

the
Elks
magazine

January 1978

The Metric Challenge OSHA: Will It Survive? Elks "Hoop Shoot"® Schedule, 1978



Merry Smoothness.



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A message from the
Grand Exalted Ruler

A NEW YEAR

A GREAT YEAR

The New Year, any New Year, brings with it a promise of brighter things—a new start toward fulfillment of hopes and aspirations. I wish for all my Brothers and their families the happiest of New Years. For the Order of Elks I hope that 1978 will be a great year—the greatest in our 110 years—and I invite the enthusiastic cooperation of each member to make that hope a reality.

Every Elk can help to make this a great year by introducing a new member to his Lodge, or by reinstating a member.

This is the Fiftieth Anniversary of the Elks National Foundation. Every Elk can help to make it a really Golden Anniversary by becoming a Participating Member of the Foundation or getting another Elk to become one.

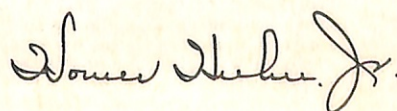
Our National Service Commission needs more Elks to carry on our programs so vital for the welfare of our hospitalized veterans. Every Elk has the opportunity to volunteer his services here.

To each Elk who accomplishes one of these objectives the Secretary of the Lodge will award a seal for his membership card. And for accomplishing three of these objectives a member will receive from the area member of the Grand Lodge Lodge Activities Committee the GER Award lapel pin in recognition of his contributions to a great year.

It's this **Individual Responsibility** that **Assures Progress**. Without it we can accomplish little. With it, we can accomplish anything.

To all of you—Lodge Officers and Members—who have worked so hard and achieved so much in the closing months of 1977, my warmest thanks. Now, together, we can make 1978 the greatest.

Let's do it—together.



Homer Huhn, Jr.



**“Individual
Responsibility
Assures Progress”**



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the **Elks** magazine

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

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- 10 **The Metrics Challenge** G. R. von Kronenberger
"After two centuries of making do with inches, pounds, and quarts, the U.S. is beginning to talk the measurement language of the rest of the world . . ."
- 14 **OSHA: Will it Survive?** Wayne T. Walker
Created six stormy years ago for the commendable purpose of establishing a standard code of health and safety, the Occupational Safety and Health Administration is now praised by few and cursed by many.
- 19 **A Pair of Winners** Jerry Hulse
Draw to a queen and the pair wins, as Atlantic City joins Las Vegas in the action.

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Cover: Multnomah Falls In January William D. McKinney
This Oregon stream drops 620 feet in two leaps from its source in the Cascades to the Columbia River

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(Set #549)



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(Set #547)

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"The Forty-Niners" (Set #548)—a handsome picture of a group of typical gold miners trying to "strike it rich" in California, surrounded by 9 of the famous Liberty Head nickels. One of the nickels in this collection is gold-plated as a symbol of the fraud that occurred when this coin was first issued in 1883. At that time, devious people, noting that the word "Cents" was inadvertently omitted from the coin, gold-plated the nickels and passed them off as \$5 gold pieces. The design error was quickly corrected the same year. Every Liberty Head nickel in this collection is guaranteed to be at least 64 years old. ONLY \$19.95 plus \$2.00 shipping and handling.

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YOU AND RETIREMENT

by Grace W. Weinstein



YOU AND YOUR DOCTOR

Contrary to common belief, health is pretty good in the retirement years. Gerontologists claim that the elderly actually suffer fewer acute illnesses than people under age 45. Chronic conditions become more common but, in more than two-thirds of all cases, they do not interfere with mobility.

Yet the average older adult spends some three times as much on health care as younger adults. Some of this cost can be avoided with common sense and careful planning. The important elements in this planning are: *picking a doctor, knowing when to use him, and knowing when—and when not—to use self-prescribed medication.*

Picking a doctor. You're fortunate indeed, as you move into the retirement years, if you have a long-time family

doctor who knows you well and is sympathetic to your needs. If you've moved, however, or your doctor has, how do you go about choosing a new physician?

Your best bet is to select a doctor affiliated with a teaching hospital, if at all possible; such doctors are often more up-to-date than others. A group practice is good; you can get more care in one location, and the doctors keep tabs on each other. Board certification is also a good indication; it means that the physician has had advanced training beyond the internship years. In terms of specialty, the old-fashioned general practitioner is a fast-fading breed in many parts of the country but he has been replaced by internists in some areas and by the new specialty, family practitioner, in others. You don't need a specialist in geriatric

medicine, by the way, just because you're getting older, but you do need a doctor who recognizes that ailments which can be cured can be cured regardless of the patient's age. You don't want a doctor who attributes any and all complaints to advancing age, with a "what can you expect?" attitude.

Once you've found a doctor who meets these criteria, probe a little further: Does he run a clean, well-equipped and efficient office? Does he schedule appointments so that, with the exception of the inevitable emergency, he runs on time? Even more important, will he listen to you? Will he take the time to explain to you what he is doing and why?

In their excellent book, *How To Be Your Own Doctor—Sometimes* (Grosset & Dunlap, \$9.95, hard cover; \$4.95, soft-bound), Dr. Keith W. Sehnert of Georgetown University and Howard Eisenberg suggest that, while it is up to the doctor to do all these things, it is also up to the patient to ask questions and to be actively involved in his or her own health care. Their "Ask-the-Doctor List" includes specific questions about diagnosis and treatment and follow-up procedures. It includes questions about any prescribed medication, special instructions, and possible side effects. Getting all this straight while in the doctor's office, and writing it down, can forestall a lot of confusion later on. If your doctor won't answer your questions, makes you feel uncomfortable for asking, or suggests that all your disabilities are simply due to age, find another doctor.

When to use the doctor. Dr. Sehnert believes that good health stems from an active partnership between physician and patient. The basis of the partnership, spelled out in *How To Be Your Own Doctor—Sometimes*, is that educated patients can provide self-help and that self-help based on knowledge can save both money and lives. Knowing how to recognize the signs of a heart attack or a broken hip are obviously important; so is knowing when to see a doctor for a virus and when not to bother. Increase liquids and get plenty of rest, Dr. Sehnert suggests, and within 24 hours most viral infections will run their course; after 24 hours, if symptoms are still severe, a doctor should be called. Similarly, the burning sensation that goes along with a urinary infection may simply mean a lack of fluids; increased water intake for a day or two may solve the problem.

Using medication. Self-help, you'll note, does not necessarily include self-medication. Americans spend about \$4 billion each year on over-the-counter drugs of one kind or another. Much of that expenditure is unnecessary. Much of it is also dangerous. Every medication strong enough to be effective, whether it is over-the-counter or by prescription, is also strong enough to have some possible risk for some users. Even aspirin can cause a skin rash in some people. Too many vitamins can have a toxic effect.

Basic good sense in choosing a doctor and knowing when to use him, plus exercise and proper nutrition, can go a long way toward keeping you younger than your years. ■

If you own a small business, you can't afford to let income tax season catch you by surprise. That's why you need to prepare early with the help of General Business Services.

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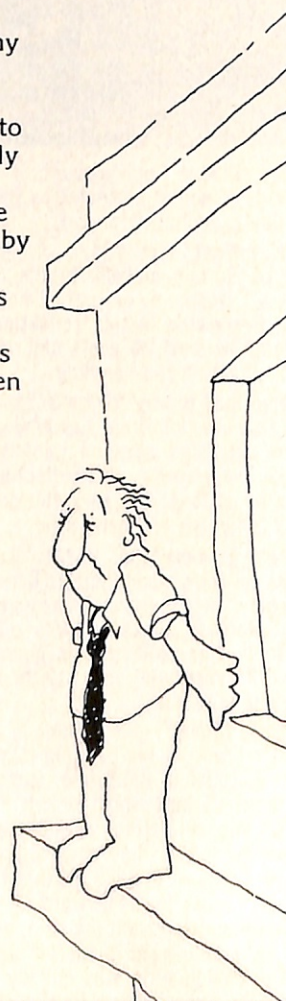
You can be sure you won't overpay your business taxes this year. In fact, your GBS counselor will even review your past tax records, which could mean added refunds.

It's never too early to think about taxes. Start by getting to know a GBS counselor today. You'll find him listed in the yellow and white pages of most telephone directories.

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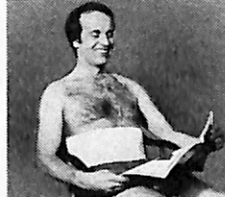
Fred Masters—"No matter what I tried—dieting, exercise—I was never able to get rid of the roll of excess inches around my midsection. Then Astro-Trimmer came along and reduced my waistline 6 full inches—from 38½ to 32½ inches—in just 3 days without dieting. The inches have never come back! This has to be, without a doubt, the world's greatest inch reducer!"

Laurie Jensen—"The Astro-Trimmer totally solved my figure problem in just 3 days. That's all the time it took to reduce my waist over 3½ inches—from 28¾ to 24½; my tummy 5 inches—from 33¼ to 28¼. I loved the program, it was fun, it was easy, I didn't have to diet—and the inches stayed off!"

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Man: waist size _____

Name _____

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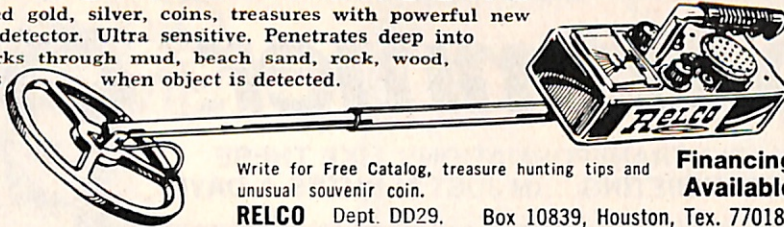
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- The deadline for the Grand Lodge Public Image Contest has been *changed* to May 1, 1978. The change was requested by several State Associations.

We sincerely hope this extension will substantially increase the number of lodges participating. Rules can be found in the December issue of *The Elks Magazine* (page 28).

J. R. Kenney, Member
GL Lodge Activities Committee

- One of our board members recently shared a copy of the article, "The ABC's of Diabetes," [November, 1977]. I am writing to compliment you on the excellent presentation of the information in the article. Thank you for informing your readers about diabetes, its causes, care and treatment.

Jeanette White, R.D. M.S.
Nutritionist
American Diabetes Association
Greater Chicago & Northern Illinois
Affiliate, Inc.

- The article, "The ABC's of Diabetes" was very interesting. It is certainly comforting to know that so many well-intentioned researchers are working to brighten the prospects of all diabetics for a full life.

Marianne Tong
Fairfield, CA

- "Rolling on the Mississippi" [November, 1977] was done so well I immediately wanted to take the journey . . .

Mrs. P. T. Cogan, Sr.
Vallejo, CA

- . . . would love to go and have talked to other people who are interested . . .

Mrs. Helen Meister
Munhall, PA

- Excellent article. Where do I get information on writing for tickets for the cruise on the Mississippi?

Alan A. Fisher
Associated Professor
University of Portland

- We make a couple of trips to Florida a year, and this cruise sounds interesting as a side trip . . .

Mrs. James F. Hartle
Naples, FL

- . . . Could you give me the name of the proper place to write. Quite a few of my friends, including myself, are interested . . .

James D. Bender
Virginia Beach, VA

For more information write:

The Delta Queen Steamboat Company
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a true story

own business was so much easier than I had always thought . . . why the day to day guidance of a successful worldwide organization could assure my own success.

I read the booklet several times. It just seemed too good to be true. I talked it over with my wife. We decided that **now** was the time to make the forward step . . . there was no reason to keep postponing an income increase.

So, I applied for a Duraclean dealership and I was accepted. I stayed with my job . . . ran a few ads . . . sent some mailings . . . contacted a few stores and told my friends about the superior services I was now equipped to give them. Evenings and Saturdays, I rendered the service. As the business grew, I added servicemen.

I found that I didn't have to develop a single idea myself. Every step had been prepared for me and pre-tested. Hundreds of other men had already proven my methods successful.

It didn't take long to see that I was making three to four times (yes, 3 to 4 times) as much per hour in my own business as in my printing job. So, after only seven months with a good following of customers, I quit my job to go full time on my own. In the meantime, I had enjoyed all this extra income on top of my salary.

Each day, we realized what a **serious** mistake not mailing that coupon would have been . . . and how that little act that seemed so trivial at the time actually changed our lives.

The steadily growing income brought us many things we could not afford before. My efforts were so much more productive. I scheduled my time to my own liking. When we wanted a day or two off, we took it. I worked hard but, if I wanted to be home early or quit at noon, I did.

I became so enthusiastic about this business and so appreciative of what it had brought my family that, whenever a man opened a dealership near me, I helped him get a quick start.

The company learned about this and had each new dealer in my section of Michigan spend a day with me. One day the president of Duraclean Company asked me how I would like to move to Headquarters and spend my entire time helping dealers to increase their sales and profits.

That was good news to my ears. Since then I have worked with hundreds of our dealers in their own towns and at regional meetings, con-

SOME YEARS AGO I was a printer in a small Michigan town.

I drew a pretty fair pay check but it wouldn't stretch far enough to provide the kind of living I wanted for my wife and five children.

Then one day I was reading a magazine just as you now are and I saw an ad. It intrigued me. It offered me the steadily growing income I had always hoped for. It said I would have greater security and personal independence . . . and that's what I had been wanting.

I was a little skeptical, but I said to myself, "for a postage stamp I can find out." So I mailed the coupon. In a few days, I got a letter with a booklet that gave the whole story. It opened my eyes. I could see why owning my

step by step thriving business

present job, would \$21 profit per hour?

by Bob Ferrel

ventions and dealer group meetings.

Incidentally I sold my dealership at a good profit. If for any reason a dealer wants to sell, we maintain a service to locate buyers and help him sell.

Our job here at headquarters is to show each individual Duraclean dealer how to use his own abilities to bring him greatest success.

It's Easier than You Think To Build Your Own Business

If you've wanted to BE YOUR OWN BOSS... to become financially independent and have a fast growing income, now YOU CAN. And you own a Nationally Advertised business.

You can stay at your present job while your customer list grows... then switch to full time, lining up jobs for your servicemen to do. One job a day brings a good starting income.

If you hire two servicemen (full or part time) while you keep your job, the national price guide provides you a gross profit of \$14 an hour on their work and this is much easier to do than you think. We show you how... step by step. That's \$490 for a 35 hour week.

Your gross profit on three servicemen is \$21 per hour. An efficient Duraclean dealer can gross \$7 per hour on EACH serviceman plus \$12 an hour on any service he himself renders. The 24 page illustrated booklet we'll mail you (with no obligation) explains how most of your gross profit becomes clear net profit. Your income is limited only by the number of servicemen you employ.

You can operate from a shop, office, or your home. Equipment is light and portable.

At the start, you may want to render service yourself... or you can start with full or part time servicemen. This business is easy to learn... easy to start... so easy to service that women dealers do it. We prefer you have no experience... not have to "unlearn" old ways.

We are NOW enlarging this worldwide system of individually-owned service businesses. If you are reliable, honest and willing to work to become financially independent, we invite you to mail the coupon.

When you receive our illustrated booklet, you will see the way we show you step by step how to quickly get customers... and still more customers from their recommendations.

You have 7 superior services that are rendered "on location" in homes, offices, hotels, theaters, clubs, motels and institutions.

These are not ordinary services. You have the prestige and endorsement of leading furniture makers and carpet mills, of National Magazine editors, of Research and Testing Laboratories.

National magazine advertising explains superior merits of your services, builds your customer confidence and brings job leads to you.

Stores, upholsterers, insurance adjustors, and decorators refer jobs to our dealers. These year 'round services are in constant demand.

Start Small, Grow Big in this Booming Business

Many men have said to us, "I can't afford to give up my job till I know I have a sure thing... a sound business that will provide both security and a better living for my family."

That made sense to us so we worked out such a plan... and those same men are now enjoying a Duraclean dealership in many communities. You don't experiment. You use tested, proven methods. You have our backing and "know how."

Does this appeal to you? Don't decide now. Mail the coupon so you'll have the facts to decide wisely. There is no obligation. You'll then know whether this is what you want.

You can start small and grow big. A third century ago Duraclean was an idea... but it caught fire and spread to a world wide service.

Our first service, the care of upholstery and carpets not only cleans, it enlivens the fibers... revives dull colors. Pile rises with new life. There's no harsh machine scrubbing. No soaking. Mild aerated foam lightly applied lifts out dirt, grease, many unsightly spots like magic. Furnishings are used again in a few hours.

Government figures show service businesses are growing faster than industries and stores... \$750 million yearly potential just in rug and furniture cleaning. Your 6 other services are explained in the free booklet we'll mail you.

Only \$1985 starts you in YOUR OWN business. A day's profit more than pays the monthly payments we finance for you.

It is surprisingly easy to learn this business. You can decide from the information we will send you whether to apply for a dealership. So, with no obligation whatever, mail the coupon TODAY.

Mail this coupon TODAY
It may put you in business

Duraclean International

8-31 Duraclean Bldg., Deerfield, Ill. 60015

With no obligation, mail 24 page illustrated booklet telling how and why I can quickly increase my income and family security while still employed, how you'll help finance me. No salesman will call.

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Address _____

City _____

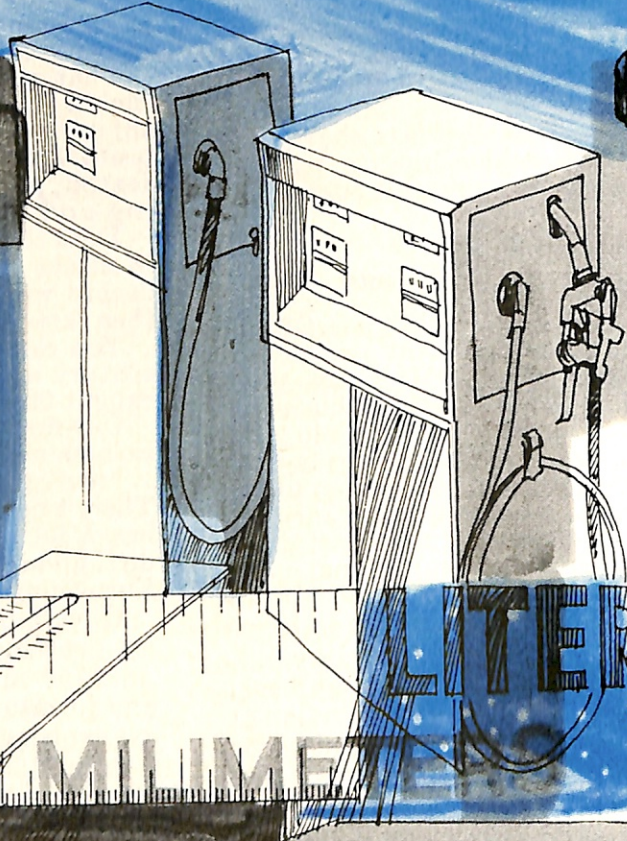
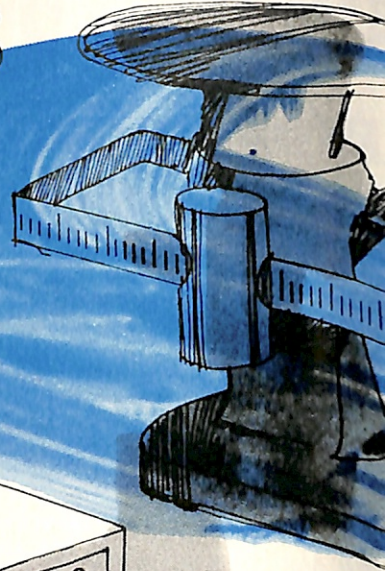
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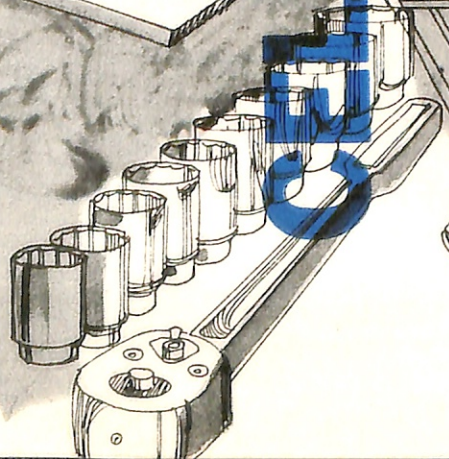
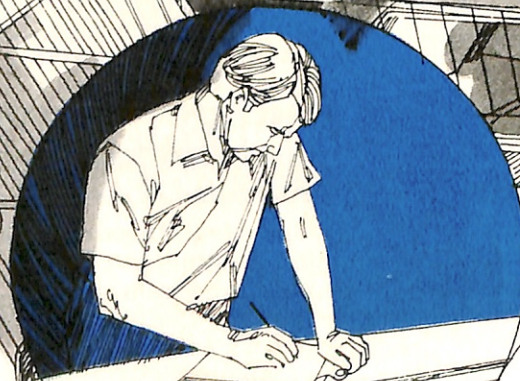


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MILLIMETERS

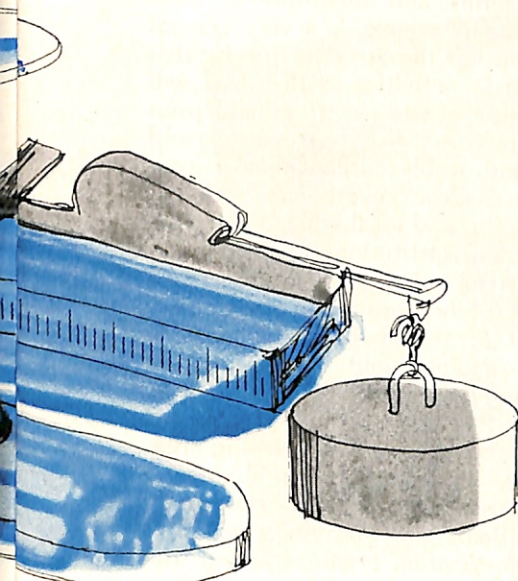
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MILIOGRAMS

THE METRIC CHALLENGE

by G. R. von Kronenberger



All industrialized nations of the world have converted, or are converting, to the metric system of measure. In the United States it became official on December 23, 1975, when the Metric Conversion Act of 1975 was signed into law. Since the passing of this legislation, it is evident that America is moving into metric measurement more rapidly than many realize.

On the outfield fences of a half-dozen major league ballparks, the distances from home plate are posted in meters as well as feet. The waist sizes of Levi jeans are now given in centimeters as well as inches, and Seven-Up can be purchased in half-liter, liter and two-liter bottles. In Ohio, a highway sign advises that Cincinnati is 100 kilometers away, and in Redondo Beach, California, motorists are cautioned that the speed limit is "40 km/hr." By 1978, all automobiles manufactured in the U.S. will have speedometers measuring both miles and kilometers per hour, and a new federal law requires that by the end of 1979 there will be no more pints, quarts or fifths of liquor, or non-metric quantities of wine.

After two centuries of making do and some 1400 family units were utilized to collect the information needed to answer the questions posed by Congress.

Broadly, the Study found that the United States had become an island in a world rapidly standardizing on metric measures, and with this in mind, the Secretary of Commerce reported to

The big impetus for continuing advances in metric conversion, explains Malcolm O'Hagan, executive director of the American National Metric Council (ANMC), a nonprofit organization supported by U.S. business and industry, comes from the nation's biggest exporting firms. These companies are under the gun to shift their basic measurements to conform with those used by the rest of the world. In 1978, all U.S. firms which do business in Europe will have to be converted to metric, otherwise they will be shut out of Common Market countries, where all products must be metrically marked by then.

With Britain substantially converted to metric, and Canada well into its formal shift, the U.S. is the last major developed nation to get away from the inches-and-miles system. Now that the United States is moving toward metric, all but 2/1000th (that's 0.2 percent!) of the earth's population eventually will be conducting their worldly affairs under the metric system.

Already, pilot programs using metric measurement have been well-advanced by multinational U.S. companies—including the major auto firms, plus IBM, Hewlett-Packard, Caterpillar Tractor, International Harvester, Levi Strauss and Seven-Up. All the large aircraft and aerospace firms, such as Lockheed, Northrop and McDonnell Douglas, are shifting now, as well.

It is estimated by the U.S. Metric Association in Boulder, Colorado, an organization of engineers, scientists and corporations, that the nation's conversion to the metric system of weights and measures will be 75 percent complete by 1985. By then, metricated Americans routinely should be buying their milk, paint and gasoline by the liter, building their homes on hectare lots, and keeping their eyes on the kilometers per hour being registered on their speedometers to avoid getting speeding tickets.

First Considered: 1821

It has taken the U.S. quite a while to get around to it. As far back as 1821, John Quincy Adams finished a study for Congress on the need to modernize the nation's measurement system. At first he had thought that the best way to do this would be to adopt the metric system, for he believed it approached "the ideal perfection of uniformity applied to weights and measures." Yet, although he admired its logic and simplicity compared to the mishmash of

measurement units and practices transplanted in America from England, he rejected it in his recommendation to Congress because he felt that the time was not right for it. Most of our trade was with inch-pound England, and the metric system was not even firmly established in France, let alone the rest of the world. It would be better to wait, he pointed out, until a truly international measurement system could be worked out, so the U.S. went right on weighing by the pound and measuring by the foot. When President Andrew Johnson signed a bill in 1866 permitting the use of metrics, opponents railed against the measure as treasonous, and some even equated metrics with the work of the devil. For a century after that, the U.S. held to its "customary" system. Even when a world conference on weights and measures proclaimed metrics as the International System of Units (S.I.) in 1960, the U.S. remained detached.

But when Britain, which had also clung to the customary system, suddenly decided to go metric in 1965, the U.S. found itself pretty much alone. Worried about the nation's ability to compete in world markets Congress decided to seriously study the problems, benefits, and costs of changing to metrics and passed the Metric Study Act in August of 1968. Congress directed the Secretary of Commerce to arrange for a broad inquiry and evaluation. By July, 1971, the most comprehensive survey and analysis that had ever been done of a modern industrial nation's measurement practices and the effects of international measurement usage had been completed. Carried out by a team of experts assembled at the National Bureau of Standards with the guidance of a panel of private citizens representing a broad spectrum of interests, the Metric Study surveyed some 3000 manufacturing companies, almost 3000 firms of all other types, 700 groups—such as labor unions, trade associations, professional societies, educational associations, and consumer-related organizations. In addition, 55 departments and agencies of the Federal Government with inches, pounds and quarts, the U.S. is beginning to talk the measurement language of the rest of the world, and it now appears the majority of Americans have accepted as inevitable the fact that quarts and pounds are to be replaced by liters and kilograms—yards and miles by meters and kilometers.

Congress on July 29, 1971, and recommended that:

- ✓ The United States change to the International Metric System deliberately and carefully
- ✓ This be done through a coordinated national program
- ✓ The Congress, anticipating the kinds of special problems described in the report, assign the responsibility for guiding the change to a central coordinating body (e.g., a national commission) responsive to all sectors of our society
- ✓ Within this guiding framework, detailed plans and timetables be worked out by the sectors themselves
- ✓ Early priority be given to educating every American schoolchild and the public at large to think in metric terms
- ✓ Immediate steps be taken by the Congress to foster U.S. participation in international standards activities
- ✓ In order to encourage efficiency and minimize the overall costs to society, the general rule should be that any changeover costs "lie where they fall"
- ✓ The Congress, after deciding on a plan for the nation, establish a target date ten years ahead, by which time the U.S. will have become predominantly, though not exclusively, metric

Voluntary; No Deadlines

After several more years of debate and consideration Congress finally

passed the Metric Conversion Act of 1975 in December of that year. For the first time in history metrics became a national policy.

However, the Act sets no deadlines and stipulates that conversion shall be voluntary. To give the new policy direction, it provides for the establishment of an independent U.S. Metric Board, consisting of seventeen members drawn from industry, small business, labor, education, the sciences and the consumer sector. The Board's function is to plan, publicize, encourage and coordinate programs for achieving national conversion.

Lingering Misconceptions

As with metric conversion as a whole, there are a number of misconceptions surrounding the Government's role in the metric conversion process. The American National Metric Council lists a number of these lingering misconceptions in their Second Annual Report (1976). Several of these misconceptions along with accompanying clarifications are:

⊙ *The Government is officially changing U.S. measurement to metric.* By the Metric Act, the Government is not doing this. It is establishing a board to broadly assist in the planning and coordination of a change to metric that is already underway.

⊙ *The Metric Bill was passed for the benefit of business and industry and the American public will have to fend for itself during the changeover.* The Act provides for the Metric Board to "assist the public through information and education programs, to become familiar with the meaning and applicability of metric terms and measures in daily life." This, of course, is a very general statement but the Act does specify that the Board's activities in this area will include use of the electronic and print media; talks before citizens' groups and trade and public organizations; consultation by the government with national, state, and local educational associations and institutions to assure that metric is included in school curricula and that teachers are properly prepared.

⊙ *The U.S. Metric Board will develop metric standards and determine their rate of implementation.* This will not be the case. Standards will be determined by industry and standards writing organizations; implementation will depend on industrial needs. The Act states only that the Board will "encourage activities of standardization organizations to develop or revise, as rapidly as practicable, engineering standards on a metric measurement basis, and to take advantage of opportunities to promote ra-

(Continued on page 30)



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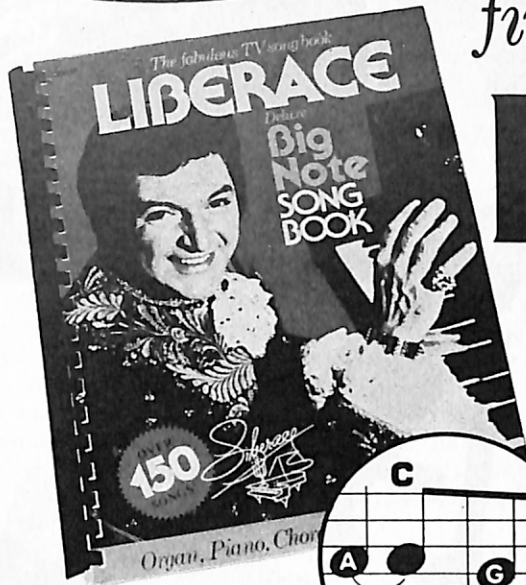


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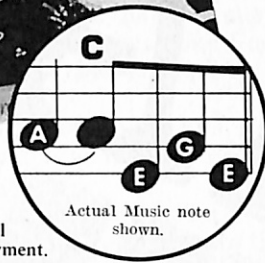


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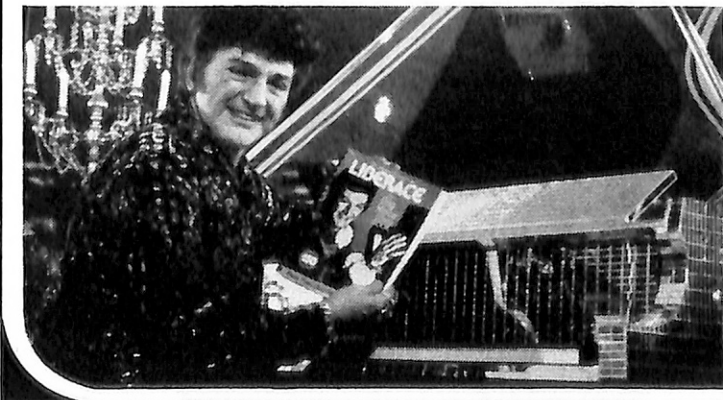


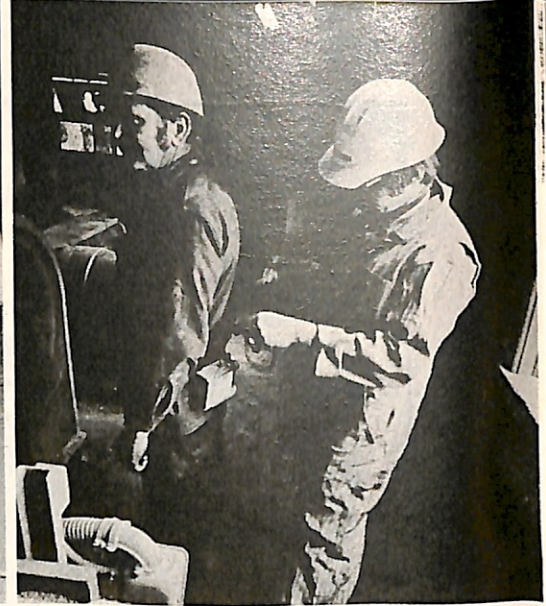
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OSHA

WILL IT SURVIVE?

by Wayne T. Walker



Dr. Eula Bingham,
Assistant Secretary for
Occupational Safety and
Health Administration



□ "Man, I hate coming down in this place!"

Wearing lifelines made of 3/4-inch nylon rope, the three workers were about 15 feet above the funnel-like bottom of the 120-foot-high grain elevator. The elevator was almost empty of soybeans except for the immense accumulation caked on the sides of the storage structure. They were kicking soybeans into a trough containing a conveyor belt.

Suddenly, huge masses of soybeans broke loose from the sides and came pouring down on them. Knocked off balance, their lifelines severed, two of the men fell forward toward the funnel at the bottom.

"Help! My god, somebody help!" screamed the third man. Frantically, he climbed to safety by utilizing his lifeline that fortunately hadn't broken.

The soybeans continued to cave in until the two men were buried under an estimated 8,000 bushels. For 14 hours, rescue efforts were carried out by other elevator workers and fire fighters. First, they began digging through the soybeans with shovels, then later used a vacuum device to suck the grain from the elevator. When the device became clogged with soybeans, the rescuers had to resort to using jackhammers to break out the sides of the elevator.

It was midnight before rescue workers reached the bodies. One man was in a sitting position, while the other man was bent backwards with his head and feet protruding from a hole his rescuers had dug into the soybeans. Apparently his back had been broken.

"It's a tragedy," stated the owner of the Wichita, KS, grain elevator, "but such a mishap is an inherent danger when you're cleaning out the bottom."

Nevertheless, if his company had followed safety procedures, there might not have been a tragedy. In this type of cleaning operations, the workers are to be lowered in safety chairs and be kept above the caked-on grain.

□ In Kansas City a 12-foot-deep trench was being dug for a sewer line. It was not shored or otherwise supported as required by OSHA regulations. Working in the trench, a worker was buried alive and died when the sides fell in on him. Although it didn't help the dead man, the plumbing company was cited and a stiff fine levied on them. OSHA also forced the company to correct the trench; thus saving other workers from the same fate.

□ A construction company in one of our southern states failed to follow rules set forth by an OSHA inspector pertaining to the scaffolds the brick layers worked upon. One of them fell three stories and died a day later in a hospital.

During the 60s, 14,500 persons were killed and more than two million disabled in industrial accidents each year. Congress felt that something had to be done to force companies to think in terms of safety for their employees.

In 1971 Congress created the Occupational Safety and Health Administration for the commendable purpose of establishing a standard code of health and safety regulations and seeing that industry and business carried them out. It was to be a segment of the Department of Labor.

After six stormy years of existence, OSHA reported a drop of 7 percent during 1976 in nationwide industrial fatalities. The agency didn't claim credit for this, but explained they had been a catalyst to show employers that safety was good business.

Despite the fact that more than 400,000 inspections had been conducted since the law was enacted, there could have been more with greater substantial results.

OSHA has emerged as a classic case of

regulatory overkill. It has been praised by a few and cursed by the majority. Under the Act of 1971, more than six million industry and business locations throughout the nation became subject to inspections by 1300 field officers of OSHA. An inspector from OSHA could descend on any business in the land—unannounced and without a search warrant, conduct his own investigation, decide for himself if the regulations had been violated and levy what he considered an appropriate fine.

Briefly, OSHA combined the offices of policeman, prosecutor, judge, jury and bailiff—in the person of a single government agent. In the last six years, the arrogance and rulings of many of these inspectors have made OSHA a thorn in the flesh of American business—large or small.

A failure to meet OSHA's regulations in some areas resulted from not having the slightest notions of what they consisted of until an inspector paid them a surprise visit and cited them for an infraction.

The regulations for certain industries or businesses were masterpieces of confusion. Not only did they run hundreds of pages of fine print, but they were highly technical—to the point of using trigonometric equations to define "ladder" and "exit."

For instance, in construction areas, there are 12 pages of rules in force on the proper construction of portable wood ladders, including even a paragraph on *knots*.

"Knots shall not appear in narrow faces of side rails," the Code of Federal Regulations warns employers. "Knots, if tight and sound and less than one-half inch in diameter, are permitted on the side face provided they are at least one-half inch back from either edge and not more frequent than one to any three feet of ladder length."

There are 35 pages devoted to rules on the design of "exit" signs. Many of the regulations written into the Code are simply "Mickey Mouse" rules, allowing the inspectors to go around nit-picking. Regulations like the one requiring coat hooks in toilet stalls or forcing small businessmen to

Construction 16.0

Manufacturing 13.0

Mining 11.0

Transportation 9.4

Agriculture 8.5

Sales 7.3

Services 5.4

Finance 2.2

*Injury and illness incidence
rate per 100 workers -BLS 1975*

provide separate restrooms for workers, when many times their only other employe was their wife.

It was not long until OSHA became the leading symbol of the federal regulatory system. Business groups alternately ridiculed it and berated it as an industrial Gestapo which threatened small business with extinction and the larger ones with higher costs.

One of the more outspoken critics among the farm states legislators was Rep. Joe Skubitz (R-KS), who stood on the House floor during the height of the uproar and declared: "I would sooner castrate the idiots who are drawing up those regulations at OSHA than let them destroy the small farmers . . ."

He sponsored an amendment that

became law in October, 1976, prohibiting OSHA from inspecting farms with less than 10 workers and exempting those farms from other OSHA rules for agriculture.

Another butt of Washington jokes was the farm safety pamphlets, claimed to be aimed at barely literate laborers. These booklets advised, among other things, that—"Wet manure is slippery;" "Watch your step, many people trip over animals and fall;" "Speak softly to cows;" "When working around wastes, you need plenty of fresh air;" "Be careful that you do not fall into the manure pit."

For the past six years, opposition to OSHA has mounted, with letters and verbal complaints pouring in to Con-

gressmen. The lawmakers finally received the message . . . the power of any regulatory agency is absolute only as long as the public is willing to submit to it. OSHA had several lawsuits that traversed the lower courts to the Supreme Court, one of them pertaining to the constitutionality of OSHA's practice of unannounced visits to factories, construction sites and other businesses.

At last, OSHA began to admit that some of its rules needed to be re-examined and that it didn't have a monopoly on wisdom in the job safety field. It began listening to various comments from the public involving the many areas of business and industry it was committed to regulate.

After President Jimmy Carter took office, he appointed Dr. Eula Bingham to head OSHA. He impressed on her that he wanted to stop OSHA's continual harassment of industry and business without adequate justification. He believed that compulsory nationwide safety standards did not have to be idiotic or prohibitively expensive.

Dr. Bingham accepted the post and the challenge of taking over a highly controversial agency that had aroused the indignation and wrath of both business and labor. Formerly, she had been a cancer and industrial health researcher at the University of Cincinnati. She has definite ideas on eliminating the dozens of useless regulations and toughening up OSHA's health rules.

A prevailing sentiment among farmers and ranchers was summed up at a sub-committee by Rep. Charles E. Grassley (R-IA): "Farmers perceive OSHA as a room full of lawyers drafting regulations that pertain to an area about which they know nothing. Farmers are right."

This change in policy comes at a time when many lawmakers in Congress are considering the abolishment of OSHA altogether.

The new Secretary of Labor, Ray Marshall, announced that OSHA will in the future take a "common sense approach" in dealing with health and safety hazards. Not only would OSHA do away with petty regulations, but it would also reduce inspections of generally nonhazardous businesses, and simplify its remaining regulations so they would be better understood.

"The agency," Marshall declared, "will concentrate instead on industries with the most serious problems, such as construction, heavy manufacturing, transportation and petrochemicals."

In the past, OSHA seemed to ignore the mountains, because of its determination to regulate the molehills. They were excessively tough on rickety ladders, but ignored the fact that there are 22,000 toxic substances in use in Amer-

(Continued on page 23)

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Carmichael, CA

In Carmichael, CA, Lodge Vets Chm. Ben Alsworth and Brother George Ames recently prepared deer hides for delivery to a processing center. The State Vets Committee handles the processing and then ships the hides to area veterans hospitals.

At the annual Luncheon and Fun Day for handicapped children sponsored by Madison, WI, Lodge, a Zor Shrine clown exchanged jokes with two of the youngsters from Lapham School. ER Clair Duffy and Est Lect. Kt. Norm Salt were among the Brothers who entertained the 75 children and their counselors and therapists.

A recent initiation at Randolph, MA, Lodge brought the number of local Calahans who are Elks to a total of seven. The Brothers of this family cover three generations and are all active in their lodge.

PER Fletcher Gardner, chairman of indoctrination, and ER Roy Wilkinson Sr. of Lake Wales, FL, Lodge presented an indoctrination program to the local Lions Club. The Lions were very receptive to the program and the Elks intend to continue such presentations for many other organizations.

Three lodges celebrated recent changes in their buildings' status. Kim-

NEWS OF THE LODGES

berling City, MO, Lodge held a western style dinner and hoedown to commemorate the first anniversary of their new building, which is undergoing acoustical improvements and has already been enhanced by memorial shrubbery. A 75th anniversary and the final completion of the remodeling of Kenosha, WI, Lodge were the occasions which prompted the Kenosha Elks to hold an open house. A mortgage burning ceremony which was held by Athens, OH, Lodge included an address by PSDGER Leslie Scrimger and a presentation of the lodge's history by PDD Francis Pontious.

In the attempt to fulfill the Elks' pledge to disabled veterans, Brother Dave McGilner, vets chairman of Mesa, AZ, Lodge, discovered in nursing and rest homes 40 veterans of whom the Elks had been unaware. Prior to this discovery, Brother McGilner and committeemen Niles Hansen, Louis Weisner, Ray Brown, and E. A. Housley had joined other

lodges in visiting residents of the VA hospital in Phoenix. Upon realizing that the hospital vets received sufficient service, he sought those less fortunate who could benefit from the Mesa Elks' visits.

The softball and horseshoe season came to a winning close for the Elks of the Bergen-Passaic, NJ, area and Fall River, MA, Lodge. Four members of Westwood, NJ, Lodge took part in the league all-star game, the proceeds of which were donated to the Bergen-Passaic area crippled children's fund. Brother Louis Pinault became the shoe-pitcher champion, thus bringing the first win of that kind to Fall River, MA, Lodge.

During Ohio's fall meeting, where GER Homer Huhn, Jr. was the guest speaker, the state Elks were proud to receive a first-place award for their youth week program. Van Wert Lodge received the first-place award for its National Youth Week program. Another national award was given to Les Douglas of Martins Ferry, OH, Lodge for his contribution to youth activities.

Sneakers were replaced by donkey hooves on the basketball court when Kent, OH, Lodge and Cuyahoga Falls, OH, Lodge became stubborn competitors in a donkey ball game. The proceeds from the sporting competition went to benefit United Cerebral Palsy of Akron and Summit County.

Eight boys enjoyed two weeks of recreation at the Elks Boy's Camp in Clifton Forge, VA. The trip was sponsored by Hampton, VA, Lodge, which transported the children.

Madison, WI, Luncheon and Fun Day

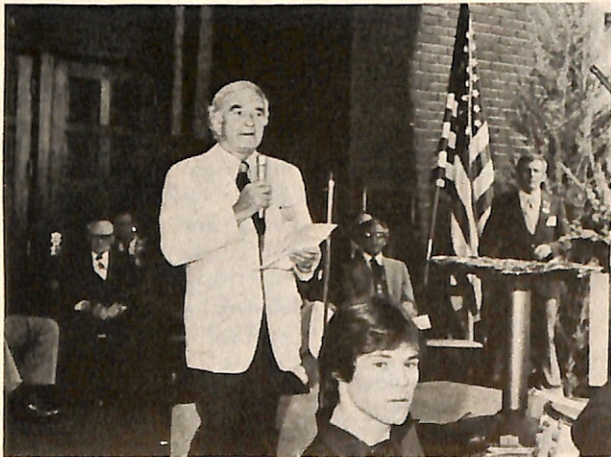




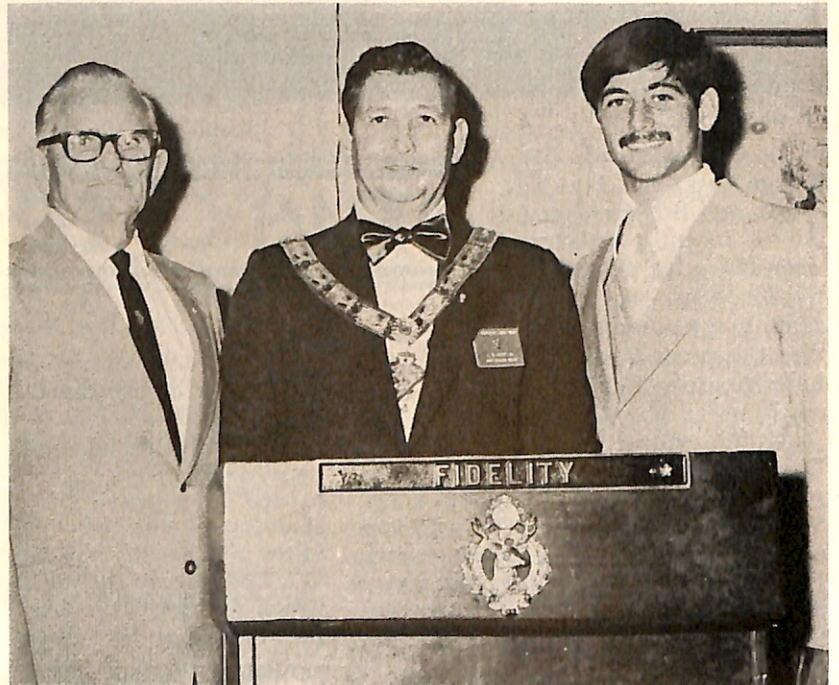
BISMARCK, North Dakota, Lodge recently donated \$500 from its Charities Account to the Multiple Sclerosis Society. Mrs. Lois Aabye (center), state director of the Society, accepted a check from ER W. J. Brintnell and Secy. William Sprynczynatyk. Mrs. Aabye thanked the Bismarck Brothers for their generosity.



LAW ENFORCEMENT Night at Palm Springs, CA, Lodge featured the presentation of a plaque by ER Maurice Manthey (right) to Police Chief Robert White (left), who will retire soon. The evening was organized by Committee Chm. Bill Burns (center), a former Palm Springs police officer.



PAST STATE President W. Keylor Smith addressed the members of Walla Walla, WA, Lodge during their recent mortgage burning ceremony. Brother Smith, who is also a PER of the lodge, and honored guest Grand Trustee Frank Garland congratulated the Brothers for paying their 20-year mortgage of \$350,000 in five years. Est. Lead. Kt. Robert Hergert presided at the actual burning of the mortgage.



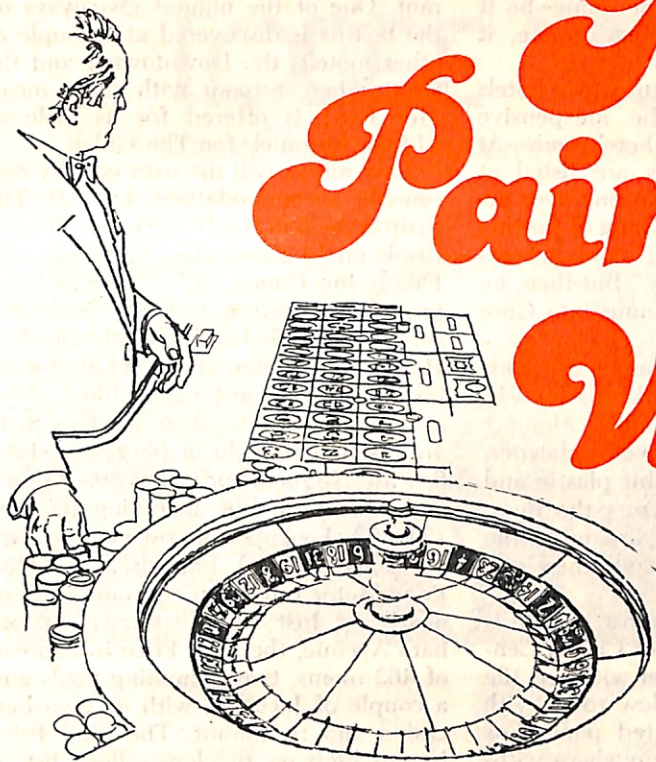
BROTHER J. B. HUNT JR. (center), Past Exalted Ruler of St. Augustine, FL, Lodge, presided at the recent initiation of four members. J. B. Hunt Sr. (left) and Mark Hunt, the father and the son of the PER, were two of the new initiates.



THE SHELTERED workshop programs of Abilities Unlimited will receive seven new pupils from the Children's Colony thanks to Jonesboro, AR, Lodge. Social and Community Welfare Chm. Sonny Dunnegan (left) and ER Dewey Sifford (center) presented a \$4,800 check to Thomas Lewins, superintendent of the Colony. The seven youngsters will learn job skills and receive a small salary at the workshop.

(Continued on page 26)

A Pair of Winners



by Jerry Hulse

□ With Atlantic City soon to join Las Vegas in the world of gambling casinos, the question being asked by both sides is this: which resort is likely to come up winners? Quite likely the answer is simply that Las Vegas will suffer little, if any, losses to Atlantic City, primarily because of its reputation as the entertainment capital of the world; it's etched too deeply in the minds of millions. On the other hand, Atlantic City doubtless will be rewarded with huge new crowds—those easterners preferring to remain on the East Coast. As a result, casinos in the fashion of Las Vegas soon will be getting their share of action in Atlantic City. All this promises to be a boon for both the vacation and convention entrepreneur.

Changes are already evident. Hotels are being spruced up. New skyscrapers soon will appear. And just as Las Vegas draws big name entertainers from Hollywood, Atlantic City will be drawing top talent from New York. One casino alone will be capable of accommodating up to 5,000 guests at a time. There is talk that Atlantic City will rival Monte Carlo, Deauville, Nice and Trieste.

In its heyday Atlantic City was the glamour resort of the East Coast; just over two hours by car from Manhattan, it attracted thousands of New Yorkers. Others came from Pennsylvania, Ohio and as far west as Chicago. But in recent times the crowds began to thin; until the vote to permit gambling won out, businessmen were concerned that the wheel of fortune was turning against them. Now new optimism is rife again as Atlantic City prepares to recapture



its former title—that of Queen Resort of the Eastern Seaboard.

Atlantic City is known for dozens of firsts: the first ferris wheel, the first amusement pier built over water, the first air-conditioned theater, the first commercial flying field. The resort abounds in attractions. There's Steel Pier which reaches half a mile into the Atlantic and features a diving horse, salt water taffy and dozens of amusements: stage shows, movies, shooting galleries and a water circus, to mention only a few of the attractions. Scores of hotels line the famous Boardwalk. For more than a century crowds have promenaded along this five-mile stretch of ocean front. Beginning with the gaslight era, they marched right into the jet age.

Atlantic City's annual beauty pageant—the Miss America contest—is known to television audiences across the nation. While gambling is the talk of the town presently, the Convention Hall where the pageant takes place is unique. The largest building of its kind in the world,

it is capable of hosting nearly 50,000 visitors at a single sitting. Indeed, the Convention Hall (built in 1928) brought Atlantic City its first fame as a major convention resort. When the Miss America contestants aren't tripping down its aisles, there's other action: trade fairs, auto shows, circuses, football games, hockey and rodeos.

Atlantic City isn't one and the same to all visitors. During the summer months some come only to bask in the abundant sunshine. Others are attracted by its myriad amusements. The boardwalk is lined with shops, hot dog stands, fun houses, water shows, ice cream parlors, and shooting galleries. The city has been a giant in the resort business for more than a century, with the reputation as a good time town for millions of visitors, both vacationers and conventioners. And now, added to all else, is the newest come-on, the planned gaming casinos with roulette wheels, blackjack, wheels of fortune and giant jackpots.

Turning west, Las Vegas likewise is seeking a new image: Everyone is familiar with the high roller, but this desert resort is concerning itself more and more with the low roller as well. Not everyone who comes to Las Vegas can afford the exclusive Strip hotels, the \$100 dinner tabs and shows that tend to become more expensive year after year. All comers, though, can afford the 76-cent breakfast at the Union Plaza as well as the hotel's 75-cent lunch. The 76-cent breakfast is a steak-and-eggs meal while the 75-cent lunch comes complete with soup and salad. In the same hotel the dinner show is priced at \$8.95, or if one wishes to wait for the midnight extravaganza the price is only \$5.

Surprisingly, the Union Plaza is downright first cabin. For those, though, who would prefer The Strip there is one drawback: the Union Plaza is downtown—or, as old Vegas hands would say, Glitter Gulch. Not to worry. Glitter Gulch is where visitors still discover the bargains. Jackpots pay off in a rush of coins, room rates are listed at pre-inflation prices and meals (as evidenced above) are giveaways. Don't be deceived, though; the owners aren't being charitable. As one hotel executive put it, the idea is to "draw the crowds into the casinos." And that, of

course, is the name of the game—be it roulette or blackjack. What's more, it works.

Crowds flock to the downtown hotels for the free drinks, the inexpensive meals and the moderate hotel rooms. At the Nevada Hotel rates are listed at \$14, single or double. No one ever accused the Glitter Gulch Gang of putting on airs. They say "ain't" and get excited about "dem crowds." But then, no one ever figured on running into Gore Vidal here either, right?

On Lewis Street, rooms at the Casbah are available on weekends for \$12 a night single or \$16 double. Monday through Friday it's even cheaper. Granted, the lobby is a bit plastic and asphalt tile is spread across the floor. Nevertheless, the rooms are neat, the proprietor is friendly and there's a swimming pool.

Then there is Ferguson's which is within walking distance of Casino Center. A Spanish-style motel with red tile roof, it too attracts the low roller with its color TV and a heated pool (For reservations call collect anywhere within a 550-mile radius.) Rates for doubles are \$22.50, weekdays or weekends.

At Sixth and Fremont the El Cortez is another Spanish-style shelter complete with \$12 rooms (singles for \$10) along with a surprisingly fine restau-

rant. One of the biggest giveaways on the boards is discovered at a couple of other motels, the Downtowner and the Crest when a room with three meals (for two) is offered for as little as \$14.95. So much for The Gulch.

Low rollers will discover equally reasonable accommodations just off The Strip at the Bali Hai Blair House. Planted firmly on 14 grassy acres and facing the Desert Inn Country Club, the Bali Hai provides rooms starting at \$10 a day single and \$13 double. While the Bali Hai has no restaurant, a \$1.49 breakfast is featured just half a block away at the Royal Inn. Also in The Strip area is that bargain of bargains, Motel 6, with 579 rooms priced at \$9.49 single and \$11.61 double, including the tax. (The TV hookup will cost you an extra 50 cents a day.) Likewise, the Mini Price Motor Inn keeps constantly full or nearly so. Just off I-15 freeway at Sahara Avenue, the Mini Price is a spread of 462 rooms, two swimming pools and a couple of Jacuzzis, with its own bar, casino and restaurant. The Mini Price is also high on the low roller's list of Las Vegas bargains.

So there you have it: Las Vegas on the West Coast, Atlantic City on the East Coast—a couple of fun resorts that cater to high rollers and low rollers alike. ■

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An honorary founder's certificate was presented by DDGER Stan Sarver to Port Townsend, WA, Lodge for its \$1,000 donation. ER Cecil Hall accepted the certificate on behalf of the lodge members.

◀ In Bishop, CA, which is known as the mule capital of the world, (from left) ER John Symons and Brothers Lester Messner, Leland Baldwin, and Loyal Crandall recently became participating members. Chm. Ron Graves presented certificates and pins to the gentlemen during a meeting at Bishop Lodge.

Mrs. Bernatine Bartlett (center) received a founder's certificate in honor of her husband, the late T. M. Bartlett, from Fremont, OH, Lodge. Chm. John Imler (second from left) made the presentation to Mrs. Bartlett and gave certificates to Thomas Yeager (right) and Richard Burkett (second from right) for their \$100 contributions. Also on hand were (from left) DDGER Leonard Gaydos, PDD Basil Orians, and ER Daniel Connors.

LODGE VISITS

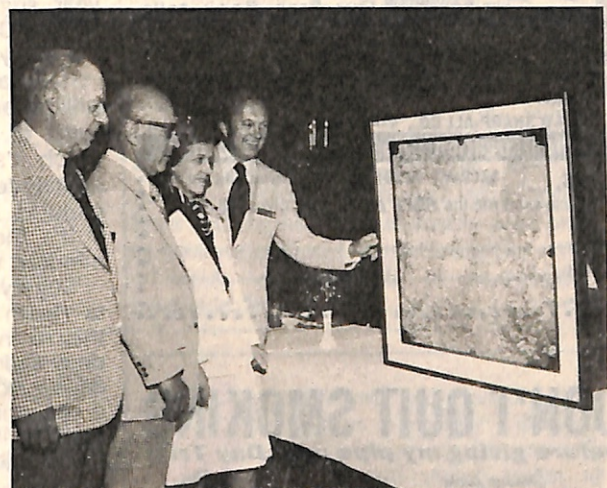
GRAND EXALTED RULER HOMER HUHN, JR.



The 80th anniversary celebration of Passaic, NJ, Lodge was also the occasion for a visit from GER Homer Huhn, Jr. (right). A banquet, organized by Co-chm. and PER George Dren (left) and Chm. and PER Marvin Martinique (third from left), was attended by the GER and special guests 90-year-old William Bryne (second from left), a 63-year member, and PGER William Jernick (third from right). ER Rudolph Messineo welcomed the guests and lodge members to the festivities.



During a luncheon given in his honor at the national headquarters of the Boy Scouts of America, GER Homer Huhn, Jr. (center) accepted a trophy from Harvey Price (right), chief Scout executive. PGER William Jernick (left) and New Jersey Elks dignitaries were among those who joined the GER at the headquarters in New Brunswick, NJ. Brother Huhn was thanked by the BSA representatives for Elksdom's support of the Scouting program.



GER Homer Huhn, Jr. and Mrs. Huhn (second and third from left) cast their eyes on an Eros data center picture of the area surrounding Brother Huhn's home lodge in Mount Pleasant, PA. The photo, which was taken from a height of 65,000 feet, was given to them by Sioux Falls, SD, Lodge when the Huhns stopped for lunch on their way to the annual workshop at Brookings Lodge. PGER Francis Smith (left) and ER Ray Syverson joined the GER and his wife in viewing the gift.



Superior, WI, Lodge recently hosted GER Homer Huhn, Jr. (second from left) and PGER Francis Smith (second from right). Greetings were extended to the two GL officers by (from left) George Wolff, SP Charles Bergstrom, ER Robert Hansen, and Rick Crawford.

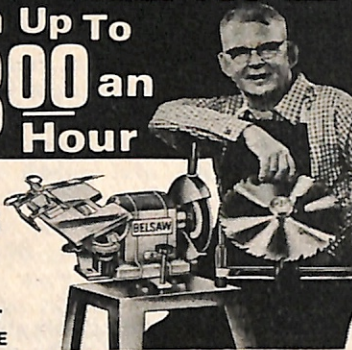
A Navy welcome was extended to GER Homer Huhn, Jr. (right) by Commander Francis Picher, acting chief staff officer, during the GER's visit to the Naval Education and Training Center (NETC) in Newport, RI. Brother Huhn, who was accompanied by Newport Lodge members, later met with NETC Commander Capt. Howard Kay and was shown a command presentation.



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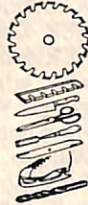
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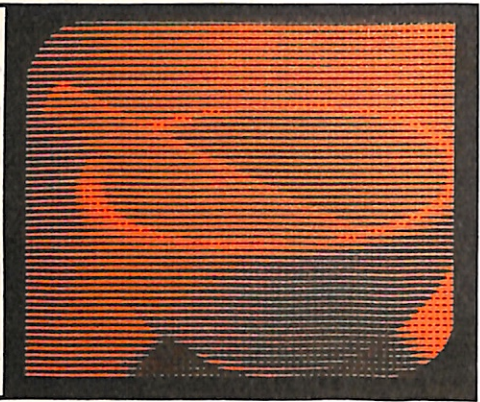
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**MEDICINE
AND YOU**

by Larry Holden



THE "HOLE" STORY ON SUGARY FOODS

Some sugary foods do more damage to your teeth than others, an extensive dental laboratory study reveals.

"We test various additives to foods and see what effect they have on teeth," explains noted cariologist Dr. Basil Bibby, who was in charge of an in-depth four year sugary food study at the Eastman Dental Center in Rochester, New York. Cariology is the science of tooth decay.

"The amount of tooth that is destroyed will be affected by the strength that the sugar or acid has and the length of time which it's in the mouth," points out the dental decay expert. "If it's there three minutes, it'll do three minutes of damage. If it's there for 10 minutes, it'll do 10 minutes worth."

Sugary liquids usually do less damage to teeth than sugary foods because they're in the mouth a shorter period of time and they coat the teeth to a lesser degree, comments Dr. Bibby. "Normally if you drink fruit juice you put your front teeth in it, run it across your tongue and put it down your throat. It doesn't come in contact with the teeth very much at all. The sides and back teeth don't get very much liquid on them. Of course, you can take it and swill the fluid between your teeth and get it there.

"The studies we've done on the same amount of sugar in the liquid form and in the solid candy form show it takes the liquid less time to leave the mouth. After a few minutes you can't see it's been there, you can't find much sugar there. But some of these other things (sugary solids) 5, 10, 15 minutes after, you can still see the sugar in the mouth.

"Many liquids, like carbonated beverages and fruit juices, are quite acid. And they can destroy the teeth not by causing decay, but by causing what we call erosion of the teeth. And we do see cases, occasionally, of teeth that have quite large erosions, or smooth loss of material, from people who have been on fruit juice jags or carbonated beverage jags. Acid fruits and fruit beverages are more liable to destroy the teeth because of the direct effect of their acid, rather than because of any fermentation effect. It's the acidity and not the sugar that does it."

Out of 54 sugary foods tested at the Eastman Dental Center, Trident sugarless gum did the least tooth damage, a cherry sucker did the most.

Dr. Bibby's research uncovered no di-

rect relationship between a person's age and the effect of sugary foods on that person. But why do children get so many cavities?

"When the teeth first come into the mouth, say the first year or few years, they break down much more easily than after they've been in the mouth for quite a long period of time," Dr. Bibby explains. "They mature and become more resistant with age. This is one of the reasons we have a peak of dental decay in children—they have a new population of very susceptible teeth—and another reason is they are calorie hungry. They are the people who do all the snacking; they load up with carbohydrates to a great extent."

Based on the extensive study, what are Dr. Bibby's suggestions?

"The most important thing is to eat sugary foods or sweet foods as seldom as possible. Each time you eat sweets a certain number of minutes of tooth attack is totaled. If you eat once a day, you have maybe 10 minutes of attack. If you eat 10 times a day, you have 100 minutes of attack. So I think the most important single thing is to reduce the frequency of in-between mealtime eating which is damaging, and there's a good deal of correct evidence on that.

"The next thing would be that if you must eat sweet foods, eat those that get out of the mouth quickly, such as liquids. We do notice that the carbonated beverages get out of the mouth a little quicker than the non-carbonated ones. There is a slight advantage in the carbonated ones.

"Diet drinks can't be called completely safe because they are so acid. They will dissolve enamel directly and, as I said before, they can initiate surface destruction which would enable caries to start there at a later date. If I had the same amount of non-caloric drink versus a sugary drink, I would certainly take the sugar-free one rather than the sugary one. But neither are completely safe.

"And, of course, it always helps to brush your teeth as soon as possible after eating."

While Larry Holden cannot diagnose, he is interested in any questions or comments of a general nature and news of developments in the medical field. Write to: Larry Holden, c/o The Elks Magazine, 425 W. Diversey Parkway, Chicago, IL 60614.

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OSHA: Will it Survive?

(Continued from page 16)

ican industries—many of them are deadly to workers. Yet, in the past six years, OSHA has published full-scale regulations limiting workers' exposure to only 17 of them.

Cancer, pulmonary ailments and other diseases caused by toxic substances in the industries, killed 100,000 workers last year. One survey taken last year by the University of Washington revealed that one in four persons suffer from an industrial related illness.

Currently, OSHA has only 135 trained health inspectors among an inspection force of 1300. Dr. Bingham is planning to reverse this by sending more persons trained in the health field to perform site inspections. No more issuing citations for broken toilet seats, while ignoring major health hazards.

"We are going after hazards in the workplace that kill people and cause irreversible damage, such as materials that cause cancer," explained Bingham.

"OSHA's job will be to make life safer for employees," she continued, "not to make life harder for employers."

The Chamber of Commerce officials praised the new program as "a step in the right direction." Most of the safety directors of the various labor unions support OSHA's new policies, but are

withholding judgement until they see the programs being carried out.

OSHA is also developing a voluntary consultation program so that an employer can sit down with agency officials to work out problems without the overhanging threat of being cited. Its educational program for employers and laborers will be greatly expanded.

If many of these programs had been carried out when OSHA was first initiated, much bitterness and rebellion would have been avoided. There would also be a far greater number of workers performing their tasks in a more healthy and safer climate.

Accumulated anger at OSHA has resulted in at least three restrictions on their authority—firms with ten or less employees are free from occupational health and safety regulations; when an employer is caught with minor violations for the first time, there must be ten or more, at least, violations at the site before a fine can be imposed; and the latter has been expanded so that even if there are more than ten, the fine can't be imposed immediately. Then if he corrects the violations, the fine is waived.

At one time in 1977, 95 bills to change or abolish the government's most unpopular agency were waiting in the Congressional hopper. However, since Dr. Bingham appeared to be sin-

cerely trying to turn OSHA around in a new direction, a successful vote to abolish it was never obtained in Congress. Apparently, a modified OSHA is here to stay.

On July 19, 1977, OSHA claimed to have eliminated 50 percent of the record keeping and survey requirements of their agency; thus lightening the burden on businessmen who already face a mountain of federal paperwork.

Recently, OSHA inspection resources have been reallocated to direct most industries with greater hazards. Also, an inspection priority system that assures agency responsiveness to more serious problems first, has been established.

Another important change taking place is the upgrading of inspector staffs; thus placing a more qualified personnel out in the field. Much of the future acceptance of OSHA will lay on the shoulders of these inspecting officials, in their individual personalities and their methods of dealing with a problem-beset industry.

Whether we like it or not, OSHA and its regulating of serious health and safety standards are needed. Best results in solving health and safety problems will come from industry and business conscientiously practicing the credo—"Safety and health is everybody's business!" ■

ELKS NATIONAL SERVICE COMMISSION

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



Pittsburg and Concord, CA, Lodges recently donated \$500 for prizes for patient's bingo and poker games at the Martinez Veterans Hospital. C. H. Nixon (left), hospital director, and Jeanne Hayward (right), chief of voluntary service, thanked (from left) Concord Committeeman A. J. St. John, State Vets Chm. John Jordan, Pittsburg Committeeman Milton Bourke, Concord ER Lou Aguiar, and Concord Chm. Clif Gary for their lodges' generosity.



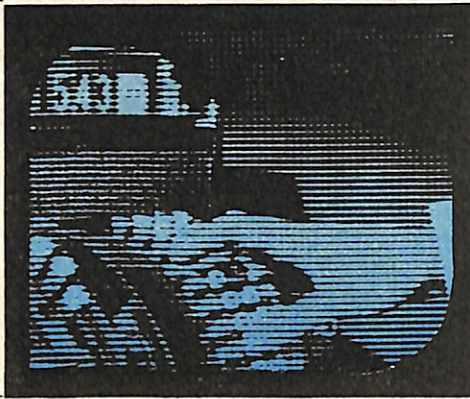
The serving of lobster during Glen Burnie, MD, Lodge's recent lobster feast proved to be a profitable business. The cooks and their assistants (from left) Harry Simmons, Chm. Jamie Brown, PER W. Perry Linthicum, Ed Gauss, PER Bill Cobai, Al Phillips, George Shorey, Est. Lead. Kt. Dean Stevens, and PER Ken Orsie raised \$2,289 for veterans in various hospitals in the Baltimore area.



Entries in a creative writing contest won first- and third-place and cash awards for Philip Petersen (seated) and Calvin Wood (second from right) of the Tucson VA Hospital. The checks were offered by Est. Lead. Kt. Basil Lawson (left) and Est. Loyal Kt. Robert Speer (right) of Tucson, AZ, Lodge, which sponsored the contest. Raul Gomez, volunteer service specialist, joined the Elks in congratulating the two gentlemen.

IT'S YOUR BUSINESS

by John C. Behrens



CHANGING THE BUSINESSMAN'S IMAGE, Part I

It's never too late to make changes, a wise man once told me, and surely a new year's resolution that businessmen should heartily endorse is finding ways to improve their image.

For those who take their resolutions seriously I admit that the proposal sounds staggering . . . especially during the first few days of a brand new year. But it's long overdue and most businessmen know it. There is an urgent need for improvement of the public's view of business, its owners and managers. The changes, furthermore, must come from within the business community as well as externally. More importantly, it should involve businessmen at all levels.

Sure, some business persons will tell you indignantly that it's not those in commerce who need to make the changes. The problems, they argue, are with government officials, educators, lawyers and

even the public. Some go further. It's criminal, they insist, to infer that the businessman should change his image and attitudes when others jeopardize his right to free enterprise and profit. Obviously, there's enough blame on both sides of the issue to go around.

Most businessmen concede, though, that something is radically wrong with their image when reputable pollsters discover that:

- ⊙ A sampling of Americans believe that business makes 45 percent profit on each dollar of sales
- ⊙ Eighty-seven percent of the college students polled agree that people in business are too concerned with profits and not enough with public responsibility
- ⊙ The majority of those polled place less confidence in business than in all other institutions which comprise what is called the power structure in America

- ⊙ Only 46 percent believe that profits of large companies help make things better for everyone
- ⊙ Students believe that government should place more restrictions and controls on business
- ⊙ Students also give a low rating to the moral and ethical standards of business executives

Whether you're a shopkeeper or corporation executive, such attitudes should be of concern to all of us.

What can be done about it?

That's what I'm going to discuss this month and next. The two-part series is based upon recent interviews I've had with experts such as Prof. George Vredevel, director of the Greater Cincinnati Center for Economic Education, one of seven offices in Ohio currently working on such problems. Prof. Vredevel was formerly the executive director of the Missouri Council on Economic Education.

"Business and industry are reaping the harvest of their past reticence . . . of not talking about themselves to the press and others," he explains. "A lot of misconceptions about what business does, I think, is that people really don't see how business fits into the economic system and consequently what kinds of decisions business has to make. To understand business, you first have to understand how the economy works.

"Most people think there is a conspiracy among business people to go out and get the public. Yet, in a competitive system, business has to respond to the consumer. Auto makers, for example, would not have come up with the smaller, more economical cars if they did not have to respond to the demands of the consumer."

Prof. Vredevel thinks that one of the first steps in altering the public image of business is educating people about the role of commerce in the society. And that means educating the educators. It's an important step towards changing the attitudes of the potential consumers of the 1980s and 1990s.

"Some kids might look up to a superstar in business if they knew what a superstar in business is," he says. "We think the person teaching American history should be aware of the economy that created that history. If they can teach science in kindergarten, like talking about electricity, they can also talk about where it comes from, who makes the rates—a government agency not an executive."

In my opinion, it's the kind of program that could be used in all 50 states. A number of my colleagues in higher education have a shockingly low opinion of the person in business, I find. Worse, I believe the attitude is either expressed or certainly implied in many undergraduate and graduate classrooms and it's easily inculcated in students who have little knowledge of the economic system. The cynicism spreads like a disease, too. I've been guilty of such an attitude at times because I didn't fully understand the dimensions of the problem. Its roots are frequently ignorance of the responsibilities of ownership and the magnitude of daily decision making common to anyone

(Continued on page 34)

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MAJOR PROJECTS

This is part of a continuing series on the state major projects. All state chairmen have been contacted by The Elks Magazine and have been asked to forward information for upcoming articles.

A child's trip to the dentist is often made unwillingly, and is characterized by feelings of dread and sometimes stubborn resistance. The parents also have a fear—can they afford the proper health care their children need? The **Missouri** Elks Association's Dental Care Program for Handicapped Children copes with both sets of problems; for 15 years it has treated hundreds of children between the ages of 3 and 21 with care and gentleness, and at no cost.

One \$65,000 self-contained van and five \$18,000-plus mobile dental units provided by the Missouri Elks Benevolent Trust are staffed by the State Division of Health and the Washington University School of Dental Medicine. The dentists, hygienists, and students who operate the mobile units gear the program towards the development of mutual trust and understanding with the patients. Hours of discussion and gentle handling and lessons in dental self-care are as important a part of the visit as the actual treatment of gum and teeth problems.

Children who are enrolled with the Missouri Crippled Children's Service and children who have cerebral palsy or a history of rheumatic heart disease have priority in receiving appointments. In order to maintain working schedules, the dental units also have a standby listing of handicapped children who are not registered with the state service, but who do qualify according to the major project standards.

In spite of occasionally wrecked units, bad scheduling, and frozen lines, the units treat over 1,357 children annually. In 15 years, the Elks have raised a total of \$131,732 for the major project, which includes the five mobile units, the van, support of a dental wing at Children's Mercy Hospital in Kansas City, and a yearly donation of \$6,000 towards a \$12,000 dental fellowship. Each year approximately \$12,000 to \$15,000 from the Elks, funds from Washington University, and state funds up to \$100,000 go to the dental health program. Missouri Elks contributions are from individuals and lodges, a \$100 club program, and through statewide fund-raising events, which include raffles, an annual golf tournament, and a follies show. The lodges also help by publicizing the arrival of the mobile units in their areas.

Future plans for the major project include the establishment of a permanent location in St. Louis, and possibly one in Springfield, like the one in Kansas City. When these plans are realized, the mobile units will be able to visit outstate



Canoeing in North Carolina

areas more often. The Missouri Elks hope that in the near future the handicapped children of the state will not find it too difficult to heed the advice to "see your dentist at least twice a year."

Self-reliance is a concept which the American poet and essayist Ralph Waldo Emerson advocated and one which is given importance at the **North Carolina** Elks Camp for Boys. The boys who attend the camp, which is in the Blue Ridge Mountains, meet the challenge of being on their own and discover a confidence in themselves. Coupled with this self-reliance, harmonious interaction with one's peers is something the children learn.

The acquisition of new skills, recreation, and of course fun are all part of an experience at the camp. Ample facilities, including 12 permanent buildings, are the boys' home where two lakes, a pool, tetherball and basketball courts, a softball field, and an archery and rifle area provide a chance for a variety of activities. The camp is only 12 miles from Hendersonville, NC, and covers 150 acres which are surrounded by protected state land.

Some of the activities which fill a child's day include soccer, volleyball, wrestling, and canoeing. If a boy has achieved a certain level of competency in swimming, he may battle the rapids and experience the excitement of white water canoeing. The campers are introduced to nature and Indian lore, and learn various crafts as well as compass orienteering.

An essential aspect of a successful camp is the quality of the staff, and Director Wayne Parton spends a lot of time during the year recruiting counselors. While all counselors must take a course in advanced water safety and life-



Missouri Elks' dental unit

saving, the camp also employs a certified water safety instructor. A dietician, cooks, a nurse, a year-round caretaker, and a doctor on call in Hendersonville complete the staff.

The responsibility for policy and financing for the camp is voluntarily taken on by the Elks Executive Committee of the Board of Governors. North Carolina's recreation departments, schools, and churches cooperate with the Elks in supporting the camp. There are no quotas assigned to the lodges, and no statewide fund-raising events, but the camp is financed through donations from the 34 participating lodges, individuals, and businesses. In 1977, the camp's expenditures reached \$63,000, \$10,000 more than the previous year.

Although the sons of Elks are welcome at the camp, the parents must pay a fee. Non-Elk children who cannot afford a camp experience are supported by the state's lodges and so can enjoy two weeks at the Elks Camp for Boys. While there is no state residency requirement, all boys must be between 8-14 years of age. A total of 600 boys spend one of four two-week terms at the Blue Ridge Mountain camp each summer.

Along with the facilities and the excellence of the staff, the programs designed for the boys and their living situation contribute to the value of the camp experience. Each child lives in a cabin with others his own age, and so feels no pressure to compete with larger or older boys. A child is thus encouraged to develop at his own pace and has plenty of opportunity, including overnight camping trips, for enriching experiences. The camp strives to formulate policy and create conditions which promote self-reliance and rewarding relationships. Elks Camp for Boys is a 'camp with a purpose'.

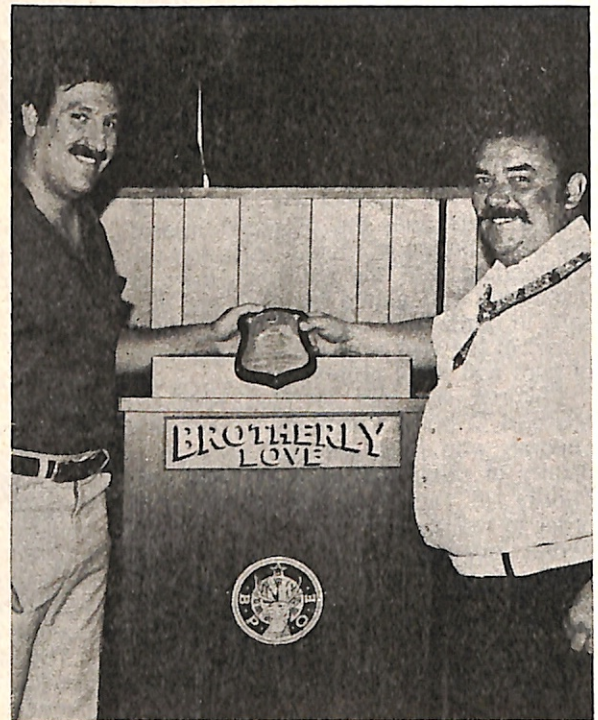


THE ANNUAL contribution of Red Hook-Rhinebeck, NY, Lodge to the National Foundation was made recently by PER Howard Laib (second from left) to DDGER Albert Favoino. On hand for the presentation and for a lodge initiation in honor of the late PER Guy White of Poughkeepsie Lodge were Red Hook-Rhinebeck ER John Scattergood (left) and VP Peter Masciarelli (right).



INDIVIDUAL trophies were taken home from the Hillside Girls' Softball League Banquet by leading batter Lisa Mahalick (second from left), home run champion and league's most valuable player Lori Stukes (third), and leading pitcher Lisa Albanese (fourth). Congratulations were extended by PER Henry Goldhor (right) of Hillside, NJ, Lodge, which sponsored the event, and Abe Cohn, chairman of the local Recreation Commission.

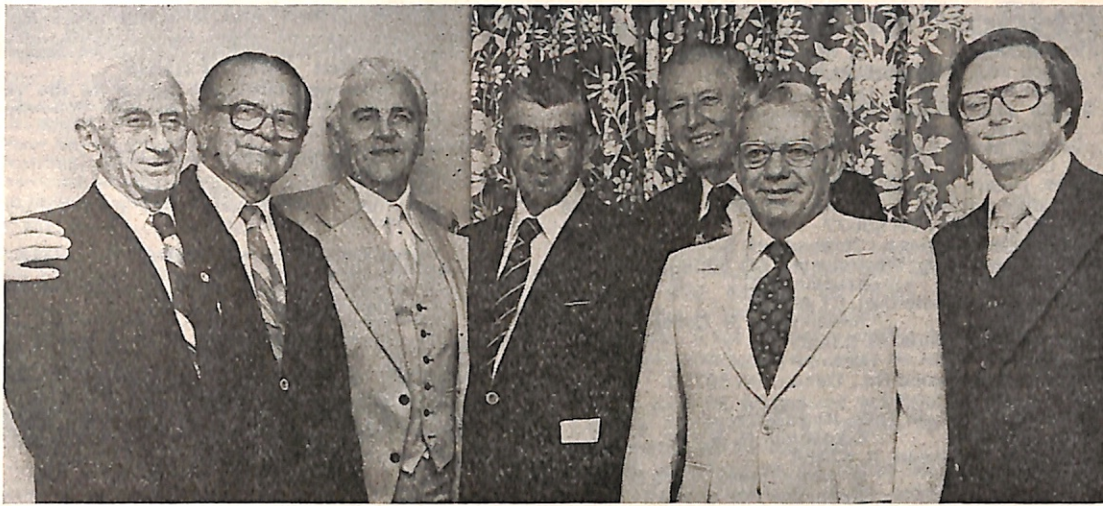
IN GRATITUDE for Lexington, MA, Elks' support of the Special Olympics, the Kennedy Foundation presented a plaque to the lodge. ER Gordon Osgood (right) passed the award to Dick Samaria, youth activities chairman, for his work with the Special Olympics.



ACKNOWLEDGING Rev. John Wehrlen's (second from left) work with the mentally retarded, Paterson, NJ, Lodge presented him with an outstanding citizen award. ER Ernest Capone (second from right) made the presentation while (from right) PER Frank Graves Jr., PER Donald Wares, Lawrence Kramer, mayor, Dominick DiMarco, councilman, and PER Howard Lotterman offered their congratulations. Father Wehrlen's work includes the organization of eight homes for the mentally handicapped.



THE THREE SONS of ER John Edmiston (fourth from left) were welcomed to the order by DDGER Sherman Coudriet (second from right) and VP Richard McClure (right). (From left) John, Denny, and Bill Edmiston were among a class of 40 candidates, the largest group to be initiated by Huntingdon, PA, Lodge.



THE VISIT of Florida SP Robert Fluck (third from left) to the home lodge of VP Dick Bernard (right) was an occasion for Grand Lodge and state dignitaries to meet. Among those at Miami Beach Lodge welcoming the SP were (from left) PSP and Past Grand Est. Lead. Kt. Chelsie Senarchia, PSP and Treas. Frank Holt, DDGER Hal Mangus, PSP and GL Committeeman Norman O'Brien, and VP Ed Royal.



THE LAST of the May family to join Rockville, CT, Lodge, Brother Ted May (second from right), was congratulated by ER Gilbert Larson (right). (From left) Brothers Julius, G. G., and Sergio were on hand to welcome the fourth male of their family into the lodge.

BUFFALO BILL Cody helped to inspire its institution, the city utilized its building as a second hospital during the WWI flu epidemic, and the county government was temporarily housed in its basement—these were a few of the anecdotes related by local historians during the 75th anniversary of Greeley, CO, Lodge. On hand to join members in the birthday celebration were SP Edgar McMechan (left) and ER John Northrop. In the annals of Elklom, credit for the first indoctrination program and the use of tuxedos as official attire originated at Greeley Lodge.



FORMER PRO-FOOTBALL player Ricky Lake (center) received his membership card from his father ER Melvin Lake (right) of Dalton, GA, Lodge. DDGER David Maddox offered his welcome to the order to the newly initiated athlete, who formerly played with the Jacksonville team and the New England Patriots.



IN HONOR of his position as the oldest living Marine in Massachusetts, Brother Frank Galas of Chicopee, MA, Lodge was given a citation by the United States Marine Corps. A framed poster was presented to the 82-year-old gentleman by PER Robert Perlak, a lieutenant colonel in the Marine Corps reserve, Col. Coleman Geary, and 1st Sgt. Ronald Snogles. (Continued on page 35)

Elks National "Hoop Shoot" Schedule

ALABAMA	Jan. 21	Tuscaloosa	U. of Ala., Alabama v Vanderbilt
Chairman, Nelson J. Byars, R. 1,		Box 263, Northport, AL 35476	
ALASKA	Feb. 4	Kenai	
Chairman, George Robinson, Drawer 1120,		Kenai, AK 99611	
ARIZONA	Jan. 28	Tempe	
Chairman, Robert D. Benson, 4614 E. Monte Vista,		Phoenix, AZ 85008	
ARKANSAS	Feb. 11	Conway	University Central Arkansas
Chairman, Dave Bassham, 1310 W. Pecan,		Rogers, AR 72756	
CALIFORNIA-HAWAII	Feb. 12	San Francisco	Treasure Island
Chairman, Vern Forry, 2800 Argonaut,		Rocklin, CA 95677	
COLORADO	Feb. 4	Colorado Springs	Coronado H. S.
Chairman, Joseph A. Gareis, 8581 Crescent Dr.,		Westminster, CO 80030	
CONNECTICUT	Feb. 5	Middletown	Kiegwin H. S.
Chairman, John F. Grippo, P. O. Box 818,		Middletown, CT 06457	
FLORIDA	Feb. 4	Ft. Pierce	Indian River Jr. College
Chairman, Ben Clarke, 1201 S. Main, Belle Glade,		FL 33430	
GEORGIA	Jan. 21	Newnan	Newnan H. S.
Chairmen, Wm. Cook & Cliff Peters, 201 Redwood Rd.,		Dalton, GA 30720	
IDAHO	Feb. 11	Nampa	
Chairman, Vern Bybee, 1236 Lawndale Dr.,		Twin Falls, ID 83301	
ILLINOIS	Jan. 21	Champaign	Centennial H. S.
Chairman, Gary L. Carter, 1413 E. Main, Robinson,		IL 62454	
INDIANA	Feb. 4	South Bend	U. Notre Dame, Notre D v Davidson
Chairman, John J. Delworth, Jr., 1806 Oakwood Dr.,		Rochester, IN 46975	
IOWA	Feb. 4	Ames	Iowa St. U., IA St. v Oklahoma
Chairman, Richard Froeschle, R.R. 1, LeClaire,		IA 52753	
KANSAS	Jan. 28	Salina	Marymount College
Chairman, Walter Linthacum, R. R. 1, Goodland,		KS 67735	
KENTUCKY	Feb. 4	Bowling Green	Bowling Green H. S.
Chairman, John D. Killin, 2610 Adams Ave.,		Ashland, KY 41101	
LOUISIANA	Feb. 4	Shreveport	Centenary College, Gold Dome
Chairman, N. B. Lester, Jr., 838 E. River Rd.,		Shreveport, LA 71105	
MAINE	Jan. 22	Lewiston	Multi Purpose Center
Chairman, Allan W. Richard, 94 Harlow Hill Rd.,		Mexico, ME 04257	
MD-DE-DC	Feb. 4	Annapolis	U.S. Naval Academy, Navy v U. NH
Chairman, Bruce Howell, R. R. 1, Box 84A,		Milford, DE 19968	
MASSACHUSETTS	Feb. 11	Woburn	Joyce Jr. High
Chairman, Thomas A. Lynch, 8 Lesley Ave.,		Somerville, MA 02144	
MICHIGAN	Jan. 28	Ann Arbor	Pioneer H. S.
Chairman, Dr. Wm. J. Ferrell, 23210 Norwood, Oak		Park, MI 48237	
MINNESOTA	Feb. 18	Hopkins	Minnesota v Purdue
Chairman, Roger Klinghagen, PO Box 176,		Hutchinson, MN 55350	
MISSISSIPPI	Feb. 4	Hattiesburg	U. Southern Mississippi
Chairman, Raymond Bonones, 802 Duane Street,		Hattiesburg, MS 39401	
MISSOURI	Feb. 11	Columbia	Hickman H. S. Gym.
Chairman, Sam Giambelluca, 2122 Sunset,		Poplar Bluff, MO 63901	
MONTANA	Feb. 11	Lewistown	Fergus County H. S.
Chairman, Robert J. Semmens, 3029 Irene St.,		Butte MT 59701	
NEBRASKA	Feb. 11	Kearney	Cushing Coliseum, Kearney St. College v Wayne St. College
Chairman, Don Caha, 1014 West 22nd,		Kearney, NE 68847	
NEVADA	Feb. 4	Reno	
Chairman, Ernie Hall, 1251 Fairway Dr.,		Elko, NV 89801	
NEW HAMPSHIRE	Feb. 4	Concord	Concord High School
Chairman, Leon P. Stratton, 20 Alpine Street,		Nashua, NH 03060	
NEW JERSEY	Feb. 5	South Orange	Seton Hall U.
Chairman, John Botti, 99 Maple St.,		Rutherford NJ 07070	
NEW MEXICO	Feb. 4	Albuquerque	Elks Lodge Gym
Chairman, Fred A. Bloss, 1004 Birch Lane,		Carlsbad, NM 88220	
NEW YORK	Feb. 18	Glen Cove	Glen Cove H. S.
Chairman, Frank Cassano, 14 Walton Ave.,		Locust Valley, NY 11560	
NORTH CAROLINA	Feb. 4	Southern Pines	Southern Pines H. S.
Chairman, Charles F. Oakley, 4817 Kendridge Dr.,		Durham, NC 27705	
NORTH DAKOTA	Jan. 21	Jamestown	Civic Center
Chairman, Jack Brown, 234 13th Ave.,		N.E., Jamestown, ND 58401	
OHIO	Feb. 4	Ashland	Ashland College, Ashland v Adrian College of MI
Chairman, Michael A. Mihalick, 831 Dream Drive,		Mansfield, OH 44907	
OKLAHOMA	Feb. 11	El Reno	El Reno H. S.
Chairman, William Wolf, 1436 N. 40th St.,		Lawton, OK 73505	
OREGON	Feb. 18	Corvallis	Cheldin Jr. H. S.
Chairman, John Brown, 2324 47th Avenue, N.E.,		Salem, Oregon 97303	
PENNSYLVANIA	Feb. 11	Lock Haven	Lock Haven Area H. S.
Chairman, Emile J. Brady, 99 Clinton St.,		Danville, PA 17821	
RHODE ISLAND	Jan. 22	Warwick	Rhode Island Junior College
Chairman, Walter D. Kettelle, 594 Lafayette Rd.,		North Kingstown, RI 02852	
SOUTH CAROLINA	Feb. 11	Charleston	
Chairman, Allen Gotbeter, 166 Pearlott St.,		Charleston, SC 29407	
SOUTH DAKOTA	Feb. 4	Aberdeen	Simmins School
Chairman, Alan C. Hoerth, 522 N.E. 18th Ave.,		Aberdeen, SD 57401	
TENNESSEE	Feb. 4	Murfreesboro	Middle TN St. U., MTSU v KY St. U.
Chairman, W. M. Maynard, 1124 Oakleaf Drive,		Kingsport, TN 37663	
TEXAS	Feb. 11	Austin	New Austin Central H. S. Gym
Chairman, Tom Garbacik, 3200 Roselawn,		Denton, TX 76201	
UTAH	Feb. 4	Springville	National Guard Armory
Chairman, Duane J. Paden, 625 So. 8th West,		Brigham City, UT 84302	
VERMONT	Jan. 8	Hartford	Hartford H. S.
Chairman, Ronald R. Krisanda, 38 Highland Ave.,		Randolph, VT 05060	
VIRGINIA	Jan. 28	Harrisonburg	Thomas Harrison Jr. High
Chairman, H. D. "Dan" O'Donnell II, R. 10, Box 254,		Harrisonburg, VA 22801	
WASHINGTON	Feb. 11	Spokane	East Valley H. S., Spokane Flyers v Nelson Maple Leaf (Hockey Game)
Chairman, Walter J. Thompson, Box 348,		Kettle Falls, WA 99141	
WEST VIRGINIA	Feb. 4	Parkersburg	Catholic H. S.
Chairman, Bennett Stump, 1603 Park Ave.,		Parkersburg, WV 26101	
WISCONSIN	Jan. 22	Stevens Point	U. WI, Berg Gym
Chairman, Leon Rondou, 1142 Dousman Street,		Green Bay, WI 54303	
WYOMING	Jan. 14	Laramie	Laramie Jr. H. S., Univ. WY v C.S.U.
Chairman, Charles Lowham, 512 S. 25th,		Laramie, WY 83070	

Regional Semi-Finals

The following states will appear in the regional semi-finals held at the following locations:

Phoenix, Arizona February 18, 1978
AZ, CA-HI, NV, UT
East High School—Phoenix Sons
Chairman, Joe D'Angelo, 3321 West Turney,
Phoenix, AZ 85017

Toledo, Ohio February 18, 1978
IN, KY, MI, OH
University of Toledo—University of Toledo
v Northern Illinois
Chairman, ROLLIE MORGAN, 3310 Glanzman
Rd., Toledo, OH 43614

Morgantown, West Virginia February 18, 1978
NC, VA, WV
West Virginia University—West VA University
v St. Francis
Chairman, Bennett Stump, 1603 Park Ave.,
Parkersburg, WV 26201

Atlanta, Georgia February 25, 1978
AL, FL, GA, MS, SC, TN
Georgia Tech University—Georgia Tech U
v Florida State
Chairman, Harold T. Brothers, 3450 Evans
Rd., N.E., Atlanta, GA 30341

Nashua, New Hampshire February 25, 1978
CT, ME, MA, NH, RI, VT
Nashua Junior High School
Chairman, Harry G. Mullen, Box 81, Mill
Pond Rd., N. Salem, NH 03073

Arlington, Texas February 25, 1978
AR, LA, NM, OK, TX
University of Texas
Chairman, Hoyle Simes, 1441 Oak Meadows,
Dallas, Texas 75232

Missoula, Montana February 25, 1978
AK, ID, MT, OR, WA
University of Montana—U. of Mont. v Idaho
State U.
Chairmen: O. R. Ellingwood, 303 S. Washing-
ton St., Butte, MT 59701. Donald W. Leary,
Box 2427, Missoula, MT 59804

Denver, Colorado February 25, 1978
CO, KS, NE, ND, SD, WY
Place to be determined.
Co-Chairmen: James Anderson, 2300 5th Ave.,
Kearney, NE 68847. Miland Dunivent, 961
Lakeside Drive, Grand Junction, CO 81501

Iowa City, Iowa March 4, 1978
IL, IA, MN, MO, WI
University of Iowa—Iowa v Indiana
Chairman: Richard Froeschle, R.R. 1, Le-
Claire, IA 52753

Danville, Pennsylvania March 4, 1978
MD, DE, DC, NJ, NY, PA
Danville High School
Chairman: Emile J. Brady, 99 Clinton Street,
Danville, PA 17821



Finals

Elks National "Hoop Shoot" Contest will be held at the Kemper Arena in Kansas City, Missouri, on March 11, 12, 1978, Kansas City Kings v Golden State. National Headquarters, Plaza Inn.

SDGER Bernard M. Watters

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Gerald L. Powell
National Director
Box 520, Peru, IN 46970

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Lodge Bulletin Contest

This contest is sponsored by the GL Lodge Activities Committee and each and every lodge in the order is requested to participate. The rules are simple and easy to follow:
✓ Prepare a plain folder containing three consecutive issues of your lodge bulletin for the period April 1, 1977, to December 31, 1977.

✓ Mail your entries to: Gerold F. Lamers, Member, GL Lodge Activities Committee, 201 Medical Center Bldg., Spokane, WA 99204. Do not mail entries to The Elks Magazine.

✓ Have your lodge Secretary certify in writing the membership of your lodge as of April 1, 1977.

✓ Entries must be postmarked not later than February 15, 1978, to be eligible for judging. No entries will be returned.

Entries will be judged on the overall format of the bulletin, timeliness of the lodge news, state association projects, and Grand Lodge programs.

The Judges will also consider the number of contributions to the bulletin by the various committee chairmen—e.g., Youth Activities, Veterans Service Committee, auxiliary news, athletic news, National Foundation, Americanism Committee, and leadership messages from your Exalted Ruler.

Awards will be presented to the first-, second-, and third-place winners in each of the divisions listed below:

Division 1—Lodges with under 301 members; Division 2—Lodges with 301 through 600 members; Division 3—Lodges with 601 through 1000 members; Division 4—Lodges with 1001 through 2000 members; Division 5—Lodges with 2001 or more members.

Winning entries will be on display at the GL Lodge Activities committee booth during the Grand Lodge Session in July, 1978, and may be picked up by your lodge representative.

Support our Grand Exalted Ruler, Homer Huhn, Jr., and his great program by participating in this fine contest because "Individual Responsibility Assures Progress."

Gerold F. Lamers, Member
GL Lodge Activities Committee

Veterans Remembrance Report Entry Deadline: January 31, 1978

"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him." We should all be very proud of this most solemn pledge. For we as Elks have kept this pledge and continue to do the best job that we can do for our disabled veterans.

The Veterans Remembrance Lodge Participation Report conducted by the GL State Associations Committee and sponsored by the Elks National Service Commission is one way of tabulating our accomplishments with our hospitalized disabled veterans. Last year we had fifteen state associations with 100 percent participation in our report, and all states participated. This year we should have 100 percent participation again, and a sizeable increase in 100 percent participation by the state associations.

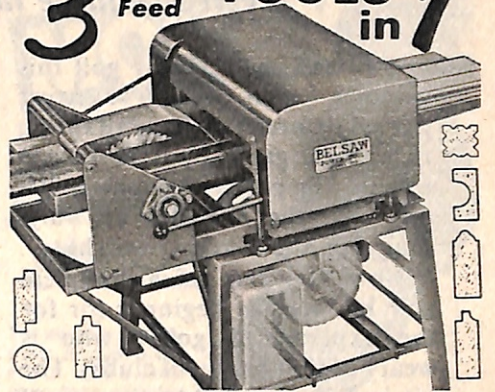
Check with your lodge chairman and see that he is going to participate. The completed report form must be in the hands of your District Deputy by January 31, 1978, and he will transmit the report form to your state chairman.

We as Elks do care about our hospitalized veterans. Please do what you can to see that your lodge takes part in this program.

Richard W. Squires, Chairman
GL State Associations Committee

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The Metric Challenge

(Continued from page 10)

tionalization or simplification of relationships, improvements of design, reduction of size variations, (and) increases in economy..." The Board will also "encourage retention, in new metric language standards, of U.S. engineering designs, practices, and conventions which are internationally accepted or which embody superior technology," and will consult with domestic and foreign bodies in an effort to gain international recognition for metric standards proposed by the U.S., and to encourage retention, during the U.S. transition period, of equivalent customary units, usually through dual dimensioning, in international standards or recommendations.

© *Further action is needed before individual Government agencies may require metric usage by suppliers or the public.* The Metric Act contemplates a voluntary conversion program and states that the Board will study the "appropriateness of, and methods for using procurement by the federal government as a means to effect conversion to the metric system." However, prior to the passage of the Act, many government agencies possessed full authority to select the measurement units used in procurement, in required returns and reports, and in agency rules and regulations. The Act does not appear to eliminate this authority or to authorize the Board to do more than to make non-binding recommendations to government agencies concerning their individual metrication programs.

A number of federal agencies have been deferring the introduction of metric usage pending Congressional action on a national policy, but there is increasing evidence that these agencies are now preparing for a comprehensive and relatively rapid changeover to predominately metric usage.

© *The Act makes no provisions for Government financial assistance to business, industries, and individuals to implement the change.* There is no specific provision for this in the Act. However, the Board will conduct research and recommend to the President and Congress such action as may be appropriate to deal with any "unresolved problems" which may include the impact on workers (such as cost of tools and training); on different occupations and industries; on small business; and on the national economy as a whole. Subsidies to help defray conversion costs in industry are not provided for.

Dr. Mary L. Ellis, ANMC Education and Industrial Training Coordinating Committee's chairman, believes that misconceptions and misunderstandings during the metric changeover can best be eradicated through education and

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training which are at the very heart of a successful metric conversion in the United States. "Throughout the coming decade," says Dr. Ellis, "there can be no more important concern than that of the preparation of all Americans, as consumers and as workers, for metrication. Congress has expressed support for metric education and training by making funds available to the U.S. Office of Education. Federal grants are being awarded for metric education projects around the country."

A number of states have already made official announcements concerning changes in their schools to the metric system. The state boards of education in Maryland and Illinois have directed that metric be the official language of measurement for public education by 1980. In Michigan, metric education was required beginning with the 1975-1976 school year. Several other states, notably California, are well advanced in plans to adopt metric as the predominant or sole measurement language. Every state has taken some official action, including 32 which have had formal action taken by the legislatures or school boards, and 15 whose state boards have adopted "go metric" resolutions.

Cost of Conversion

The question of the cost of "going metric" has produced a variety of contentions and predictions that are indeed confusing. But without a meticulous cost assessment of each affected sector within each individual firm, predictions are only calculated guesses. Most experts agree that the cost of changeover to metric is not nearly as great as some people once thought. In addition to experiences gathered from the British and Canadian changeover now going on, examples can be cited from U.S. industry. John Deere and Company, currently well into their metric switch, found that virtually no machine tools have had to be replaced.

Borden has found it to be less than half the original estimate, with an important boost to profitability from fewer package sizes. Consumer demand for larger soft drink bottles, which would have called for new molds anyway, has enabled Seven-Up to amortize much of its metric switch. And the new bottle shape is cheaper to produce. General Motors may end up spending only about 3 percent of its 1966 projection by the time metrication is fully implemented. It's interesting to note that General Motors has given up trying to track the cost of going metric (now over 50% completed) as the cost of tracking the costs were greater than the metric costs.

In arriving at an estimate some of the factors that must be weighed when considering conversion costs are existing

(Continued on page 32)

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The Metric Challenge

(Continued from page 31)

maintenance equipment capital costs, stores inventory, and storage space area values, etc. Often, problems that at first appear to be major, decrease in complexity when analyzed, while others are discovered to be deceptively simple.

Even with study, the accuracy of an estimate will be questionable, but should be reasonably approximate.

"Soft" or "Hard" Conversion

One important decision that companies must make is whether their conversion should be "soft" or "hard." Soft conversion, which involves merely

changing numbers but not dimensions, is fairly simple and inexpensive. A food processor, for example, can simply print labels that read 237.2 grams instead of eight ounces. Going soft is also relatively painless in industries where precision tolerances are low. The American Concrete Pipe Association, for instance, has proposed standardizing thirty different pipe sizes to metric measurement. The typical twelve-inch (304.8 millimeters) American pipe would be well within the tolerance variation of 300 millimeter metric pipe. Hence, explains an industry spokesman, "With soft metrication, new pipe will still fit everybody's old pipe," he added. "the financial trauma will be small indeed."

Hard conversion—making products to metric specification—entails retooling, new machinery and double inventories, and is considerably more costly. Nevertheless, if carried out as part of a coordinated industry effort, it can broaden markets and reduce costs. A case in point is the Industrial Fasteners Institute, which began metrication as early as 1970. Working closely with the International Organization for Standards, it developed an optimum series of metric screw-thread dimensions and nut-bolt sizes that have made for a single world system of metric fasteners—and a dramatic reduction in the number of sizes previously manufactured.

Long Term Savings

In most cases, a short-term cost penalty is almost certain in implementing the conversion. But in the long term, substantial cost savings will usually accrue because studies necessary for metric conversion identify opportunity to standardize, rationalize, and reduce the variety of a company's components and thus drastically cut costly inventory requirements.

A typical example of long-term savings is described by a Sears, Roebuck and Company official. One of Sears' conversion studies centered on V-belts, and the company found that its inventory consisted of several hundred sizes and configurations. A further study indicated that many of the company's appliances and other motor and engine-driven products could be modified slightly to use fewer types and sizes of belts. Furthermore, future products would be designed to use an existing belt wherever possible. Projected savings in inventory costs, alone, will pay back the cost of conversion in a relatively brief period of time. Other similar examples are being discovered in many companies.

But, in the final analysis, no accurate determination of metrication costs can be made realistically without an equally thorough study of *what it will cost not to change.*

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In a world with a narrowing technology gap, we cannot afford to ignore practices in other countries. The strongest world market force favors products of metric design, with use of international standards as purchase and quality control specifications. In a short time span, our inches and pounds will be a persistent and increasing handicap, as metric customers overseas express preference for products for which compatible spares and auxiliary equipment are locally available.

Our stock in world trade used to be in raw materials and mass-produced articles based on widely available technologies, e.g., shoes and textiles. This strength is now in the more measurements-sensitive, high-technology products such as industrial machinery, computers, and civil aircraft. Even in high technology we are now facing an important international competitive challenge, a challenge symbolized by net deficits in our balance of trade during the Seventies.

Meanwhile, 90 percent of the world's traders, doing 75 percent of global business, are using the metric system of measurement. That 90 percent are buying and selling to each other, and collectively they are cool to the products of the 10 percent who do not use the system.

Balance-of-Trade

Going metric won't solve the balance-of-trade problem but the longer we take to complete metrication, the more difficult it will be to retain our economic competitiveness and the cost to our national economic stability will by far outweigh the cost of metric conversion.

In accepting the challenge of going metric, it is incumbent upon business, industry and trade to decide what is best for its segment of our social and economic structure. Those within each of these sectors are the best judges of what needs to be done and when it is opportune to do it.

Business and industry must recognize that changes are taking place and that it is these segments of our nation and not our government that is initiating increased metric use. Every business has many interfaces between internal operations and external suppliers, clients, governments, and groups. How to convert must be established in terms of business and corporate policies and economic performance as well as cooperation within the particular business or industry.

The question is no longer "Should America go metric," for this decision has already been made. The metric system is upon us—there is no reversing its momentum. Americans have accepted the challenge to go metric and the question is now, "When will America be metric?"



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It's Your Business

(Continued from page 24)

in business management today.

Does the public perceive differences between big and small businesses and their managers? It depends upon the region of the country and the expert you ask. Prof. Vredevelde believes there are different attitudes. "Big business seems to have been singled out by many for criticisms, negative attitudes and as targets for regulation. According to surveys, 'big business' relates to the large, highly visible industries like the automobile, oil and utility industries which are often blamed for some of our current economic problems. The public seems to appreciate that there are economies of scale for big business but people resent their political power and their perceived ability to dictate prices."

Small businesses, he says, don't receive such attention. "Small business is not a target for the same type of criticism. It is seen as more representative of free enterprise and as the producer of better and more personal service as well as higher quality products."

Not necessarily true, says a bank economist in the East, who has studied the question. People do not have clear perceptions of what constitutes small business and how such businesses are involved, directly or indirectly, with the problems that surround the big businesses. "It's not clearcut to most Americans," the eastern analyst says.

Next month? Some suggestions on dealing with the image problem.

Address your questions and comments to John C. Behrens, c/o The Elks Magazine, 425 Diversey Parkway, Chicago, Illinois 60614.

Obituaries

PAST DISTRICT DEPUTY Frank C. Wheeler of Burns, OR, Lodge died recently. Brother Wheeler, a Past State President, served as District Deputy Grand Exalted Ruler for the Southeast District in 1967-1968.

PAST GRAND LODGE COMMITTEEMAN John W. Sheppard of Albany, OR, Lodge died recently. District Deputy Grand Exalted Ruler for the Northwest District in 1960-1961, Brother Sheppard was a member of the GL Ritualistic Committee in 1964-1965 and 1965-1966.

PAST DISTRICT DEPUTY John R. Martin of Virginia City, MT, Lodge died September 28, 1977. Brother Martin served as District Deputy Grand Exalted Ruler for the West District in 1963-1964.

PAST DISTRICT DEPUTY Edward L. Curtin of Portsmouth, VA, Lodge died on September 13, 1977. State President in 1957-1958, Brother Curtin was District Deputy Grand Exalted Ruler for Virginia's Southeast District in 1962-1963.

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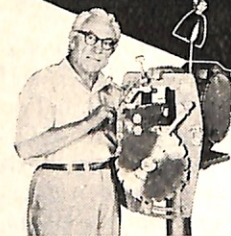
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NEWS OF THE LODGES



DURING the visit of DDGER James Steers (back row, right) to Idaho Springs, CO, Lodge recently, an unusual initiation took place. ER Larry Romine (second from right) proudly welcomed his father Vinton Romine (third) and his three brothers and brother-in-law (front row, from left) Marty, Robert, James Barnes, and Rick to Elkdom.



CONGRATULATIONS and thanks were extended to Chm. Roy Newsom by ER John Gramata (left) for his donation of Huntington Park, CA, Lodge's National Foundation display board, which he designed. The names recorded on the board include those who have purchased one or more \$100 certificates as well as those who have begun yearly installments.

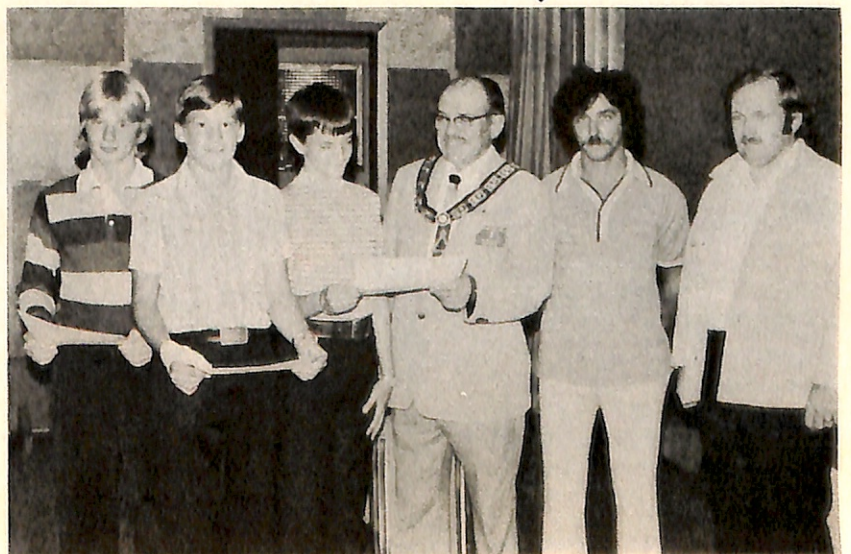


A LUNCHEON for 18 Students of the Month was recently given by Carmichael, CA, Lodge. Following the meal PER Robert Bartley addressed the youngsters and certificates were presented to each one of them.

AWARDS were given by Seaside, OR, Lodge to the top newspaper carriers of the *Oregon Journal* and the *Oregonian*. ER Edward Willener (third from right) made the presentation to (from left) Bill Chambers, Roy Pierce, and Bryce Isle, who were accompanied by their dealers Mike Scimone of the *Oregon Journal* and Mark Larson of the *Oregonian*.



A CHECK for \$375 was donated by the Elks' ladies represented by (seated, from left) Mrs. Vivian Gronke, Mrs. Annabelle Hendricks, Mrs. Elizabeth Gerbracht, and Mrs. Veona Barker (standing) to Belen, NM, Lodge for building improvements. ER Stephen Rogers (standing) and Est. Lead. Kt. Edgar Poindexter were among the Elks who were pleased to receive five sets of tables and chairs along with the check.





THE BOARD of Grand Trustees gathered at the Elks National Home for their quarterly meeting. Gerry and Grand Trustee Marvin Lewis (standing, third and fourth from right) of California met with Grand Secy. Stanley Kocur (standing, second from left), Doral Irvin (fourth from left), executive director of the Home, and GER Homer Huhn, Jr. (fifth from left). The GL dignitaries greeted the Home's California delegation, which included (seated, from left) D. C. Frazer, Oscar Sabin, Manuel Myers, LeRoy Grandey, John Rector, Robert Oakley, and (standing, from left) James Cupps, Edward Stockbridge, George Viola, and George Gehrke.



THREE GRAND LODGE awards were recently presented to Vern Forry (center), California-Hawaii State youth chairman. ER Louis Aguiar (left), who assisted in the awards program, joined PDD Frank Johnson in presenting the awards for honorable mention for youth program scrapbooks, 100 percent participation in youth programs, and for being an outstanding activities chairman.



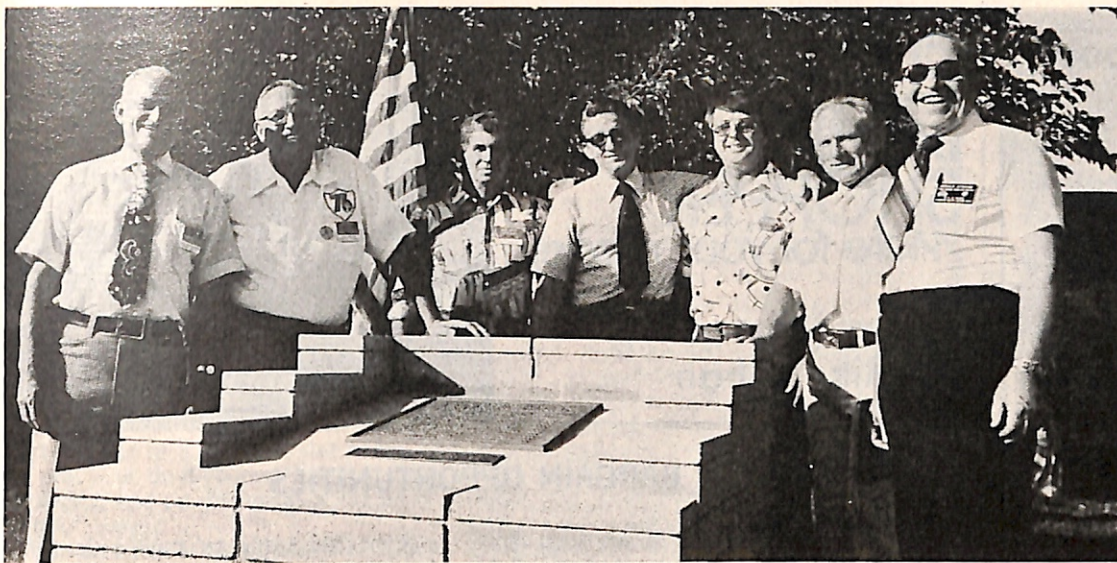
GRAND FORUM member Sidney Nicholson (front, center) was proud to initiate his two sons into Florence, OR, Lodge. Dignitaries who attended the ceremony included (back, from left) Grand Est. Lead. Kt. Hal Randall, ER Del Phelps, and PGER Frank Hise.



THE FIFTH annual benefit for the Angels Unaware Center for the retarded in El Cajon, CA, which was sponsored by El Cajon Elks and the Ladies Auxiliary for Retarded Citizens, raised \$4,000 this year. Trustee Sam Wagstaff presented a check for \$500 to Helen McCann (left), president of the Ladies Auxiliary, and Joyce McNab (center), chairman of the fund-raising affair.



HAVING completed a half-century of membership in Elkdom, five Sonora, CA, Elks including (from left) Armand Baer, Percy Weston, Paul Suter, and Clint Suttle received life memberships and 50 year pins. Brother Ernest Olivieri, master of ceremonies at the celebration for the honored Elks, noted that Sonora Lodge has 14 members who have been Elks for 50 years or more.



FOR OVER 40 years Taft, CA, Lodge, along with other lodges in the area, has been concerned with the survival of the Tule elk. The Brothers were instrumental in the establishment of the Tule Elk State Park in which the only monument bears the names of the original Elks Conservation Committee. A new monument, which contains the initial plaque, was recently rededicated at a ceremony attended by (from left) SP Donald Luce, DDGER R. E. Ceniz, ER John Couch, PER C. Ray Floyd, Brother Trice Harvey, VP Howard Neilsen, and PGER Gerald Strohm.



MEMORIAL SERVICES were held by the Arizona Elks State Association at Tucson, AZ, Lodge. Among the dignitaries who attended the services were (seated, from right) PGER Horace Wisely, PGER R. Leonard Bush, PGER Gerald Strohm, Arizona Governor Wesley Bolin, ER William Boughton, and (standing, from left) VP George Kroehl, Brother Al Bertagna, and PSP Mike Deir.

WITH THE completion of the restoration of Woodland, CA, Lodge, the Brothers hung their elk trophy over the remodeled Victorian mantelpiece. ER Robert Alspaugh was among those on hand for a viewing of the new interior, which was returned to its original 1926 style after years of planning and work and the expenditure of about \$160,000.



THE PRESS and city officials of Torrance, CA, were honored by the local lodge recently during an open meeting. ER Amando Cid (second from right) expressed the lodge's support of the city government and press in his welcome to the guests who included (from left) Councilmen Dick Rossberg and James Armstrong, James Box, executive editor of the *Daily Breeze*, and Councilman Doug Brown.



A PLAQUE listing the names of those Elks who have donated \$100 to the Elks National Foundation was given to Northglenn, CO, Lodge recently. GL Committeeman Eugene Costello (left), ER Charles Stevens (second from left), and DDGER James Steers (right) congratulated Chm. Gordon William (third from left) and Committeeman Glenn Thieman for having enlisted 76 new Foundation members.

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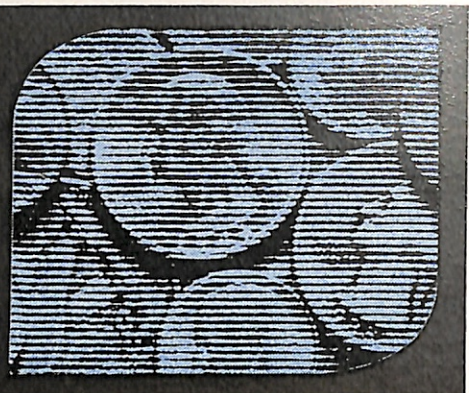
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ELKS FAMILY SHOPPER

More for your money

by Mike LeFan



BARGAIN OPPORTUNITIES

Happy New Year to you too! January is a good month to start your bargain-hunting year because it's loaded with lots of bargain opportunities.

For your home: save money on white goods, bedding, furniture, home furnishings, rugs, carpets, floor coverings, storm windows, small appliances, china, and glassware.

For you and yours: watch for bargains on beach and sportswear (yes, in the middle of winter), men's shirts, men's and boys' suits, costume jewelry, purses, shoes, coats, and furs.

January is a good month to save on audio equipment such as radios, stereos, tape players and recorders, and so on. You can also pick up nice bargains on toys and bicycles leftover from Christmas. Used cars are also marked down now.

Sales to watch: the End-of-Season closeouts should be worthwhile, so check 'em out.

Supermarket Snoop advises that the month's best fresh produce items are brussels sprouts, turnips, rutabagas, parsnips, mushrooms, broccoli, oranges, tangerines, and grapefruit.

Thanks for the letters about electric tea kettles. A number of you wrote to tell Mrs. Jones that General Electric, Sunbeam, Proctor-Silex, and probably some others too make electric tea kettles at prices from about \$15 to \$30 (depending on where you buy and on specific brands). Check your local discount, department, hardware, and gift stores.

If you're interested in buying an

electric tea kettle by mail order, the following firms handle them. Write for their catalogs: Colonial Garden Kitchens, 270 W. Merrick Rd., Valley Stream, NY 11582, and Gertz, Box 49, Jamaica, NY 11403.

Thanks to these people for writing: B. Haggarty, Richmond Hill, NY; Mrs. John Kessler, Monticello, IN; Gordon Lawry, Marquette, MI (Lodge No. 405); Eleanor Larson, Portland, OR; Blanche Lair, Rochester, MN; Mrs. A. J. Terrill, Helena, MT; B. Frank Wier, Grand Junction, CO; Mrs. Barton Smith, Hamilton, MT; Virginia Roden, Corry, PA; Mrs. Milton Reed, Sacramento, CA (Lodge No. 6); Mrs. Gary Hanisch, Crosby, ND; Mary Lorne, Mystic, CT; and Phyllis Sherman, Carthage, NY.

Attention purchasers of the *Budget Motels List*: the International Vacation Club mentioned is no longer at the address given and has evidently gone out of business according to a letter from Jack Buxton of Anchorage, AK. Thanks, Jack.

Get a free booklet full of nifty uses for Velcro brand fasteners. Write to The Velcro Revolution, Dept. EM, 681 Fifth Avenue, New York, NY 10022.

"Dear Mike: I'm writing to find out if Canadians can enter your sweepstakes and contests sponsored by various companies. All the magazines say is 'Open to residents of the U.S.' They say they're void in some states and where prohibited by law. I don't understand if for Canada it's Yes or No"
—Nina Byram, St. Leonard, N.B.

I'm not a contestor, Nina, so I can't

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say. What we need is a word from some of you contest fans. Come on and write—Nina's waiting.

I recently mentioned that changing your own motor oil would save you money, and it will. Now get a free booklet called *Here's How to Change Your Own Motor Oil* from service stations selling Kendall oil products. They advise that you never put old oil into sewers, where it will pollute rivers, lakes, and oceans. Instead use it to edge your lawn or to clear patios of unwanted weeds. Or apply it to protect wooden stakes or posts buried in the ground. Or seal it in capped jugs and dispose of it. The booklet has lots of practical do-it-yourself ideas on oil changing and on disposing of old oil in helpful ways.

Get all sorts of free travel info. Each issue of *The Happy Wanderer* offers free brochures on resorts, cruises, backpacking, convention centers, and more. Whatever your travel interests, they're among the 1100 listings of well known and out of the way places. Send for a sample copy by writing to The Happy Wanderer, Dept. MM, 4257 W. Main St., Skokie, IL 60076.

If you enjoy snowmobiling, get this free guide to resorts catering to snowmobile activities. Order the *Great American Snowplaces* guide from Bombardier Corp., Dept. MM, P.O. Box 6106, Duluth, MN 55806.

Here's a fact that bears repeating—you really can lower your heating bills this winter by turning the thermostat down at night. Keeping the temperature at 72 degrees during the day and lowering it to 64 at night can trim your fuel bill by 10 to 15 percent. Whatever your daytime setting, lowering the thermostat 8 to 10 degrees at night will result in savings. The more you lower it, the more you save. The cooling down in the house is gradual, so you'll be asleep and warm under the covers by the time a noticeable change occurs.

Interested in roses? If so, get this leaflet describing rose types, plus basics on successful rose growing. Order *Guidelines to Good Roses* from the American Rose Society, Dept. MM, P.O. Box 30000, Shreveport, LA 71130. It's free with a stamped, self-addressed business-size envelope.

Grapefruit hit the bargain calendar for the next few months. Do you know how to select the best ones and how to maintain their quality at home? Look for grapefruit that are firm, springy to the touch, and heavy for their size. Avoid those with soft, discolored areas at the stem end and spongy, water-soaked spots. A russet color isn't harmful. Fruits with pointed ends are thick skinned and less juicy. All fruit in the store is mature, so keep at room temperature or refrigerate. Whites sometimes have a flavor stronger than the pinks.

When you're away from home for several days, you can make sure that your house plants are properly watered. Fill a bucket with water and place your plants around it. String some heavy yarn up from the bottom of the bucket over to the soil in each pot. Do this by doubling one end of the yarn over the tip of a table knife and pushing the yarn down deep in the soil. Do this at the side of the pot, being careful not to cut the roots. Now your beautiful—and expensive—plants will be a healthy green when you get home.

Get the new *Bargain Calendar for 1978* to show you the year's best buys month by month. Covers everything from autos to zucchini. Send \$1 and a stamped, self-addressed business-size envelope to Mike LeFan, 1802 S. 13, Temple, TX 76501.

Send in your tip for Money Saver of the Month. Each one used will earn a small prize and endless fame.

Money Saver of the Month: We've got two this month. Mrs. Ritenour of Ruffsedale, PA says peanut butter will remove those gummed stickers from things you buy in the stores. It also removes tape or crayon marks on wooden furniture. She adds, too, that a teaspoon of cornstarch in a quart of water is a great window cleaner. And Mrs. Cogan of New Smyrna Beach, FL, reminds you to save bits of leftover meats and vegetables in a dish in your freezer until you've got the fixings for a pot of vegetable soup. A tasty money saver. You're welcome.

Send questions and tips to Mike LeFan, c/o More For Your Money, 425 W. Diversey, Chicago, IL 60614. ■

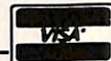
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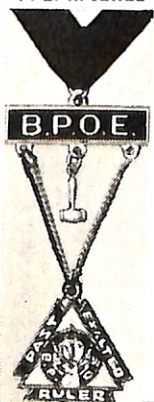
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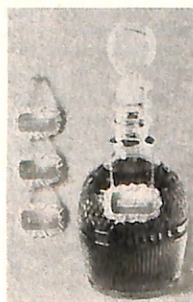
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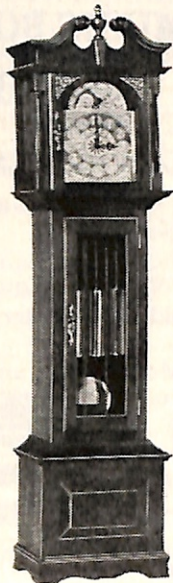
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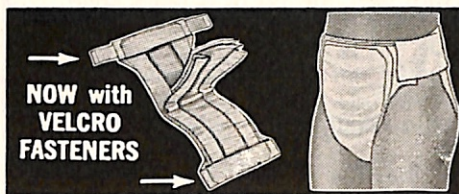
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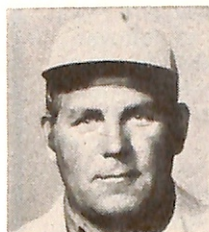
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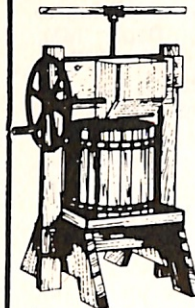
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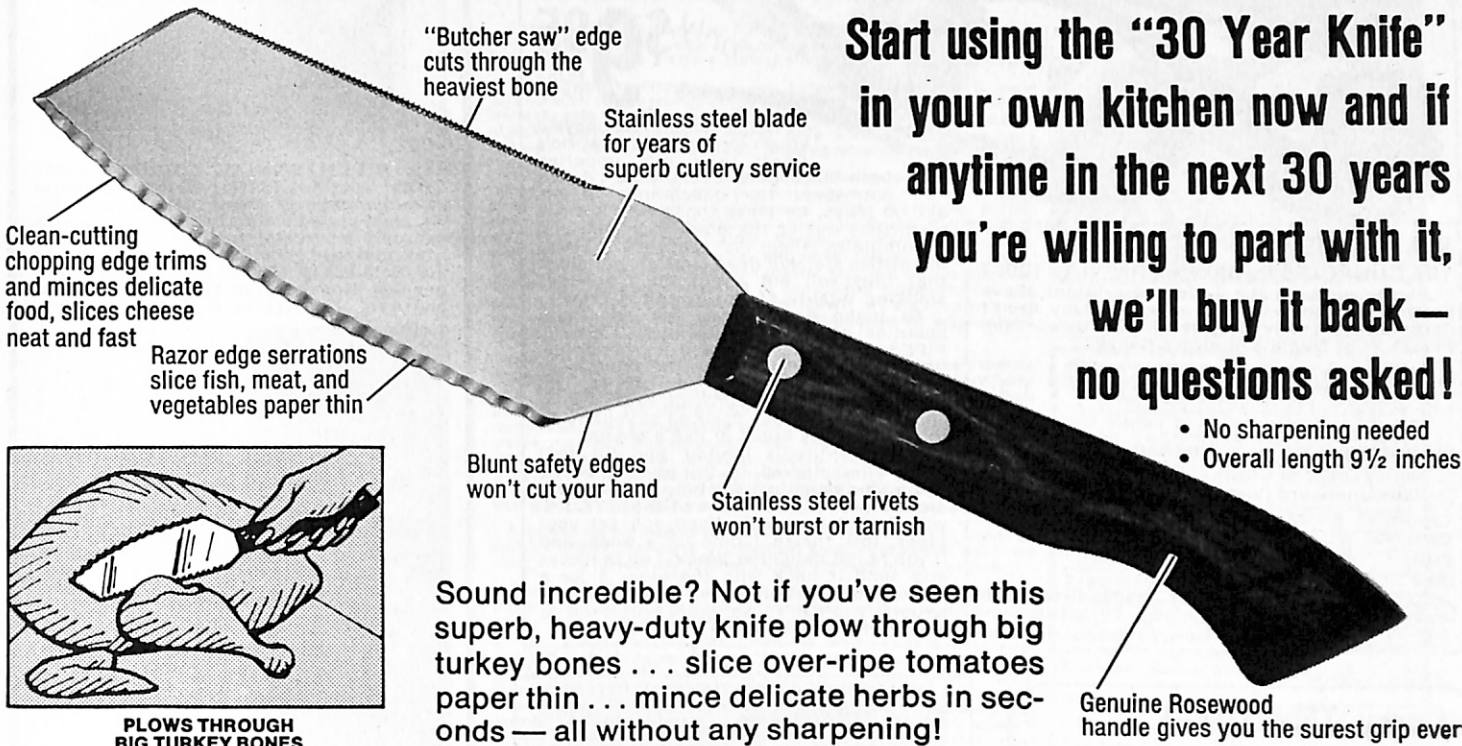
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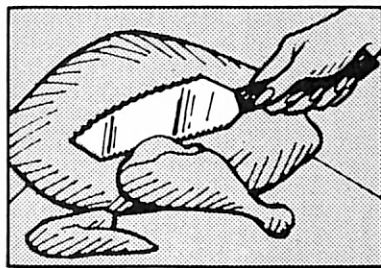
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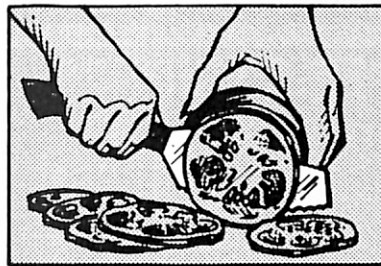


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We've seen expensive look-alikes selling on New York's Madison Avenue at outlandish prices. How then, you ask, can we offer you the genuine stainless "30 Year Knife" for the unheard of price of just \$4.95.

The answer lies in the massive economic power that we have as one of the nation's largest shop-by-mail retailers. Thousands will buy from this ad and make it possible for us to sell to you at this incredible price.

**ORDER NOW, WHILE THIS AD IS RUNNING!
GET YOURS AT OUR UNBELIEVABLE \$4.95 PRICE!**

DON'T BE FOOLED INTO PAYING RIDICULOUSLY OUTRAGEOUS PRICES FOR AN EXPENSIVE LOOK-ALIKE!

NOW! GENUINE STAINLESS STEEL

FOR ONLY \$4.95

© 1977 American Consumer Inc., Caroline Rd., Phila., PA 19176

30 Year Refund Policy

The American Consumer Stainless Steel "30 Year Knife" is backed by our unconditional refund policy for 30 years. Anytime you wish to return it, we will buy it back (except postage & handling) — no questions asked.

MAIL NO-RISK COUPON TODAY

AMERICAN CONSUMER, Dept. RSKB-9, Caroline Road, Philadelphia, PA 19176

Please rush me my (RSKB) Stainless Steel "30 Year Knife"(ves) checked below. I understand that I may return them anytime in the next 30 years for my money back (except postage & handling).

____\$4.95 plus 50¢ postage & handling for one. ____\$8.95 plus 75¢ postage & handling for two.

Amount Enclosed \$____. PA residents add 6% sales tax. Check or money order, no CODs please.

CHARGE IT: (check one) Exp. Date _____

BankAmericard/Visa Master Charge

American Express bank number _____

Credit Card # _____

Print Name _____

Address _____ Apt. # _____

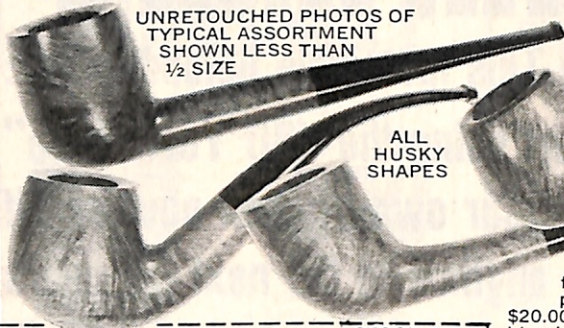
City _____ State _____ Zip _____

Canadian customers, please send orders to:
Mail Store Ltd., Dept. RSKB, 312 Rexdale Blvd., Toronto, Ontario M9W1R6
(Ontario & Quebec residents add sales tax)

8233-009

PIPE SALE

SECONDS OF \$20⁰⁰
IMPORTED PIPES



UNRETOUCHED PHOTOS OF
TYPICAL ASSORTMENT
SHOWN LESS THAN
1/2 SIZE

MONEY BACK
GUARANTEE

ALL 4
PIPES

only \$9⁹⁵
POST
PAID

ALL
HUSKY
SHAPES

The famous maker pays a king's ransom for the world's finest briar root imported from Macedonia. Because he's a fuss pot about the appearance of his \$20.00 pipes, he takes those with surface blemishes out of the production line and accumulates them as "seconds." These blemishes are skin deep, and we guarantee that they will not affect the marvelous smoking quality of this priceless briar.

To make new friends, we sell these beauties off for peanuts as "GOODWILL PIPES" whenever we have an accumulation. The pipes are left in the full beauty of their natural grains, no paint, no varnish, no attempt to "cover up" the blemishes—and that means they color up as you smoke them, and they break in like a dream.

The quantity is limited, and it's first come—first served in this once-in-a-blue moon pipe bargain. Send only \$9.95 or your credit card number for 4 of these "Goodwill Pipes" Postpaid. When you get your pipes, test smoke 1 pipe for a week, and if you're not delighted, break it up in pieces and send it back with the other 3 for a prompt, no questions asked refund. The risk is ours, you can't lose. Sorry only 1 set to a customer. Good in the U.S.A. only.

WALLY FRANK LTD. STOCK NO. G T 104

132 CHURCH ST., NEW YORK, N.Y. 10007

Please send me the 4 pipe assortment above postpaid. I enclose \$9.95, or charge my Credit Card Account. (N.Y. Residents add Sales Tax). Please Print Name & Address Below:

Zip

CHECK BOX:

Money Order or Check
 BankAmericard (Visa)

Diners Club
 Amer. Express
 Master Charge

Credit Card No.

Expir. Date

Signature

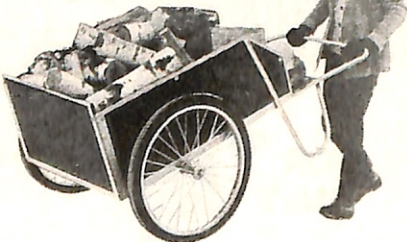
TOLL FREE 24 Hours Anyday Credit Card
Orders ONLY Phone 800-221-5188
(Except Alaska, New York and Hawaii).

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These BIG, strong carts are perfectly balanced on two huge wheels — roll easily over lawns and gardens — carry up to 400 lbs. of load — huge volume capacity means you make fewer trips — you'll save time and steps.

If you are still struggling with a wheelbarrow or inadequate cart (with tiny wheels) send for FREE Cart Catalog. Build-it-yourself kits, too.

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Charlotte,
Vermont
05445



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Here's the scientific way to keep warm—with the heat under instead of over you—on this FOUR-SEASONS comfort unit! Quality-made of long-wearing Cannon sheeting and polyester-filled.

New soothing, satisfying relief from sleeplessness, arthritis and circulation problems, it lies flat under bottom sheet. It's washable, 4-position ac/dc sleep-switch, and comes with a five-year guarantee.

39x76 twin \$30; or 54x76 full bed size \$32; 54x76 full size, dual control \$38; 60x80 queen size with dual \$46; 78x84 king size with dual \$48, all postpaid. Enclose check or M. O. only—Mich. residents add 4% sales tax.

THE LINEN CLOSET

1324 Welch Blvd. Flint, Michigan 48504

U.S. STAMPS-10¢

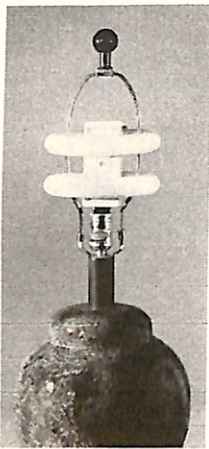


1. First U.S. stamps (over 130 years old) reproduced in color on a 4" x 6" card that includes informative background on the stamps. 2. You get many genuine postage stamps too! Big collection of 19 all-different U.S. stamps: 19th Century, \$5 stamp, etc. 3. Collection of prized Commemoratives, Civil War, a Mississippi Riverboat, many others. Also, you'll receive other exciting stamps to examine free. Buy any or none, return balance, cancel service anytime—but all 3 offers (plus 40-page illustrated Catalog) are yours to keep. Send 10¢-TODAY! H.E. HARRIS, Dept. CP-14, Boston, Mass. 02117

Elks Family Shopper



U.S. BICENTENNIAL COIN COLLECTION contains 1776-1976 Bicentennial Commemorative Coins, Magnificent 24-Kt. gold-plated coins are displayed in a presentation case to last a lifetime. May increase in value. 1 set, \$10.50; 2/ \$19.00; 3/ \$25.00; 10/ \$75.00. Add 50¢ shpg. per set. Novel Guild, Dept. EK, 31 Second Ave., New York, N.Y. 10003.



SAVE ENERGY by converting table and floor lamps and ceiling fixtures to warm, white fluorescent lighting. Adapters convert most lamps. #801B adapter with one 8" circular bulb (75 watts), \$15.99; #802B with 2 bulbs \$27.99. Add \$1.75 shpg. each. Holiday House, Dept. EL-278, 810 Cottonwood Drive, Lincoln, NE. 68510.

SUPER STRIPPER Powers Paint Off

FASTER. CLEANER
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FULL WARRANTY and instructions included

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Enclosed is \$ (Please add applicable sales tax.)

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 Carte Blanche Master Charge Interbank #

Acc't. # Exp. Date

PRINT NAME

ADDRESS

CITY STATE ZIP

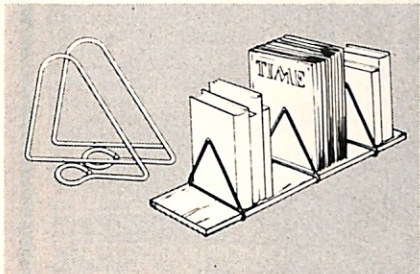
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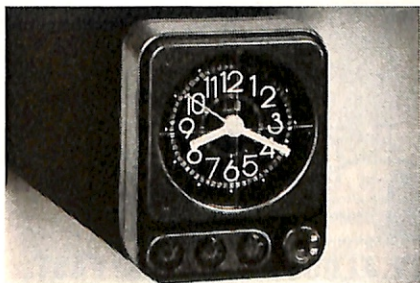
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LIBRA

"IN" TURTLE AND ASTRO SIGNS for autos, boats, etc. Glossy black signs are silk-screened on gold rainbow reflectors. Self-adhering. Maxi, 3"x11½", \$2.00 each. Mini, ¾"x3", 3/\$1.00 ea. Add 25¢ shpg. Free Turtle membership card with each Turtle (green) sign. Extra cards, 50¢ ea. Ski's Coordinating Service, Dept. E, 639 W. Esther St., Long Beach, CA. 90813.



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¼ to 3 CARAT FROM ONLY \$5.95!

These beautiful diamonds are the real thing. Not artificial or synthetic. Each diamond comes with a signed and notarized legal certificate guaranteeing that it is a **100% GENUINE NATURAL DIAMOND.**

The average diamond in an engagement ring is ½ carat and normally sells in jewelry stores for \$500 to \$1,000. A 3 carat diamond normally sells for \$5,000 to \$10,000. **HERE ARE OUR FANTASTICALLY LOW PRICES: ¼ carat only \$5.95! ½ carat only \$9.95! 1 carat only \$17.95! 3 carat only \$49.95!!**

HOW CAN WE DO IT? We make huge diamond purchases. Then, rather than cutting and polishing these diamonds, we leave them in their pure natural form—unprocessed. These are **100% PURE diamond nuggets** cut to beautiful shapes by Mother Nature alone. We purchase perhaps **20,000 times** as many unprocessed diamonds as an average jeweler, who rarely carries them in stock. So do not be surprised when your jeweler says that he can **special order** an unprocessed diamond of comparable appearance but **costing 20, 30, or 40 times our prices!!** We are confident that you will definitely not pay less for diamonds of equivalent quality and appearance!

Our wild unprocessed diamonds are impressive and extremely stylish. We pay extra for our diamonds because they are carefully and individually hand-selected for quality and stylish appeal. Only the **MOST SPECTACULAR DIAMONDS** are accepted. They go beautifully on pendants, necklaces, earrings, tie-clasps, cuff links, bracelets, rings, etc. Your jeweler can easily place these diamonds into whatever setting you desire. They are **EXQUISITE JEWELS** for yourself, **ELEGANT and ORIGINAL GIFTS** for loved ones. **GREAT CONVERSATION PIECES, and SUPERB INVESTMENTS.** Dazzling on both women and men.

A diamond is the **most PRECIOUS, the HARDEST,** and said to be the **LUCKIEST** of all gems. It is the most accepted symbol of love in the world. It is a perfect way to show a loved one how much you care.

A diamond is forever, but this offer is not! With the threatening civil war in southern Africa and the exhaustion of most world diamond mine reserves, diamond prices are skyrocketing, and unprocessed diamond prices are soaring the fastest. Our limited stock of rare 3 carat diamond is a phenomenal buy. The bigger the diamond, the more spectacular its appearance and the greater its investment value. This is truly the **BEST INVESTMENT BUY ANYWHERE!** We will not be undersold!! If you want these diamonds at these rock-bottom low prices, send immediately. **15-DAY UNCONDITIONAL MONEY BACK GUARANTY OF COMPLETE SATISFACTION. YOU TAKE NO RISK AT ALL!**



Our dazzling **100% GENUINE DIAMONDS** make the perfect gift and investment. Our prices are unbeatable. Treat a loved one—treat yourself!

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Dedicated to serving satisfied customers

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½ carat at only \$9.95 each!		\$
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Order 3-5 diamonds, deduct 10% on total purchase price. Order 6 or more, deduct 20%!

ADD POSTAGE & HNDLNG \$1.05

TOTAL \$

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FREE Take a 30 Day Supply

Yes! Get any one natural vitamin from Nature Food Centres **ABSOLUTELY FREE.** Join over one million thrifty American families who buy their vitamins direct from NFC. Every product fresh, pure, of the highest quality—delivered to your door and sold on a 30-day money-back guarantee. Mail coupon to enjoy the biggest vitamin bargain in America during our Get Acquainted Sale!

OR TAKE FREE CHOICE OF:

ACEROLA-C 100 Mg.

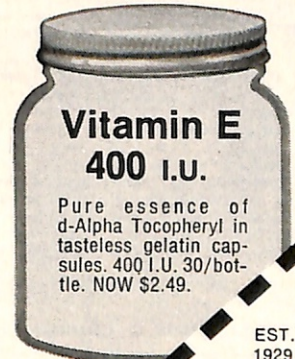
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Pure essence of d-Alpha Tocopheryl in tasteless gelatin capsules. 400 I.U. 30/bottle. NOW \$2.49.

EST. 1929

NATURE'S FOOD CENTRES

Dept. ELO18

One Nature's Way

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YES... I want to get acquainted with NFC Natural Vitamins. Rush 30 day supply of the vitamin I've checked (LIMIT: One bottle)—absolutely FREE and without obligation. I've enclosed 25¢ to partially cover handling and shipping.

CHECK ONLY ONE VITAMIN:

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- C-100 Mg., #111928. FORMULA TM, #114271.

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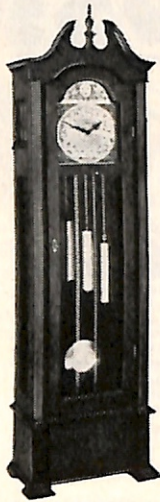
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BUILD YOUR OWN HEIRLOOM GRANDFATHER CLOCK



at 50% or less of retail price

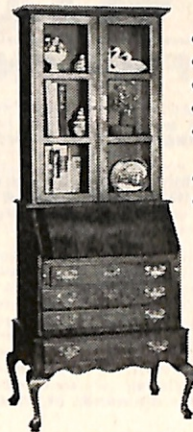
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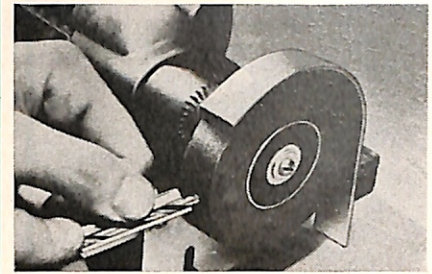


Send \$1.00 for color catalog
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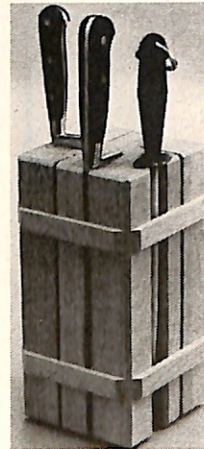
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Elks Family Shopper



ARCO TWIST DRILL SHARPENER fits any electric drill to sharpen drill bits and tools. Incl. 3" Grinding Wheel with 1/4" shank, Twist Drill Holder for sharpening any bit to 1/2" in dia., Adjustable Tool Rest for sharpening of chisels, knives, etc. No. 220M, \$3.89 ppd. Arco Prod., Dept. EL-1P, 110 W. Sheffield Ave., Englewood, N.J. 07631.



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Hideaway **CLOTHES DRYER** is a space saving laundry helper for indoor or outdoor use. Open, it's a full size clothes dryer with 18' of drying area. Pull the cord and it disappears into a compact decorative wall bar 2" x 2" and 36" long. Hideaway is an ideal laundry aid for apartments, dormitories, campers, mobile homes, bathrooms, laundry rooms, back yards, poolsides etc. It's constructed of all-weather durable plastic and aluminum and unbreakable nylon clothesline. Comes complete with fasteners for easy installation and is removable.

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NEW SLEEP COMFORT

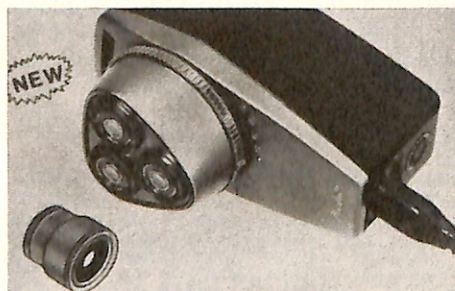
Raise the full width of your mattress for more healthful, restful sleep. Slip the **NU-SLANT** under your mattress at either head or foot of bed. 7 adjustable positions allow you to predetermine the height from 5 to 14". Better than extra pillows. Folds invisibly flat. Customer approved for 12 years. Plywood. **Head Elevation** comforts diaphragm hernia, acid regurgitation; breathing and heart ailments. **Leg Elevation** eases varicose and other leg discomfort. **Twin Bed Size \$23.98. Double Bed Size \$25.98.** Order from this ad, we'll pay postage, ship promptly. NJ residents add 5% tax.

Send Check or Money Order to —

Better Sleep Inc.

MONEY BACK GUARANTEE
QUALITY PRODUCTS SINCE 1951

Box E0, New Providence, NJ 07974

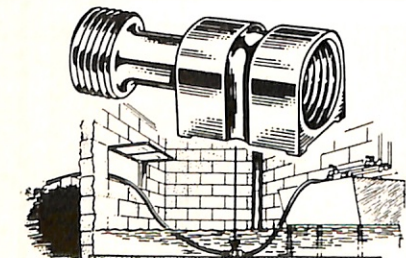


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Get added years of use from your rotary shaver. Fast, safe and easy to use—just slip over shaving head and switch on. In seconds you can sharpen your Norelco shaver... and keep it sharp! Makes worn heads give smoother, comfortable shaves. No more costly replacement blades to buy! Fits all rotary shavers.

\$3.99 plus 50¢ hdlg.

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Wheat Ridge, Co 80036



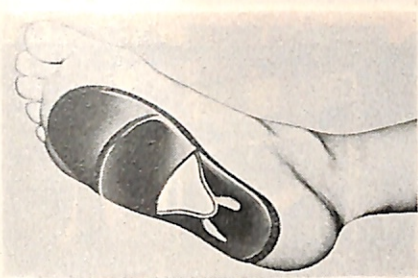
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Needs No Electric Motor or Gas Engine

To drain out a cellar, 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-DRI**. Connect another length of hose to discharge side, turn on faucet, and normal water pressure makes the Drainer work. This siphon pump cannot jam or break down. Only \$3.83 plus 60¢ handling and postage. Satisfaction guaranteed or money back. Be ready: buy one even before you need it!

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Elks Family Shopper



RELIEF FOR TIRED FEET. Ortho-Ped "Arch Supports" slip in your shoes to offer immediate relief for aching feet. They support and pillow arches, ball of foot, metatarsal bones. Special adhesive tape keeps pads in place. Washable. \$3.00 per pair; 2 pair, \$5. Add 35¢ shpg. Howard House, Dept. 817, 30 East 42nd St., New York, N.Y. 10017.



LADIES' PARADER—the genuine leather boot side-zipped to slip on easily. Has cushioned insole on non-skid sole and 1" heel. In black, brown, navy, brick, caramel, bone, white. Sizes 6-10½ AA, AAA and 5-10½ A, B, C widths. \$24 plus \$1.50 shpg. Vicki Wayne-EIP, 600 S. Country Club, Tucson, AZ. 85716. Send \$1 for fashion catalog—refundable on order.

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This uniquely hand-carved portrait of our distinguished symbol of pride can be displayed with honour in your home or office. Dimensions: 11" x14". This work of art by Thomas Medici is a limited edition offered through Palcraft for only \$29.95 plus \$2.00 for shipping and handling. R.I. residents add 6% sales tax. Please send check or money order to:



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Perma Tweez electrolysis safely and permanently removes all unwanted hair from face, arms, legs and body. No-puncture safety feature—clinically tested and recommended by dermatologists.

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I enclose \$4.00 deposit and will pay balance COD plus extra COD charges.

I enclose \$19.95 in full payment.

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GENERAL MEDICAL CO., Dept. E-28
1935 Armacost Ave., W. Los Angeles, CA 90025



©1977 GENERAL MEDICAL CO.

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IT'S FOR WEEKENDS...
IT'S THE WARMEST, HANDSOMEST,
MOST VERSATILE HAT YOU'LL
EVER OWN!

NOT \$25 NOT \$15
Here Only **\$9.95**

The Famous
IRISH WALKING HAT
in classic, town 'n country wool plaid



A timeless classic! The ever-popular Irish Walking Hat. Sporting... yet civilized... and downright practical too! Adds a refreshing dash of color to dull, grey winter days, while keeping you wonderfully warm! Wrinkle it... crush it... pack it... even get caught in the rain! But don't worry: this hat's been long admired for its hardiness and remarkable shape-retaining qualities. In a distinctive, but tastefully understated wool plaid. With stitched brim, matching band, jaunty feather trim and silken lining.

COLORS: Russet or Grey Plaid

BIG SELECTION OF SIZES: 6½ through 7½

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OLD VILLAGE SHOP
Hanover, Pa. 17331

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OLD VILLAGE SHOP, Dept. M-6638
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Please send _____ famous Town 'N Country IRISH WALKING HAT(S) (M253021) at the amazing low price of just \$9.95 plus \$1.50 postage and handling on full money-back guarantee!

SAVE! Order two hats for just \$18.95 plus \$2.50 postage and handling on same money-back guarantee!

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CHARGE IT: American Express Carte Blanche
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Master Charge Interbank # _____

Acc't # _____ Exp. Date _____

Enclosed is \$ _____

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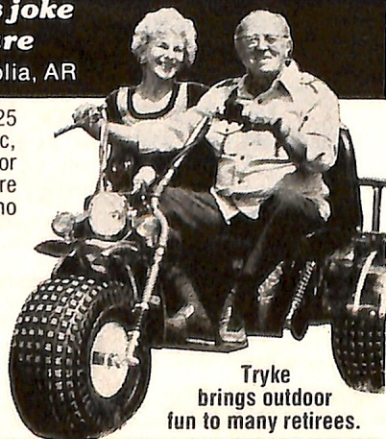
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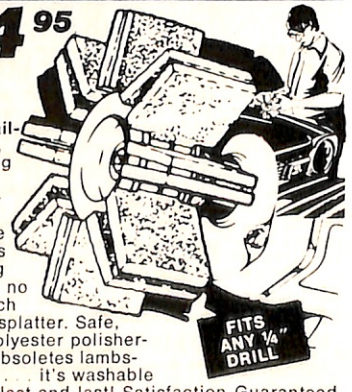


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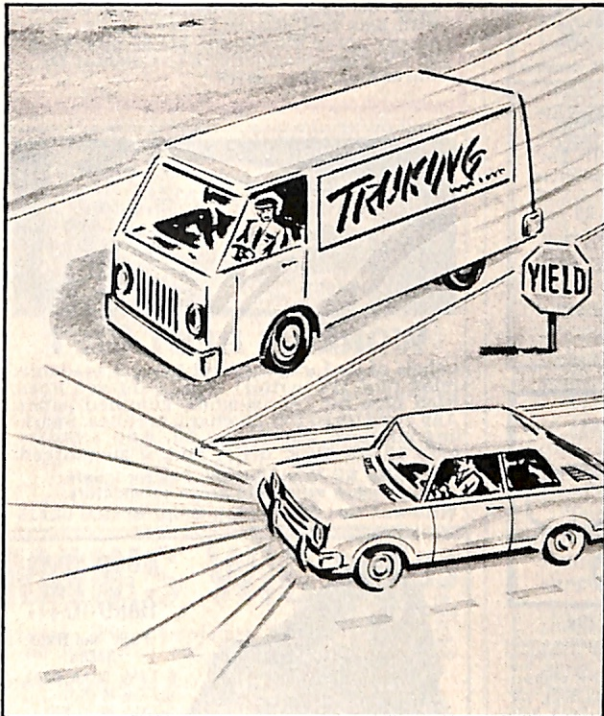
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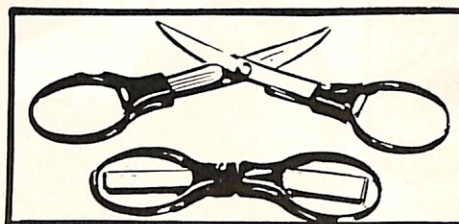
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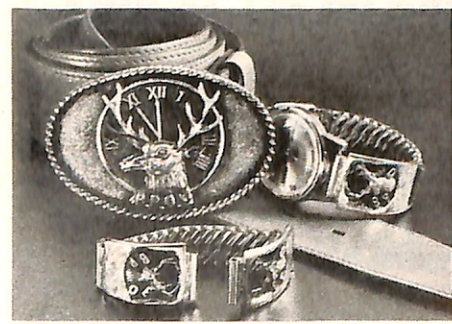
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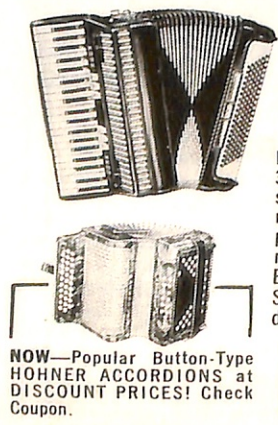
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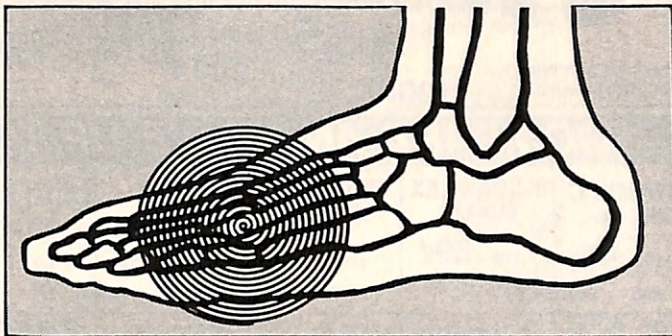
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It was the European trip I had always dreamed about. I had the time and money to go where I wanted—see what I wanted. But I soon learned that money and time don't mean much when your feet hurt too much to walk. After a few days of sightseeing my feet were killing me.



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The whole trip was like that until I got to Hamburg, Germany. There, by accident, I happened to hear about an *exciting breakthrough for anyone who suffers from sore, aching feet and legs.*

This wonderful invention was a custom-made foot support called Flexible Featherspring. When I got a pair and slipped them into my shoes *my pain disappeared almost instantly.* The flexible shock absorbing support they gave my feet was like cradling them on a cushion of air. I could walk, stand, even run. The relief was truly a miracle.

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ELK-10

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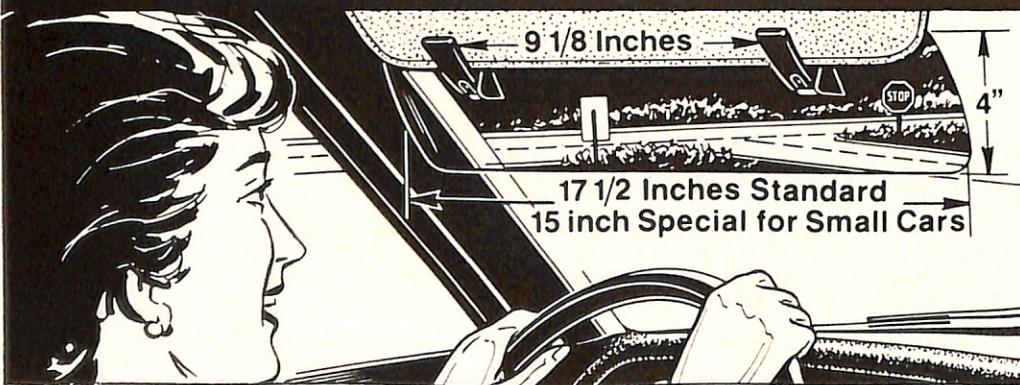
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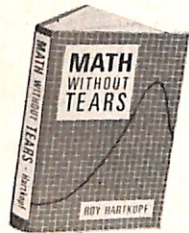


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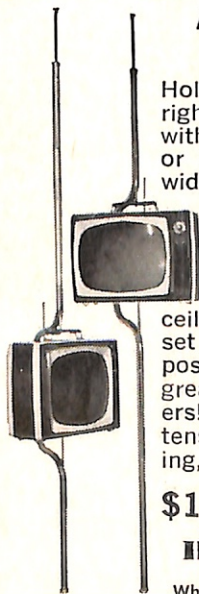
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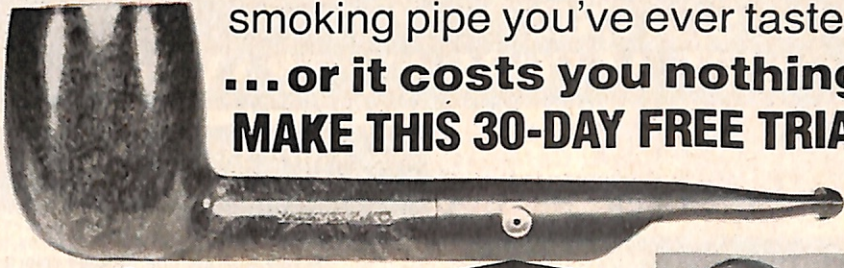
In lively non-technical language Roy Hartkopf gives you a basic understanding of many of the everyday applications of mathematics. Emphasizing the practical aspects of math, the author avoids mathematical terms and jargon and takes the reader from simple counting to trigonometry and calculus. **MATH WITHOUT TEARS** is written with a light touch and is filled with interesting anecdotes, spiced with humor. *Learn math in the comfort of your own home at minimum cost.* ORDER NOW: \$7.95 plus 60¢ handling 10-Day Money-Back Guar. **EMERSON BOOKS, Inc., Dept. 335-D** Buchanan, N.Y. 10511

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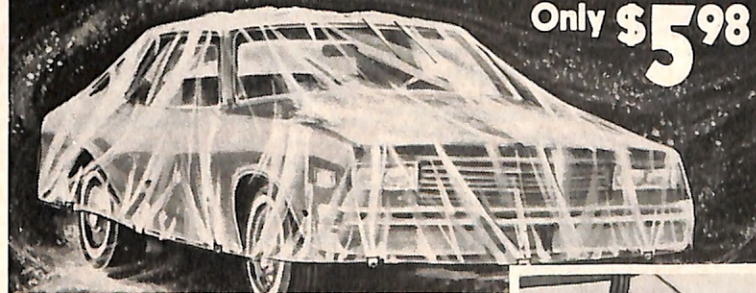
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Color/Style	How Many	What Size
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