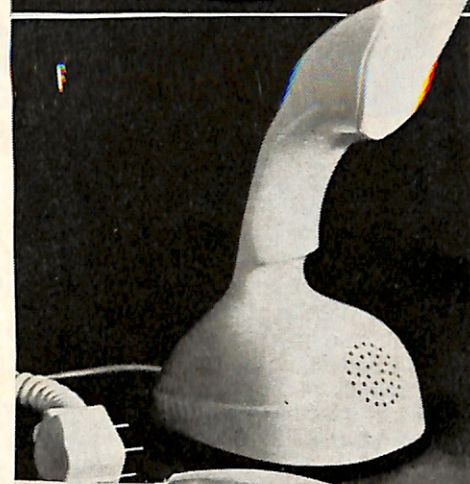
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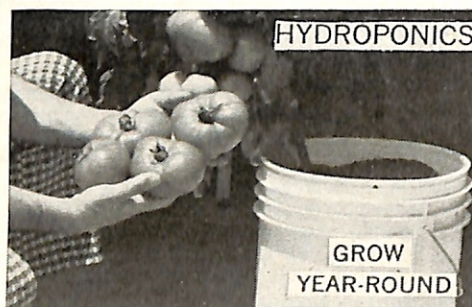
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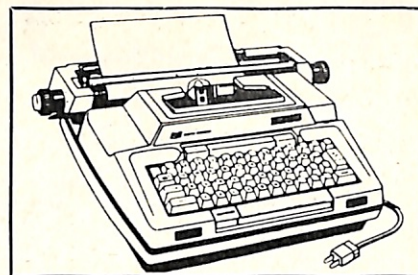
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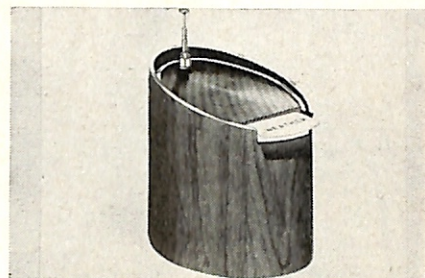
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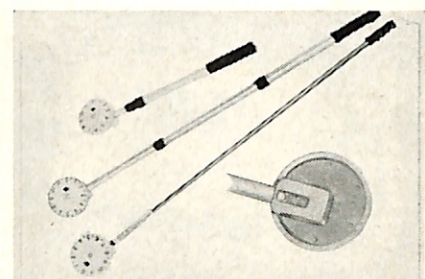
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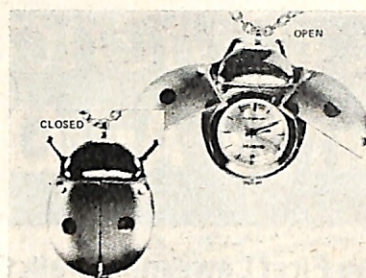
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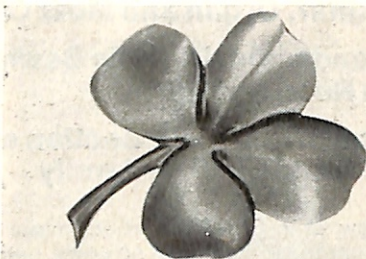
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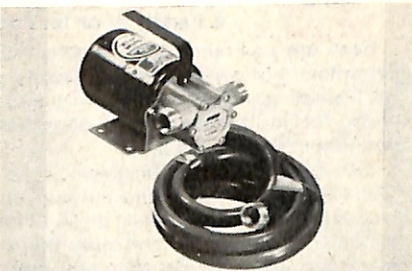
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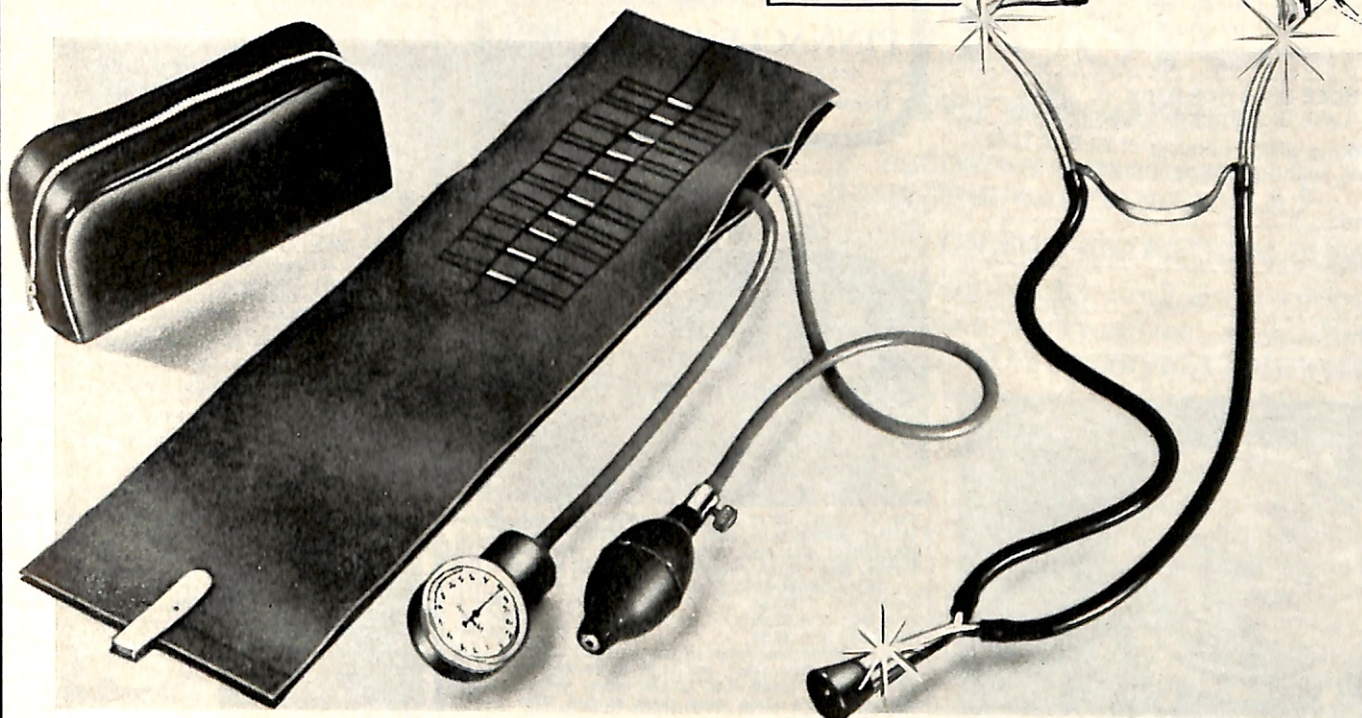
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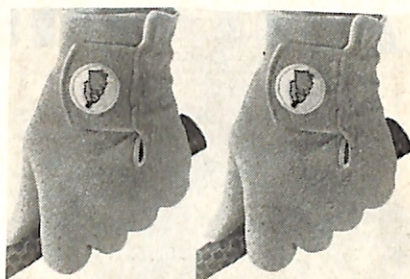
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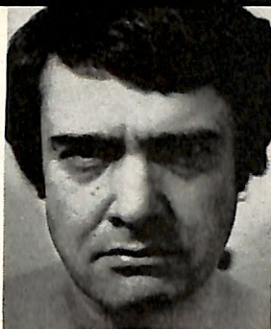
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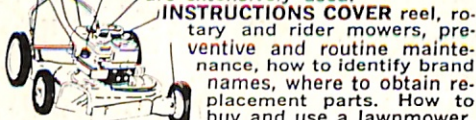
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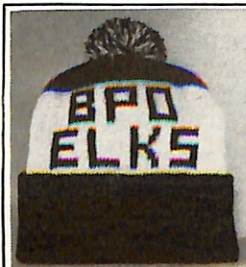
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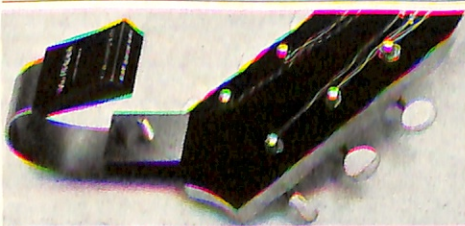


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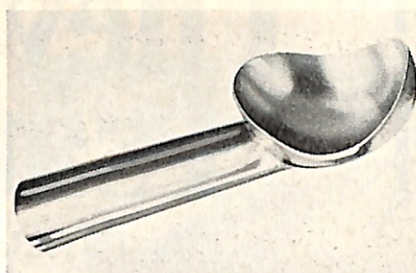
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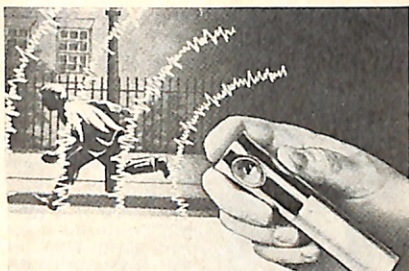
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COLOR How Many Waist Inseam

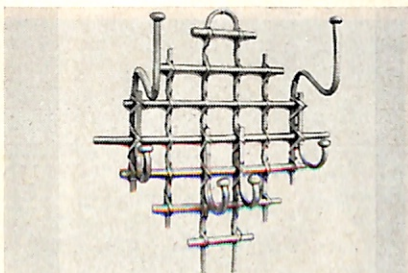
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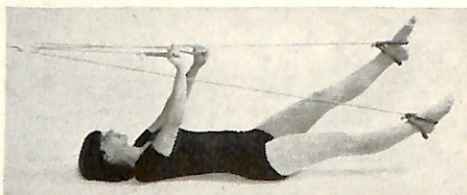
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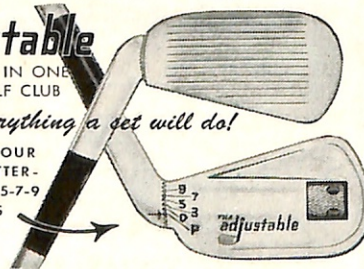
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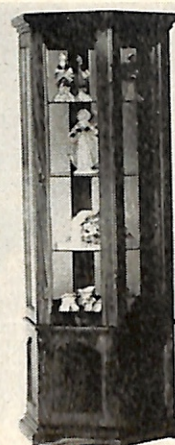


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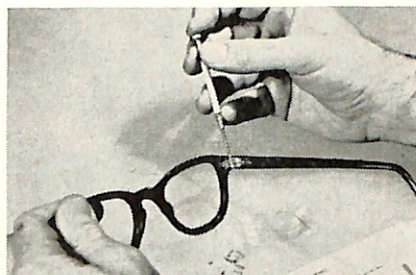
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MAGNIFICENT MAHOGANY CURIO CABINET. The Baroness is solid 1-inch Honduras mahogany and has 3 glass viewing panels in front with corresponding mirrors in rear that give a fascinating 6-sided effect. 5'8"H x 12"D x 27"W. Build it for less than \$150, or get it partially assembled or completely finished. Write for free color brochure. Baroness Curio Cabinet Co., Dept. G-10, P.O. Box 9122, 156 Noel Ave., Mobile, Ala. 36609.



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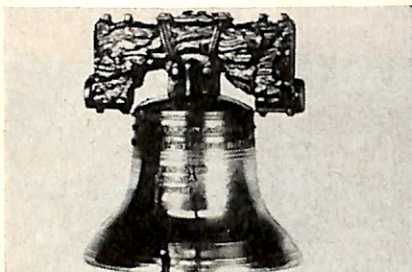
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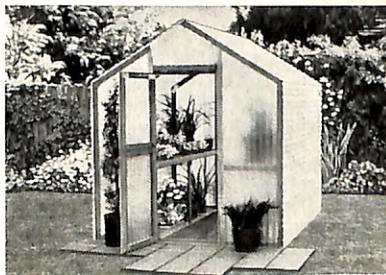
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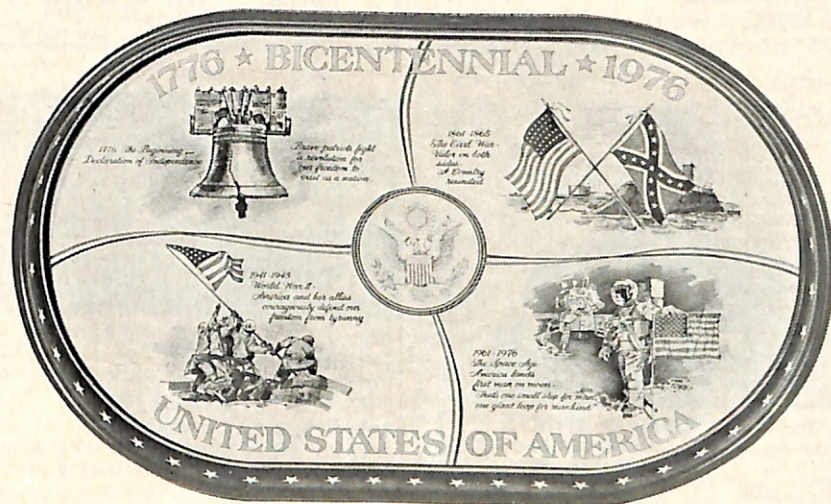
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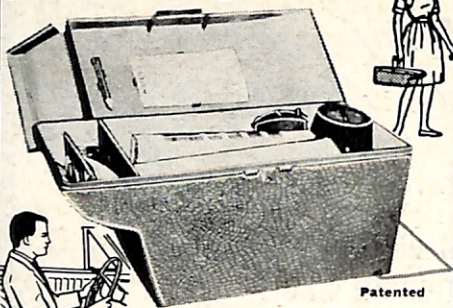
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RESCUE CARPETS FROM

For all stains & odors

PETS ACCIDENTS



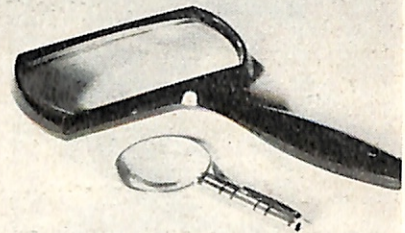
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American Century

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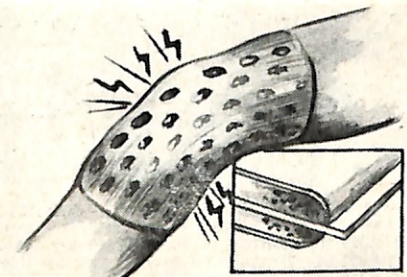


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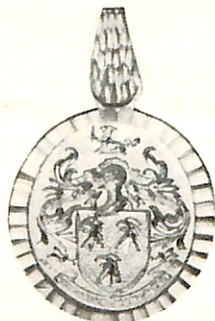
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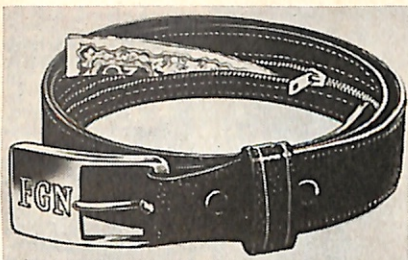
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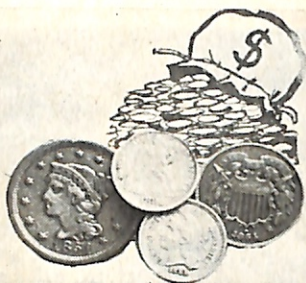
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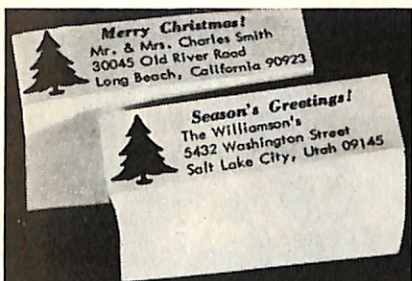
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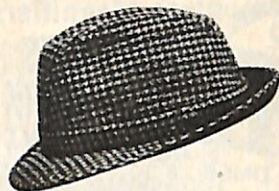
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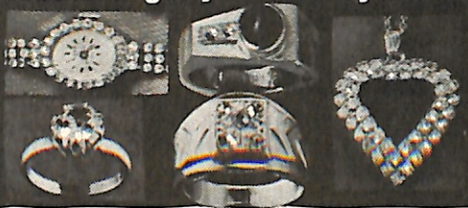
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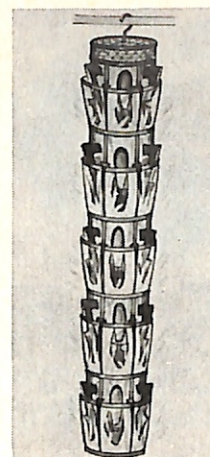
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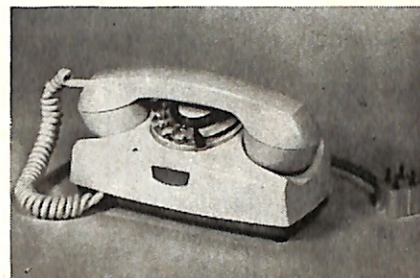
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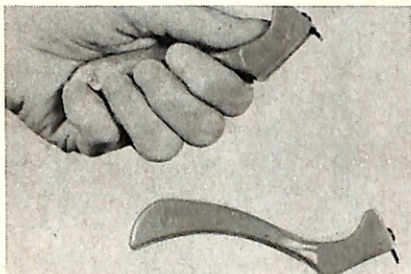
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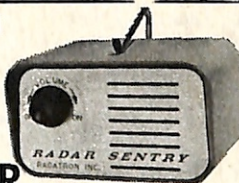
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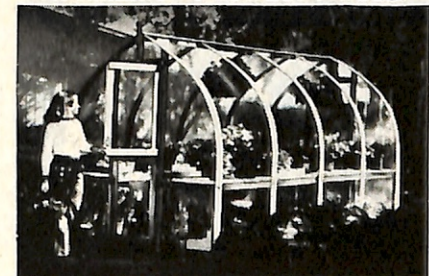
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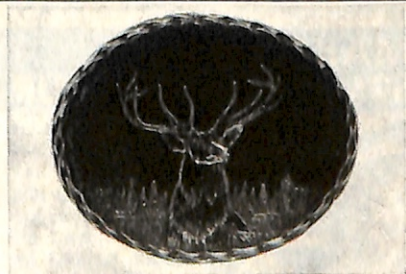
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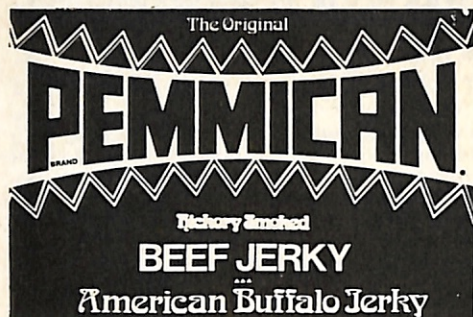


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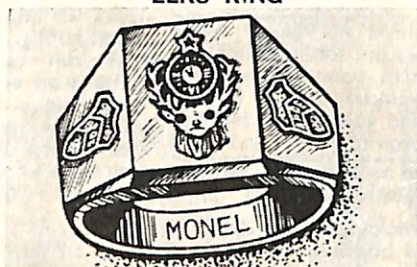
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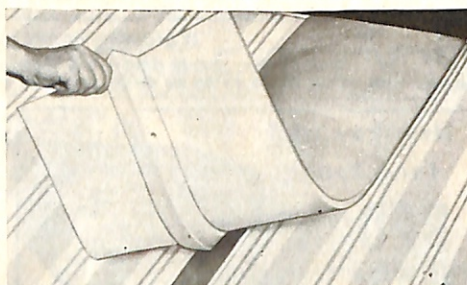
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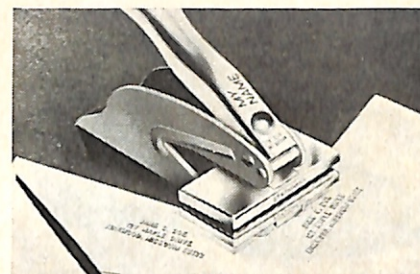


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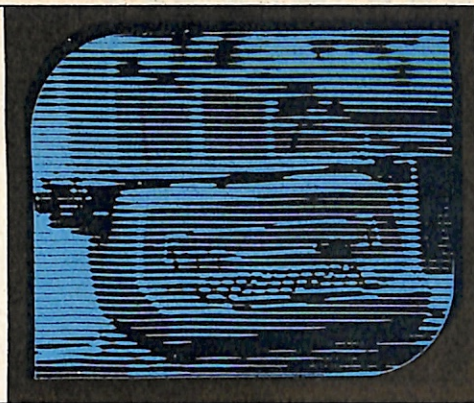
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A National Diplomatic Academy?

We have national academies for the Army, Navy, Air Force and Coast Guard . . . but none for training people who help avoid using the graduates of military academies . . . *career diplomats*.

It's odd that we spend billions to train the people of our military services while we seemingly ignore *specialized* training for those in whom we repose our trust to ably represent us in the family of nations. There are probably many thousands of young people today who would be very interested in preparing themselves for a career in diplomacy. A diplomatic academy would provide a fine opportunity for them to work for peace among nations in the most effective ways . . . by intensive study of those matters most vital to better relationships between nations.

There is nothing new about this proposal . . . George Washington alluded to something of a very similar nature in 1783 in a circular he sent to the States. He advocated "*the adoption of a proper Peace Establishment.*" A national diplomatic academy would fit that description since it would train people to further the cause of understanding and peaceful resolution of differences rather than resorting to the force of arms. And it is unthinkable that there should be a major clash between the major powers now or in the

future, with the means of destruction we now have.

Washington so believed in this establishment that when his will was read after his death in 1799, it revealed that he had bequeathed "*50 shares in the Potomac Company toward the endowment of a university—under the auspices of the general government.*"

Shortly after his death, the Potomac Company went out of business, thus halting his dream.

An academy such as this should be completely non-partisan. It should train men and women in the art and science of *diplomacy*, not party politics. And all entrants should be required to pass rigid examinations to qualify for entrance.

As to the courses of study, our professional, career diplomats should work closely with our professional educators to develop a curriculum suitable to the target aim of providing our country with none but the finest, most capable, qualified people. We can afford no less than the very best!

An academy for diplomats is long overdue . . . perhaps by some 175 years! It is an institution that could pay not only this country but the entire world tremendous dividends in the *peaceful* resolution of problems among nations.

Our State Associations

While the Order of Elks is 107 years old, our state associations are (officially) only 60 years of age. But they've really come a long way in that time!

In a report from the State Associations Committee of Grand Lodge, we were pleasantly surprised to note that since their inception 60 years ago, the Associations have spent well over \$139 million dollars on their major projects! Their combined budgets for the year 1974-75 totaled close to \$28¾ million. Assets as of March 31, 1975, came to over \$19¼ million . . . and capital investments go over \$10½ million! That's a record to be proud of by anyone's standards!

As early as the 1890's, there was a lot of talk about forming state associations, but that's all it amounted to . . . talk. Such associations were banned by Grand Lodge statutes and the Constitution of the Order. The movement persisted, however, and a large number of members got to work forming associations which would be in conformance, thus benefiting the entire Order. Some states began to organize and function without benefit of official recognition.

Available records show that the oldest state association was the Ohio group, formed in 1898. Ten years later, West Virginia formed their association. More began to follow and as early as 1914 there were 23 state associations in existence, even though not strictly "legal." It was during the 1914 convention in Denver that the movement to bring them into the Order gained great momentum.

At the Grand Lodge session in Los Angeles in 1915, a comprehensive report was submitted to the delegates recommending a constitutional revision and recognition of associations. It passed, then was ratified by the subordinate lodges.

State associations are a very important part of Elkindom and merit our increasing support in every way. To all those good Brothers who devote so much time, talent and money to this important aspect of Elkindom, we send a hearty "*Thanks!*" To those who haven't as yet become involved, we urge you to get to work and help bring to pass the aim of our slogan, "*BETTER ELKS—BETTER AMERICANS.*"

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The work itself is divided into 22 sections. Its heart, of course, is the more than 1,100 pages given over to an A-Z vocabulary—updated to include slang expressions of this very year. The section is supplemented by charts, pronunciation symbols, lists of abbreviations, etc.

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sands of aphorisms distilling the wit and wisdom of the world. Invaluable for composing letters, preparing speeches, writing term papers. It even makes diverting reading. (How about this gem from Lincoln: "My old father used to say: If you make a bad bargain, hug it all the tighter.")

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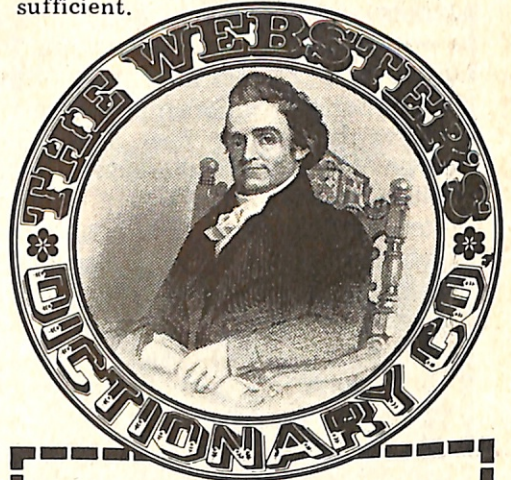
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All 5 for 39.25

HABAND

265 North 9th Street, Paterson, New Jersey

HABAND COMPANY
265 North 9th Street
Paterson, N.J. 07530

OK, Haband: You may send me pairs as specified hereon, for which I enclose my remittance in full in the amount of \$

GUARANTEE: If upon receipt I do not choose to wear these slacks, I may return them to Haband for full refund of every penny I paid you!

72B-001

Name Apt. #.....
Street
City
State ZIP CODE [] [] [] [] [] []

IS YOUR SIZE on this CHART?

FIND YOUR WAIST & INSEAM:
Waists: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54.
Inseams: 26-27-28-29-30-31-32-33-34.

COLOR	How Many	Waist	Inseam
BROWN			
GREY			
NAVY			
OLIVE			
GOLD			

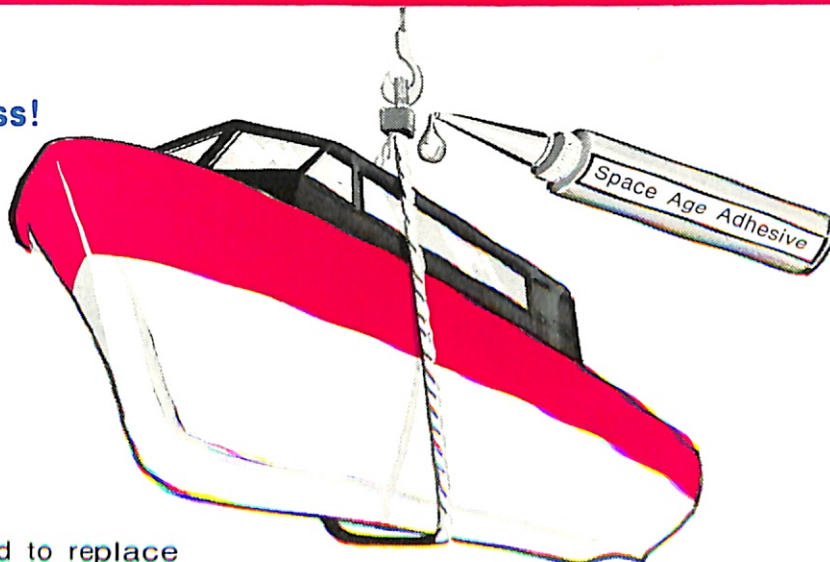
MAIL THIS COUPON: IMMEDIATE DELIVERY — HABAND PAYS the POSTAGE!

A PERMANENT ADHESIVE SO STRONG

SPACE AGE ADHESIVE

ONE DROP HOLDS 2 TONS!

- Set In Seconds!
- No Mixing. No Clamping, No Mess!
- Bonds rubber, plastic, metal, ceramic, glass, porcelain!
- Replaces nails, screws, bolts!
- 132 Bonds to the Tube!
- One Square Inch Will Stand 5,000 lbs. pull!



New Space Age Adhesive was developed to replace nuts and bolts in American industry. It is used everyday to hold parts of planes, cars, tractors, derricks *together!* Now you can use it to hold almost everything and anything!

Imagine just one drop of Space Age Adhesive holds with up to 2 tons of tensile strength holding power. Not an ordinary epoxy, it can be used instantly without compounding—NO WAITING . . . NO CLAMPING or TIEING . . . NO MESSY MIXING! Dries to an invisible bond in seconds.

Proven In Industry—Use It 1,000 Ways In Your Home

Your Space Age Adhesive applicator tube dispenses clear, colorless formula drop by drop. Use it everywhere. It's non-toxic. Resists chemicals, weather, moisture . . . indefinitely. The repair will be many times stronger than the original piece.

Now In Handy Drop-by-Drop Applicator For Home Use!

Now for the first time Space Age Adhesive is available for home use in a Single-Drop Tube Dispenser. (132 bonds) for only \$2.50. It is ideal for use in your home or shop. You'll find it useful in 1,000 ways. It must bond *anything* stronger, tighter, neater instantly or your money refunded immediately.

LOOK WHAT YOU CAN REPAIR INSTANTLY:

- Repair a bike.
- Permanently seal garden hose.
- Join cracked floor tiles.
- Repair broken dentures.
- Fix pots, pans, mixers, appliances.
- Make broken china and porcelain new again.
- Mend furniture.
- Watertight cracked rubber boots.
- Repair broken panes of glass.
- Splice film, audio tapes.
- Bond a broken golf club, baseball bat.

BUY WITH CONFIDENCE

90-DAY MONEY-BACK GUARANTEE

Jay Norris Corp., 25 W. Merrick Rd.,
Dept. MD-108, Freeport, N.Y. 11521

Please rush me _____ dispenser(s)
Space Age Adhesive @ \$2.50 each plus 50c
shipping and handling.

☐ SAVE! Order TWO for only \$4.50 plus 50c
shipping and handling.

☐ SAVE MORE! Order 6 for \$11.50 plus \$1.00
shipping and handling.

☐ SAVE MORE! Order 12 for \$20.00 plus
\$1.25 shipping and handling.

Enclosed is ☐ check or ☐ money order for
\$_____. (N.Y. residents add sales tax.)

PRINT NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

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JAY NORRIS

CORP.

25 W. Merrick Rd., Dept. MD-108,
Freeport, N.Y. 11521

Serving Satisfied Customers for over 25 Years