

the
Elks

magazine
OCTOBER 1978



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* ELVIS' WORLDWIDE Gold Award HITS 1 3 6 9 0 Parts 1 & 2 (RCA)	FERRANTE & TEICHER ROCKY AND OTHER KNOCKOUTS 3 4 1 8 2 (LIMITED ARTISTS)	CAPTAIN & TENNILLE 3 0 1 1 6 GREATEST HITS (A&M)	JEFFERSON STARSHIP 3 0 0 4 0 EARTH (RCA)	THE STALLER BROTHERS 2 1 6 7 2 ENTERTAINERS... ON AND OFF THE RECORD (MERCURY)
* BARRY MANILOW 0 4 6 0 7 LIVE (RCA)	JIM ED BROWN 2 4 5 8 1 HELEN CORNELIUS I'LL NEVER BE FREE (RCA)	KC & THE SUNSHINE BAND 3 2 2 3 2 PART 3 (MCA)	MICHEL LEGRAND 2 4 5 3 4 TIMES OF YOUR LIFE (RCA MUSIC SERVICE)	HELEN REDDY 2 0 0 7 9 WE'LL SING IN THE SUNSHINE (CAPITOL)
* BEACH BOYS 2 3 5 5 9 ENDLESS SUMMER (CAPITOL)	RUSH 3 1 9 9 2 A FAREWELL TO KINGS (MERCURY)	STAR WARS/ CLOSE ENCOUNTERS 3 4 3 6 1 ZUBIN MEHTA / L. A. PHIL. (DISNEY)	DOLLY PARTON 2 3 9 3 1 HEARTBREAKER (RCA)	BAY CITY ROLLERS 2 4 3 9 6 GREATEST HITS (A&M)
* FRAMPTON COMES ALIVE! 2 3 5 5 8 (A&M)	DONNY & MARIE OSMOND 1 3 4 2 2 I'M LEAVING IT ALL UP TO YOU (MCA)	CAPTAIN & TENNILLE 2 3 9 2 1 DREAM (A&M)	SUPERTRAMP 2 4 2 7 2 EVEN IN THE QUIETEST MOMENTS (A&M)	RONNIE MILSAP 3 3 5 4 9 ONLY ONE LOVE IN MY LIFE (RCA)
* ELECTRIC LIGHT ORCHESTRA 2 3 7 1 9 OUT OF THE BLUE (A&M)	Tchaikovsky THE NUTCRACKER 1 4 3 5 0 Ormandy Phila. Orch. (RCA)	PETER FRAMPTON 2 4 2 7 1 I'M IN YOU (A&M)	CRYSTAL GAYLE 3 3 5 6 2 WE MUST BELIEVE IN MAGIC (LIMITED ARTISTS)	THE SPY WHO LOVED ME 2 4 1 4 9 ORIGINAL SOUNDTRACK RECORDING (LIMITED ARTISTS)

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The RCA Music Service is having a **1¢ SALE**

Take any 6 tapes or records for only 1¢—plus postage and handling—when you agree to buy just 4 more hits at regular Music Service prices and take up to three full years to do it.

Enjoy Top Hits at Top Savings!

Start Saving Now! Take any six 8-Track Tapes or Records or Cassettes for just 1¢ with trial membership. (Sorry, no mixing.) Indicate your choices on the coupon, enclose one penny, mail it today!

Colorful Magazine! Free Choice! Every four weeks illustrated MEDLEY brings news of almost 400 selections and features a "Selection of the Month" in your favorite music category. And, five times a year, you receive sale issues featuring a "Bonus Selection" and alternates at great savings. In all, you will have 18 purchase opportunities in the course of a year. No need to buy a selection every time. You merely agree to buy 4 more hits in the next three years at regular Music Service prices—usually \$7.98 each for records or tapes. Choose from top labels like RCA, Capitol, Warner Bros., A&M, Atlantic, Arista, Mercury, ABC... over 80 more!

Automatic Shipments! To get the regular "Selection of the Month" or the special sale "Bonus Selection," do nothing; it will be sent automatically. If you want other selections, or none, advise us on the card always provided and return it by the date specified. You always have at least 10 days to decide. But, if you ever have less than 10 days to make your decision, you may return your automatic selection at our expense for full credit.

Cancel whenever you wish after completing your membership agreement by notifying us in writing. If you remain a member, choose 1 selection FREE for every 2 you buy at regular Music Service prices! (Postage & handling charge added to each shipment.)

Free 10-Day Trial! If not satisfied return your 6 hits after 10 days for a prompt refund. Mail coupon today!



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• Barry Manilow II ... 2 3 7 6 5	• Outlaws (Waylon/Willie) ... 3 3 2 7 5
• Raydio ... 2 4 3 6 3	• Kiss: Rock & Roll Over ... 3 3 9 9 0
• C. Twitty's Gr. Hits ... 2 3 4 1 9	• Rocky/Soundtrack ... 2 2 8 6 8
• Best Of Beach Boys ... 2 3 9 4 6	• Rita Coolidge: Anytime ... 2 4 1 2 6
• Neil Sedaka: Gr. Hits ... 2 4 1 7 1	• D. Parton: Here You Come ... 3 4 1 3 4
• Waylon & Willie ... 3 4 2 3 4	• Pabb Cruise: Sun ... 3 3 9 4 1
• Best Of BTO ... 4 3 5 9 7	• J. Strauss: Gr. Hits ... 3 4 3 5 7
• Helen Reddy: Gr. Hits ... 3 2 3 0 2	• Supertramp: Crime ... 2 4 2 4 6
• Bob Seger: Night Moves ... 4 3 5 8 4	• J. Strauss: Gr. Hits ... 1 0 1 4 3
• Best Of Mel Tillis ... 2 4 4 5 3	• Dr. Hook: Little Bit ... 3 4 0 4 1
• Nazareth: Hair Of Dog ... 3 3 7 4 7	• R. Milsap: Like A Song ... 3 3 4 1 8
• M. Haggard: 11 Winners ... 1 4 6 8 6	• Frampton: Wind Change ... 1 4 5 0 5
• Peter Frampton ... 0 4 6 4 7	• Best Of Jim Reeves ... 0 0 2 6 7
• Ronnie Milsap Live ... 3 3 9 7 9	• ZZ Top: Fandango ... 1 3 8 6 4
• Cat Stevens: Gr. Hits ... 2 0 0 1 5	• South Pacific/Soundtrack ... 0 0 0 4 9
• Carpenters: Singles ... 4 0 3 9 3	• Best Of Freddy Fender ... 1 4 0 1 3
• Solid Gold Rock V. 1 ... 1 3 7 1 1	• Linda Ronstadt: Wheel ... 1 3 9 3 3
• Tom Jones: Gr. Hits ... 2 3 6 7 4	• Starland Vocal Band ... 3 2 2 2 0
• Jeff. Star: Spitfire ... 1 4 2 7 9	• Ol' Waylon ... 1 4 5 0 0
• Roy Clark: Gr. Hits ... 2 3 6 4 4	• Chuck Berry Gold ... 1 3 7 2 8
	• Ol' Waylon ... 2 2 5 1 6
	• M-M Mel (Tillis) ... 2 4 4 5 6
	• Ohio Players Gold ... 3 0 2 8 1
	• Best Of Dolly Parton ... 3 3 5 0 8
	• Alpen/TJB: Gr. Hits V. 1 ... 0 0 2 9 5
	• Davic Bowie: Heroes ... 4 3 4 2 1
	• Glen Campbell: Gr. Hits ... 2 4 1 0 7
	• KC & Sunshine Band ... 3 2 0 0 0
	• Waylon Live ... 3 2 1 4 2
	• Best Of Henry Mancini ... 0 0 2 2 2
	• Platters: Gold ... 0 1 1 2 9
	• Segovia: Spanish Faves ... 0 4 4 8 6
	• Best Of Best M. Haggard ... 3 3 5 0 5
	• Kiss: Destroyer ... 2 4 0 0 1
	• Mills Bros: Gr. Hits ... 0 4 4 8 2
	• Natalie Cole: Thankful ... 2 3 7 7 6
	• Dawns Gr. Hits ... 2 4 0 1 8
	• Monkees: Gr. Hits ... 1 3 5 6 4
	• B. Bacharach: Gr. Hits ... 2 1 1 5 1
	• Best Of Joan C. Baez ... 2 3 5 2 5
	• Hank Williams: Gr. Hits ... 2 3 6 5 6
	• Best Of Guess Who ... 0 4 3 0 6
	• Hank Williams: Gr. Hits ... 4 3 4 6 4
	• Best Of Guess Who ... 4 3 8 4 7
	• Bob Welch: French Kiss ... 3 3 6 0 6
	• Best Of ZZ Top ... 4 3 9 3 7
	• Best Of ZZ Top ... 1 3 5 7 2
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I enclose 1¢. Please accept my trial membership in the RCA Music Service and send me the 6 hits I've indicated here under the terms outlined in this advertisement. I agree to buy as few as 4 more hits at regular Music Service prices in the next three years, after which I may cancel my membership. (Postage & handling charge added to each shipment.)

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 2- COUNTRY 3- TODAY'S SOUND (Rock/Soul/Folk)
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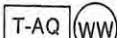
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"Our strength lies not in remaining static, but in movement—upward, forward, positive movement . . ."

MEMBERSHIP HARVEST



A
MESSAGE
FROM THE
GRAND
EXALTED RULER

We are in the Fall of the year, Harvest Time—the time when the seeds planted in the Spring and cared for during the Summer now bear their fruit. Mother Nature does not gratuitously bestow lavish rewards on indigence and apathy. A man reaps in proportion to the effort he put into planting and caring for his seed. No work—no harvest.

Our lodge year is now in its sixth month, and the harvest of new members should be evident. It will be if each Lodge has a positive plan of action to attract new and productive members. If we are simply trying to keep pace with the numbers lost through various causes, we are not doing enough. Our strength lies not in remaining static, but in movement—upward, forward, positive movement. Satisfaction with conditions as they are betokens complacency, and complacency inevitably spells collapse. We must constantly battle this self-satisfaction, this feeling that "God's in his heavens, all's well with the world." Not only our present strength but our entire structure is in jeopardy if we sit back and revel in our past glories. Every individual in every subordinate Lodge must dedicate himself to positive measures to insure and increase our membership. This requires great effort and unlimited enthusiasm, two virtues that should be a living part of every Elk.

We cannot reap what we have not sown. There are many ways of involving members and generating enthusiasm. An active and energetic group of teams could be formed to make personal contact with inactive members and to extend personal invitations to individuals to come in and be a part of what's happening. A personal invitation to become involved in the activities of the Lodge could result in a great number of people keeping that Lodge strong, alive, and vibrant. When people know that they are a part of what is happening, their **Effort** and **Enthusiasm** will blossom. That is what makes a good Elk—and they are good Elks, they simply need to be reminded that they are.

A handwritten signature in cursive script that reads "Leonard J. Bristol". The signature is written in dark ink and has a long, sweeping underline.

Leonard J. Bristol

If you're 55 or over 11 million people welcome you to "The Club"

AARP (The American Association of Retired Persons) welcomes you to an organization that makes being 55 or over, an asset.

Created in 1958, AARP is non-profit and non-partisan. You can be retired or not. Active or not. Healthy or not so healthy. If you are 55 or over you can join AARP. Because the main purpose of AARP is to keep you in the main-stream of life, participating and contributing.

For only \$3.00* a year, you and your spouse can join AARP and take advantage of all the benefits and services.

Meet with people your own age.

At over 3,000 Local AARP Chapters across the U.S. people are meeting to improve the quality of their lives, to make new friends and get involved.

Travel Service and Group Tours.

Whether you want to travel around the world, or across the country, AARP's recommended Travel Service helps you do it right. Choose from a wide variety of high quality tours and cruises. Luxury or economy and escorted by experienced tour directors, as well as get significant discounts at fine hotels and special car rental rates at Hertz and Avis.

Pharmacy Discounts and Service.

AARP's 11 million members provide the buying power that gets you prescriptions and over-the-counter medicine at discount prices. Also they're mailed to your home, postage paid.

Health and Auto Insurance.

Unfortunately, medicare may not cover all your needs. Therefore, one of AARP's most important benefits is eligibility for a Group Health Insurance Plan. Also available is a skilled Nursing Facility and Home Nursing Care Plan, plus you'll receive information about auto insurance designed especially for people 55 and over.



Job Opportunities

Being retired doesn't mean you can't work. Mature Temps, an AARP recommended service in many major cities may be able to help you find part-time or temporary employment. This special service like many of AARP's is free.

Government Representation.

AARP's legislative program represents your particular best interests with state legislatures and Congress. 11 million AARP members make their voices heard for all those 55 and over.

Community Involvement

At Local AARP Chapters you can find ways to help your community and yourself through Defensive Driving Courses, Consumer Information Desk and The Tax Aide Program.

Important Reading

AARP provides new members with a series of booklets that guide retired people through areas of particular concern. And when you join AARP you automatically receive two subscriptions. One to Modern Maturity, a full color bi-monthly magazine and one to AARP News Bulletin. Exclusive AARP publications with a variety of news and features of special interest to you.

How to Join AARP

Just fill out the coupon below and send \$3.00* for one year's dues. It's that simple. The coupon immediately enrolls you to take full advantage of all the AARP benefits and services. There's only one requirement. You must be 55 or over, retired or not. If you are, welcome to the club.

JOIN AARP

1909 K Street, N.W., Washington, D.C. 20049

Gentlemen: I am 55 or older:

Please enroll me as a member of AARP. I understand that it makes me eligible for all AARP benefits and privileges.

Enclosed find \$3 (one year dues) \$8 (3 years dues) Bill me later.

Name _____ DGKF

Address _____

City _____ State _____

Zip _____ Birthdate _____

One membership makes both member and spouse eligible for all AARP benefits and privileges, however, only one may vote. Please allow 30 days for delivery of your membership kit.

* Membership dues include \$1.40 for annual subscription to Modern Maturity and \$.60 for the AARP News Bulletin.

PROCLAMATION

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

"So long as there is a disabled veteran in our hospitals, the BPOE will never forget him."

Whereas: The fulfillment of this pledge is the obligation of every Elk, as set forth in section 134i of the Grand Lodge statutes, and

Whereas: Service to hospitalized veterans is an expression of patriotism in its purest sense;

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

Leonard Bristol, Grand Exalted Ruler

★ ★ The Vets Program Contest ★ ★

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

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

Awards will be presented to the first-, second-, and third-place winners in each of five membership divisions. Your lodge secretary should certify in writing in which division your lodge falls based upon statistics as of March 31, 1978.

Brochures must be received no later than January 31, 1979, by John D. Sullivan, Member, GL Lodge Activities Committee, 290 Midland Road, Southern Pines, NC 28387. All brochures will be displayed at the national convention. Winners will be announced in *The Elks Magazine*.

Amendments to the Grand Lodge Statutes

Adopted at San Diego, CA, 1978

In Convention assembled at San Diego, California, the Grand Lodge on July 20, 1978, adopted Statutory Amendments which became binding upon Members of the Order, Subordinate Lodges and their related facilities 30 days thereafter. The amendments as adopted will be incorporated in the 1978 Reissue of the Grand Lodge Statutes. There follows a digest of the Grand Lodge action as an aid to all concerned.

Section 112 Next to last paragraph

As amended deleted the words "Grand Lodge" and substituted the word "Order" to provide that the Lodge would keep for examination the Constitution and Statutes of the Order and to provide each new Member with a copy which must be furnished by the Grand Secretary.

Section 123

As amended adds to the Section that the Exalted Ruler shall have the authority to appoint, subject to confirmation by the Lodge at its next regular session, an Acting Elective Officer in cases of disability or incapacitation of the holder of the Office. This should be especially useful in instances where an officer is temporarily unable to function.

Section 180 First paragraph

As amended has added to it that a Member stricken from the rolls for non-payment of dues, if he makes application for reinstatement within 30 days, may be reinstated upon majority vote of the Lodge at the next regular session and upon payment of delinquent and current dues. It further provides that the Secretary shall immediately notify the Member in writing of the date of being dropped from the rolls and of his new right of reaffiliation within 30 days. If such a reinstatement is not reported in the annual membership report, a supplemental report shall be filed. This provides a useful tool to the secretaries to bring in unaffiliated Elks because "such reinstatement shall not result in loss of continuous and consecutive membership standing."

Section 214 First paragraph

As amended provides that the application for publication would be made to the "Chairman of the Committee on Judiciary" rather than to the "Grand Lodge."

Grand Lodge Rules and Order of Business No. IV

Was amended to conform to the constitutional provision changing it from the "call of twenty-five members of Grand Lodge" to "upon the demand of the representatives from not less than twenty-five Lodges," the Ayes and Noes may be ordered upon any question and entered upon the Journal.

Should it be necessary, prior to the availability of the 1978 Reissue of the Statutes Annotated, copies of the Amendments as adopted may be obtained upon request of Grand Secretary, Stanley F. Kocur.

The following resolutions were referred back to the Judiciary Committee for a report back to the Advisory Committee and to the Delegates at the next Grand Lodge Session.

Section 41. Provided for a new Section, 47g, which would be a Committee on Governmental Relations charged with certain duties and responsibilities.

Section 153. The proposed amendment provided for balloting for candidates by use of a printed ballot.

Raymond V. Arnold
Chairman
Committee on Judiciary



1928

1978

Beam salutes the Elks National Foundation on 50 years of philanthropy

Honoring the charitable arm of the Benevolent & Protective Order of Elks for 50 golden years of serving mankind.

The James B. Beam Distilling Company proudly offers this special commemorative bottle honoring the Elks National Foundation.

During its many years of philanthropic activity, the Elks National Foundation has distributed millions of dollars in scholarship awards and grants to the Youth of America.

Today's established Elks State Association cerebral palsy programs, children's homes and camps, eye banks, handicapped and hospitalized children major projects, continue to receive annual grants

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- Stores available in many towns throughout the United States.

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the Elks magazine

VOL. 57, NO. 5 / OCTOBER, 1978

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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EDITORIAL OFFICES, 425 W. Diversey Parkway, Chicago, IL 60614

- 8 **Don't Touch That Dial!** Jean Gilbertson
It might seem that all that's needed to create a television schedule are shows, programmers and viewers—not so.
- 16 **World's Mystery Solver** Henry N. Ferguson
The Center for Short-Lived Phenomena is, in its own way, a "mission control for Mother Earth."
- 32 **"In The Business"** Bruce Gibney
After nearly three decades "in the business," Ray Johnson is considered by police an expert in robbery. Now he spends his time telling how to *prevent* robbery.

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Cover: Television Viewers

Jim Lavengood

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454

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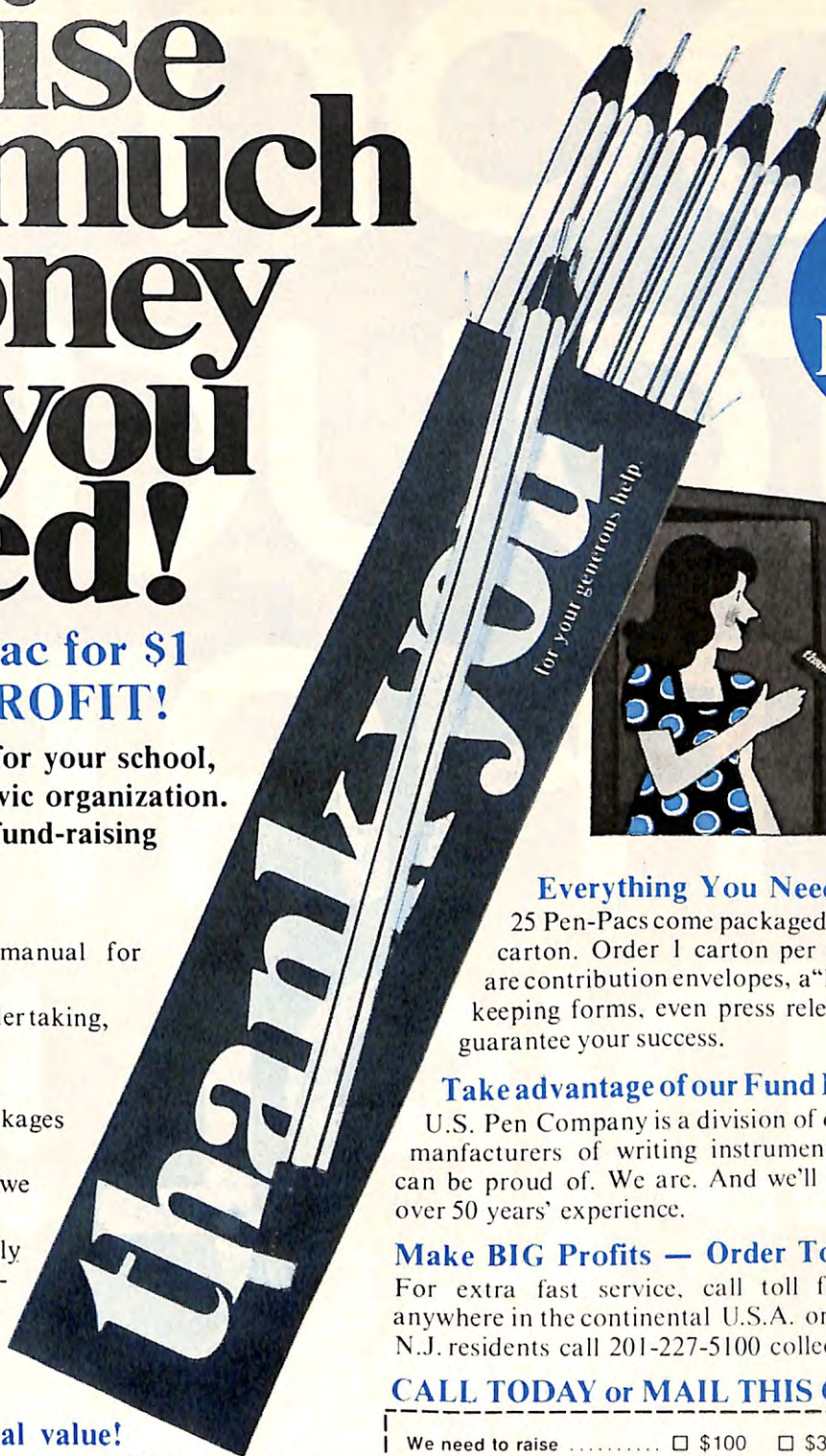
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Unlike other programs that give you just 40% or less, YOU KEEP 50% of what you've collected. You pay us AFTER your drive is completed. We even pay the cost of shipping your order to you AND you can return any leftover Pen-Pacs at our expense. You risk nothing. *Mail the coupon NOW!*



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25 Pen-Pacs come packaged in a lightweight carrying carton. Order 1 carton per member. Also included are contribution envelopes, a "how-to" manual, record-keeping forms, even press releases . . . all designed to guarantee your success.

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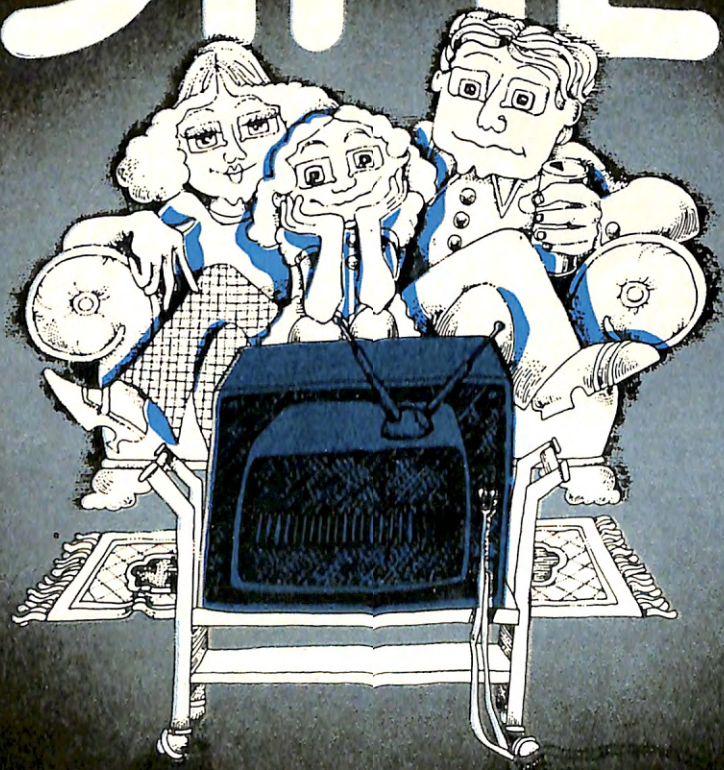
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DON'T TOUCH THAT DIAL!



Television is big business, and there are a lot of people in the act. It might seem that all that's really needed to create a television schedule are shows, programmers and viewers. Not so. Instead, the equation looks more like this: writers + program packagers + preview houses + network researchers + programmers + advertising executives + sponsors + viewers + rating services + station managers = television schedule.

It is by a complex, sophisticated cycle that an idea for a TV series proceeds from someone's head to the actual scheduling for a network slot. The process takes as much as two years and is good for graying the hair.

Of the thousand or so ideas presented for series between March and May each year, 50 or fewer receive the green light to develop a pilot film. It's an expensive time of year, calling for network investments of millions of dollars. Recent estimates of the cost to the network for one half-hour pilot hover around a quarter of a million dollars.

Many of these pilots find their way to audience previewing theaters where the network pays out more dollars for a test screening. Here a few hundred assorted Americans rate the pilot scenes from "very good" to "very dull." Electronic equipment is used in an effort to put the subjective data into objective results for network consideration. Not surprisingly, pilots built on subtle humor or sophisticated themes often fail the preview test.

Once a pilot successfully passes through the hands of its writers and program packagers, the network research department, and the preview house, it is ready for perhaps its biggest test—passing the advertiser. Why is the advertiser so important? He is fundamentally the one for whom the entire TV game is played.

"Now a word from our sponsor," says the emcee, and it sounds like an insignificant part of the format. In truth, the commercial messages—at a cost of tens of thousands of dollars per 30-second spot—are the power that makes the system work. It is the advertiser, not the viewer, for whom shows are scheduled. What's good for the advertiser is good for the network.

Les Brown, Television Correspondent for *The New York Times*, states: "Unlike the stage, motion pictures, concerts, and recordings, television's box office is not composed of people but of advertisers, and what is sold to them is not the program but the audience," (*Television: The Business Behind the Box*, 1971.)

A hard truth? Not really. It's all a matter of business. The networks invest millions of dollars for program series (and millions more to promote them) in the expectation of selling time to advertisers for billions of dollars. It is as cool-headed, pragmatic businessmen that programmers approach new shows. Instead of selecting pilots for their innovation or their appeal to unique personal tastes, programmers look for pilots that will bring the highest prices from advertisers.

Advertisers, in their turn, have to consider what shows and time periods will draw the greatest attention to their products, what will ensure an audience of the type of people who will buy their products, and how the program might affect their product image. For example, the sponsor promoting travel on a Japanese airlines would avoid a show designed for youth in which a suspicious-looking Oriental lurks behind every door. Wrong audience; wrong image.

As might be expected, the audience most advertisers seek is middle class, aged 18 to 49—the money-spenders of America. Because the money-spenders are also the money-earners, their TV-viewing hours are principally in the evening, 8:00 to 11:00—a span now universally known as "prime time." To the viewer, it's the prime time to relax in front of the set; to the advertiser, it's the prime time to reach the greatest number with his commercial message; to the network, it's prime time in terms of dollar value per advertising minute; and to the TV programmer, it's a prime headache to figure out a schedule that will draw the viewers away from the opposing networks.

Scheduling is one of the great frustrations for network programmers—it's like having good players but being unsure of the starting lineup. Said one network spokesperson, "It's all strategy. If we schedule it one way, another network will counter program. Then we have to decide if we want to counter counter program." Les Brown sums up the situation succinctly: "The problem is . . . to place the shows where they will have the best chance of succeeding against the programs in opposition

(shown in the same time period) and, where possible, to wreak damage upon the opponent."

Competition among the three major networks—ABC, CBS, and NBC—is fierce because of the huge dollar value that rides on every decision. What shows to carry? What night for which shows? What order of scheduling for each night? (A strong lead-in show at 8:00 might be enough to keep an audience all evening long.) Which show has the best chance of competing against the other networks' blockbusters?

Once the advertisers are convinced to put money on the new schedule, the networks next have to convince the affiliate stations around the nation to carry it intact. Every show an affiliate decides not to telecast means a loss of audience for the new program and for the sponsor, and this means a significant loss of revenue for the network.

In television, as in any other game, competition is both created by and sustained by the score. And every game and every business has its scorekeepers. For television, the scorekeepers are the rating services—the audience survey and audience measurement people who make it their job to see what viewers, like you and me, think of the programmers' choices. The data focuses on objective measures: how many sets were tuned to which channel? For how long? How many members of the family were watching and what is their age/sex breakdown?

For advertisers and television programmers alike (the two primary clients), these rating services are an essential part of the business. The sponsor must know who is receiving his message and whether there are enough prospective buyers in that audience to warrant the cost. The programmer must know what type of program is doing the best job for the network, which ones need to be rescheduled or dropped, whether shows that are expensive to make will bring in enough ad dollars to pay for themselves.

The language by which these decisions are made turns on a single word—ratings. So important are ratings that the word is becoming familiar to even the most casual viewer, even though his





erroneous grasp of the concept is that somewhere a man named Nielsen is making up ratings that might jeopardize all the really good stuff on the air.

What exactly is a rating? How is it compiled? A rating indicates the percentage of TV households whose sets are tuned in to a program. A cold statistic. As of September 1977, A. C. Nielsen Company estimates that there are 73,126,560 television households in the United States. The rating is simply a percentage estimate (based on a sample of how many were tuned to a given show. So, if a show received a rating of 20, you might translate that to say that an estimated 14,625,312 households watched the program.

The A. C. Nielsen Company compiles ratings on the basis of a sample of 1200 households. No, that's not very many—but Nielsen and the rest of the TV industry seem to feel it's enough. These 1200 are carefully selected to include all types of households—city, town, and rural—geographically dispersed in over 600 counties.

More than any other aspect of audience surveying, the use of the sample

comes under a barrage of viewer criticism. "Bad enough," grumbles the viewer, "that Nielsen says my favorite show is bad, but to take it off the air because of only 1200 TV households is unforgivable!"

First of all, neither Nielsen nor any other audience measurement company makes value judgments on television programs. They merely make scientific estimates of how many sets were on, which channel, and who watched.

Second, the use of a sample is as American as the NFL and is recognized as a valid means of measuring a whole that is otherwise too vast or complex to be counted. One of Nielsen's favorite responses to people who question their reliance on a sample is—what if you went to a doctor for a blood test and *he* didn't believe in using a sample? It's easy to accept that the doctor doesn't need every drop of your blood to make reliable tests; in the same way, an audience sample, accurately selected, gives a reliable picture of the nation's TV viewing practices.

How does Nielsen know what the 1200 homes are watching? By means of a small electronic box called the Storage Instantaneous Audimeter (SIA) installed in each of the 1200 homes upon the owner's approval. The SIA is connected to as many as four TV sets in

the home and takes automatic one-minute-interval readings of whether each set is on or off and, if on, to which channel. The information is stored in the Audimeter until a computer in the Nielsen central office dials up the home unit via a special telephone line.

The SIA records nothing about who is watching the set, if anyone. For this data, Nielsen uses a second, separate sample of about 2400 homes, called the National Audience Composition (NAC). NAC families keep diaries of which shows were watched by which family members.

The A. C. Nielsen Company has been supplying audience-dimension information to the TV industry through the Nielsen Television Index since the early 1950's. The information is broken down into a number of reports, analyses and summaries to let programmers and advertisers see at a glance what they need to know: What percentage of viewers of this police adventure were teens aged 12 to 17? How many households were reached by this sponsor's message over a four-week period? How does the cost of the ad compare with the number of market individuals it reached? What is the available audience for a given hour and how does this network compare with that network in drawing that audience?

Nielsen also prepares a separate Station Index for local market areas.

It's a little like the stats on the ball players—everyone who holds a decision-making position wants to know how each player did.

The American Research Bureau provides a second industry-revered audience measurement report—Arbitron. A subsidiary of Control Data Corporation, Arbitron measures approximately a half million households annually and prepares Local Market Reports. Dividing the United States into 208 market areas, the firm measures a random sample of households in each by means of one-week diaries.

Diary-keepers record family members by name, sex and age (24 months and older). There are even three columns for recording the viewing of visitors. By quarter hours from six A.M. to two A.M., viewers note whether the set is off or on, the call letters and channel number of the tuned-in station, the name of the program and who is watching. This information is interpreted by Arbitron in a variety of reports for station managers and advertisers.

Additionally, Arbitron provides overnight audience estimates in Los Angeles and New York by means of an electronic meter called the Household Collector. Clients in these two cities receive

(Continued on page 36)

Three of America's Last Great Antique Buys!

Carefully Restored
Hardwood Cases.
Approx.
22" H, 13" W, 4 1/2" D.

When they're gone, they're gone forever.
Genuine Circa 1900 Antiques.



The Old Schoolhouse Clock
\$115.00



The Classic Double Scroll Clock
\$115.00



The Fancy Schoolhouse Clock
\$135.00

We urge you to take heed. These are truly the last of the Great Old Clocks. At our low price, you may never see these values again. Authentic circa 1900 antique school-room clocks, the kind that once ticked happily away in the front parlours, general stores and one-room schools of America's childhood. Lovingly restored and in 100% running order. Each is unique—yours will be numbered, registered to your family or whomever you designate and accompanied by a handsome Certificate of Age and Ownership (suitable for framing). Order now, to avoid disappointment. When these clocks are gone, they're gone forever.

- Certificate of age, authenticity and ownership.
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Visit our Showroom, just 1 hour from N. Y. C.
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Gentlemen: Please send me the following clock(s) (state qty.):

- The Old Schoolhouse Clock (Style 11) @ \$115.
- The Classic Double Scroll Clock (Style 15) @ \$115.
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(Add \$6.00 for each insured delivery.)

My check is enclosed for \$ _____

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We honor Master Charge, American Express & BankAmericard. Include signature and appropriate data or for faster service call 914-248-7031 9 a.m. to 5 p.m. (E.S.T.)

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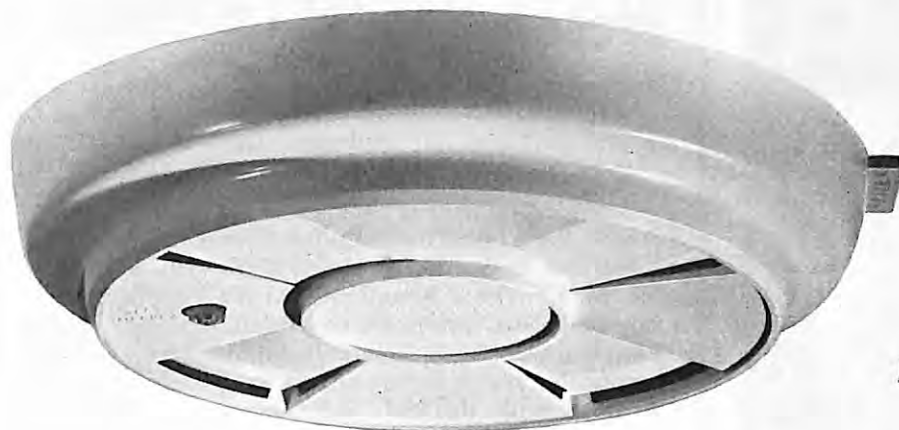
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a new dimension in smoke alarm technology



new solid state smoke alarm continually monitors the air for smoke and fire without battery replacement for 10 years

LIFESAVER PLUS™

the only smoke alarm with a 10 year battery and 10 year warranty

Smoke alarms are a necessity, not a luxury. They are inexpensive and, without question, one of the best investments you can make for your family's protection.

If you want to own the very best solid state alarm with computerized circuitry, a battery that lasts for 10 years and a 10 year warranty on both battery and detector, check the Lifesaver Plus features. They're designed with your safety in mind.

WHY A SMOKE ALARM?

Most fatalities occur at night and the majority of victims are never touched by flames. They are overcome by smoke and gases as deadly as fire. Our new Lifesaver Plus smoke alarm is designed to alert you of either fast developing or smoldering fires with its loud penetrating warning so you can protect your home, possessions, and most of all, your life.

HOW DOES IT WORK?

The PDM Lifesaver Plus smoke alarm works on the "ionization" principle of fire detection. Inside the detector is a unique balanced stainless steel dual ionization chamber design with a superior teflon insulator for long life and reliability. The "reference chamber" is designed to keep the sensitivity level constant during normal atmospheric changes in your home. The "sensing chamber" continually monitors the air 24 hours a day and initiates an alarm when smoke and particles of combustion are present. An automatic reset shuts off the alarm when smoke or particles of combustion clear the chamber.

AUTOMATIC ELECTRONIC CHECKING

The PDM Lifesaver Plus smoke alarm has a testing system that does more than just check the battery to see if it's low. Pressing the test button electronically checks the entire alarm circuitry including the calibrated sensitivity, horn and battery. If the unit is functioning properly, the alarm will sound. Also perfect for fire drills.

THE BATTERY LIFE BREAKTHROUGH

The detector is battery powered by the

new 10 year UltraCell 9 volt smoke alarm battery, especially designed for the PDM Lifesaver Plus smoke alarm. The UltraCell battery utilizes the active metal lithium and a gaseous electrolyte in hermetically sealed cells. The unique stable chemistry provides a higher cell voltage, more power per unit weight and volume, a wider temperature range and longer life than previous commercially available batteries.

When battery needs replacement, a built-in low battery indicator "chirps" every minute for up to 7 days. Even in an emergency the smoke alarm will function perfectly during the chirping period.

CHECK THESE IMPORTANT FEATURES:



1. Dual stainless steel ionization chamber design with superior teflon insulator.
2. Loud, penetrating 85 decibel horn.
3. Battery powered with the new special 10 year UltraCell smoke alarm battery.
4. Convenient test button checks alarm circuitry, horn and battery.
5. Solid state circuitry for reliability, long life and stability.
6. Impact resistant case with open cover tab for easy access to battery.
7. Easy installation with 2 small screws provided—no wiring required.

The PDM Lifesaver Plus smoke alarm gives you more than just a smoke alarm. It gives you all the latest developments and technological advances, proven performance, plus 10 years of service before battery replacement is necessary. Don't be confused—you can't buy a better smoke alarm—plus a 10 year warranty on top of it! The PDM Lifesaver Plus smoke alarm is designed to give you quality, dependability, efficiency and long life.

The unit is easily installed on either ceiling or wall with 2 screws provided. Also included is an operating manual with escape plan, locations for alarms and good safety habits.

To order, send coupon and your check or money order for \$24.99 (Illinois residents add 5% sales tax) plus \$1.50 postage and handling to PDM Sales, Dept. EK10, 119 S. Emerson St., Mt. Prospect, IL 60056. If coupon is missing, send order to PDM. Be sure to indicate number of smoke alarms desired. Credit card buyers may call our toll-free number.

pdm sales

119 S. Emerson St., Mt. Prospect, IL 60056

CALL TOLL-FREE .. (800) 621-0660
In Illinois Call (312) 641-6969

PDM Sales
119 S. Emerson St., Mt. Prospect, IL 60056

Please ship _____ PDM Lifesaver Plus Smoke Alarms @ \$24.99 each. Enclosed is check money order (Illinois residents add 5% sales tax) plus \$1.50 postage and handling for \$_____.

Name _____
Address _____
City _____ State _____ Zip _____

Please charge my order to: VISA/BankAmericard
 Master Charge
 Diners Club
 American Express

Account No. _____
(Master Charge must also include number above name on card.) _____

Signature _____ EK10

IT'S YOUR BUSINESS

by John C. Behrens



MAKING DECISIONS

"How was the conference?" one executive asks another when he returns from a national meeting of business people.

"I never realized how many other guys have the same problems I do," he groans in reply. The conversation takes place so often in so many cities, towns and businesses around the country that you would think it's industry's number one dilemma. It may be.

The problems the executive alludes to are the intangible kind with the boss, fellow workers and the world in general. Most of these, social scientists say, are human relations difficulties. A growing number have to do with decision-making and policy . . . or more appropriately, the lack of both.

Granted, such subjects vary from business to business, owner to owner, employee to supervisor and employee to employee. One businessman is well-organized and has most of his "people" policy regulations in writing and easily available for employees to look over. Another owner, however, has little, if anything, in writing, prides himself on "carrying the business in his head," makes all the decisions regardless of whether he's on the premises or not and has a tendency to contradict himself and create continuing personnel and customer problems.

Decision-making and policy questions, some business executives and proprietors claim, are among the major issues in management today. The problem is more severe perhaps, among small businesses because of the lack of time proprietors have to analyze their own difficulties and the day-to-day operations of their businesses.

Walter H., for example, has owned and operated a dry cleaning establishment for 30 years in an eastern community. His business, which relied upon neighborhood customers at one time, has grown as the community became a city and Walter's two competitors sold out to him. During the early years, Walter, his brother and their two families ran the plant. Today, Walter heads a downtown business office of 8 and 40 employees at two plants.

In the beginning, Walter says, he and his brother Herb were so busy taking orders, answering the phone, pressing pants and making deliveries that decisions were passed along to family members at church, supper or when they thought of them at work. "You just didn't have time to think about how many sick

days Sophie had and whether there was a vanity in the girls' room," Walter recalls.

It's different today and Walter is frustrated and angered by the changes and what his employees tell him. "They keep telling me I've got to do this and do that to keep up with the times. They want policies written out as if they don't trust me; they want to make decisions about when, how and why I run my business. I don't feel as if the business is mine anymore . . . but I haven't found anybody with guts enough to take the risks I do to keep this place running either," he says.

A loyal employee who has been with the family-owned business for more than 15 years gives another view. "Walter and his brother were dynamic owners who worked with employees side by side many times during the old days. Herb finally got out. As the business grew, Walter added more employees and they didn't work 50 to 60 hours a week like the family. Favored employees have their choice of days off, others don't. He doesn't know who's off and who's working at times. He won't let anyone know what the business makes. Employees are told they aren't as productive as the family used to be and that income is down. He needs new machines, but Walter goes out and buys a new delivery truck without telling anyone."

A classic case of erratic decision-making and lack of policy, say business analysts. Where it leads is anybody's guess. According to Walter's accountant, however, there is so much inconsistency and personnel turnover that he wonders if the firm can compete with an efficient newcomer.

On the other hand, Joseph L., a 54-year-old vice president of a printing firm, is excited about the years and contributions he's made to the business and the future. The reason? The owner, who built a small job shop into a multi-million dollar operation, has steadily planned each step of the development of the firm, and the final phase calls for sharing management with employees.

The owner is considered a sharp businessman and most employees have real respect for him. For example, a few years ago, employees were unhappy because, while they understood that new business meant more work, they had so much overtime they felt they simply didn't get much time with their families. They asked

(Continued on page 25)

• In the July, 1978, issue your article on "Bike Racing Makes A Comeback," by Robert Bahr, was very informative. I was very interested in this for our fairgrounds. I note in the article that he states that a Michigan company recently completed building a portable velodrome that can be transported, and is now touring the country.

I would like very much to get in touch with this Michigan company . . .

P. R. Kuhl
Flemington Fair Speedway
Flemington, NJ

• . . . Mr. Bahr, I read the story about Bike Racing, and I enjoyed it very much. The reason I am writing is to ask you if you could send me some names and addresses of some Velodromes mentioned in your article. I would very much like to see some, and find out about the operation of them . . .

John LePera
Sacramento, CA

The Michigan company which owns the portable velodrome is Madison Velodrome Company, 19386 Kelly St., Detroit, MI 48225. The man to contact is Bill Jacobson. Until now, the velodrome has been used during the summer season in a Detroit ice hockey arena, but has been transported to other areas between fall and spring.

Since moving even a portable velodrome is no inexpensive matter, making the effort pay off requires careful and specialized planning. Omni-Sports, 217 Main St., Emmaus, PA 18049, has specific background in this kind of thing, the only organization of its type in the country. Its function is to put bicycle racing on a profit-making basis in the country, which is, of course, essential to its survival. I recommend that if you're considering booking the portable velodrome, you talk with the people at Omni-Sports first.

Robert Bahr

• I had to laugh at Larry Holden's God-like contention that synthetic vitamins and natural ones are one and the same. "Medicine and You" (August, 1978). Can you imagine chemists making authentic tasting steaks, strawberries, or peaches? They don't even try because they know it's impossible. Likewise, chemists cannot copy the nutritional structure of vital, living nutrients. They try, but body cells recognize the difference . . .

Judy Hammersmark
Lakeview, OR

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

Answer YES to Any One of These
Questions and We'll Give You...

16 Proven Reasons Why You Should Be President of Your Own Corporation

Whether you are a salaried employee or in business for yourself, incorporation can quickly bring you many thousands of tax free dollars. Moreover by forming your own corporation now, without capital, without a lawyer and for under \$50—you can enjoy lucrative fringe benefits worth up to \$100,000 and more in the years to come!

See if any of the following questions apply to you.

- A. Are you now itemizing business-related deductions on your individual tax return? Yes _____ No _____
- B. Besides your regular employment do you take on other jobs or assignments? Yes _____ No _____
- C. Do you or your family have outside sources of income? Yes _____ No _____
- D. Do you own real estate or collect rentals? Yes _____ No _____
- E. Do you buy or sell securities? Yes _____ No _____
- F. Do you collect stamps, coins, antiques, fine art, other valuable collectibles? Yes _____ No _____
- G. Is your car, boat or plane used for business? Yes _____ No _____
- H. Do you entertain clients or customers? Yes _____ No _____
- I. Do you ever buy and sell at flea markets or auctions? Yes _____ No _____
- J. Do you have any special skill or technical information you could teach to others? Yes _____ No _____
- K. Do you have any hobbies from which you'd like to make extra money? Yes _____ No _____
- L. Do you grow or can fruits and vegetables? Yes _____ No _____
- M. Do you have a degree? Yes _____ No _____
- N. Ever thought about being your own boss? Yes _____ No _____
- O. Do you own your own business? Yes _____ No _____
- P. Are you a Professional? Yes _____ No _____
- Q. Are you a Partner or Sole Proprietor? Yes _____ No _____

If you answer YES to just one of these questions, you should explore the possibility of being president of your own corporation now.

1. Limited personal liability. You won't be personally responsible for any debt or liability of the corporation beyond your investment. Your house, car, cash and other personal assets are kept separate from the corporation and thus protected.

2. Far more tax deduction options. Tax laws favor business corporations.

3. Tax deductible and lucrative personal profit sharing plans are available to you.

4. Simplicity of business continuance in the event of death.

5. Medical reimbursement plan wherein your medical, pharmaceutical and dental expenses as well as those of members of your family are tax deductible from corporate income.

6. Simplicity of distributing shares of stock in the business to family members if desired.

7. Use of the corporation as a "vehicle" with which to raise money by selling shares of stock, or issuing bonds or corporate debentures while still keeping control.

8. Automatic option available to you wherein you operate as a corporation but are taxed at personal tax rate if more advantageous. This is called a Sub-Chapter S corporation.

9. Corporation capital can be expanded at any time by issuing and selling stock bonds or other debt installments.

10. Personally held stock can be used in estate and family planning.

11. Your corporation can accumulate earnings of up to \$150,000 for business purposes easing your tax burden.

12. Corporation is a separate legal "being" from you, the owner. It can sue, be sued and enter into contracts.

13. Your corporation may own shares of stock in other corporations and thereby receive dividends 85% of which are completely free from tax.

14. Lower taxes on corporate profits than on personal income corporation.

15. Low initial cost and ease of incorporating.

16. Hold all the offices in the corporation, President, Vice-President, Treasurer, Secretary, and Chairman of the Board, yourself, if you so desire. You needn't bring in other people if you prefer not to.

Guidebook Reveals the "Mysteries" of Incorporation.

Ted Nicholas's remarkable book *How To Form Your Own Corporation Without A Lawyer For Under \$50* takes you step by step through the simplified incorporation procedures he has developed and proven. Thousands of people have used and recom-

mended the book to others. Many lawyers also use the book in their practice or refer others to it.

Take Full Advantage of Our Economic System

Incorporation helps make you a first class citizen. If you purchased stock as an individual, any dividends paid on that stock would be taxed as personal income. However, if your corporation holds that same stock, you could receive 85% of those dividends tax free. In addition you can take your earnings as income (taxable) if you so choose or you can accumulate them in the corporation (non-taxable) providing the accumulation is not unreasonable and is for business purposes.

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As a bonus for ordering now we'll send you absolutely free "The Income Plan", a portfolio of valuable information which normally sells for \$9.95. Incom is a unique plan that shows how to convert most any job into your own corporation. "The Income Plan" includes forms, examples and sample letter agreements to make it all possible.

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If you are not completely satisfied with your book after having it for 14 days, return it at our expense for a prompt refund and keep the Income portfolio for your trouble.

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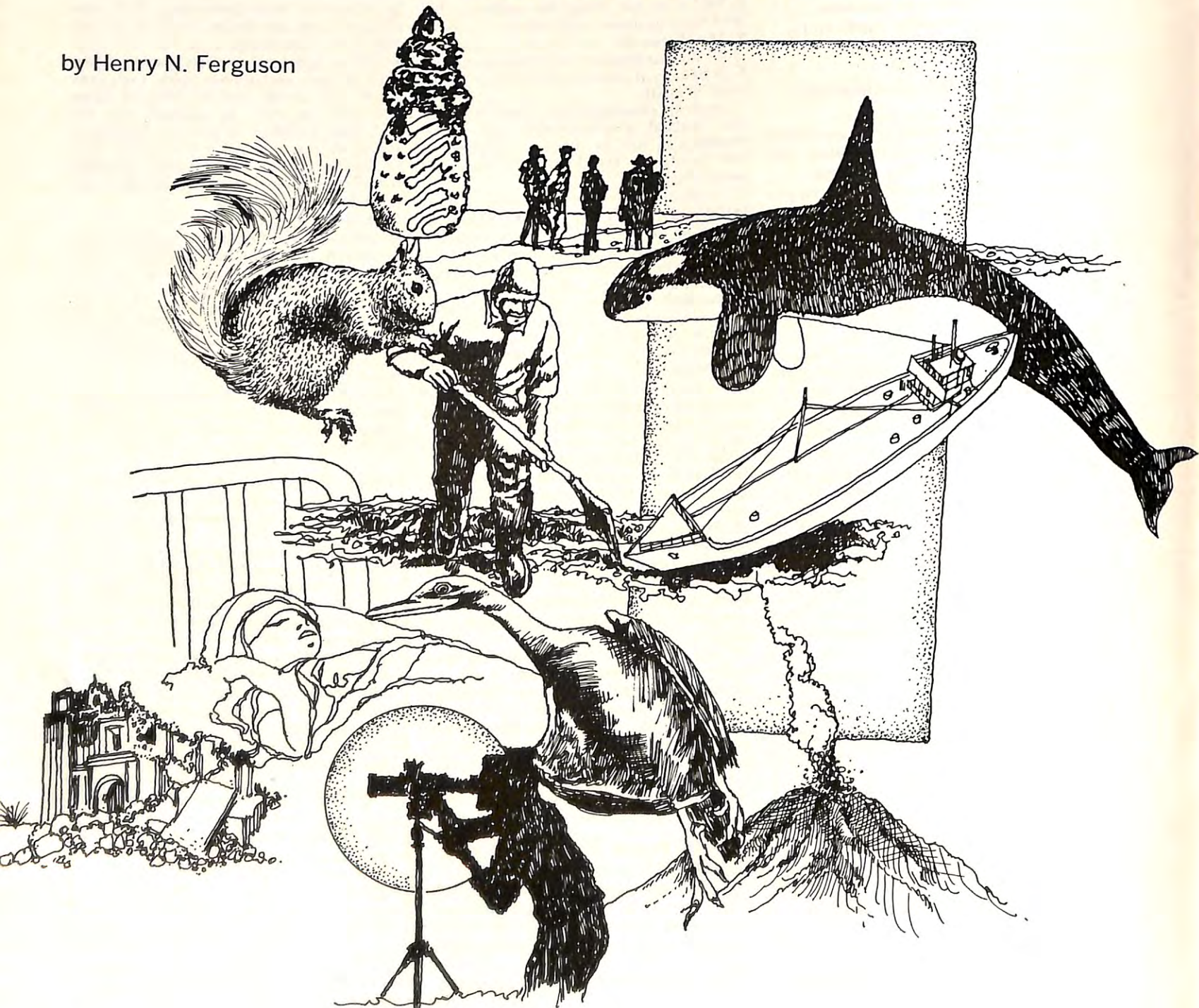
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 Acct. # _____ Exp. _____
 Signature _____
 My name is _____
 I live at _____
 City _____
 State _____ Zip _____

■ What is undoubtedly the world's cleverest solver of spontaneous and baffling happenings around the globe is located in a most inauspicious place. Often referred to as Mother Earth's own mission control, it's real name is the Center for Short-Lived Phenomena. The name is intriguing, yet really offers few clues to its function. Its unlikely headquarters is something of a phenomenon itself. It is housed in the below-ground floor of an unassuming three-story building next to the post office in Harvard Square, at 129 Mt. Auburn Street in Cambridge, MA. The sign in the window says only "CSLP."

Inside are a number of plain offices,

World's mystery solver

by Henry N. Ferguson



a large room with a ping-pong table, and a main office with a 24-hour clock and a poster depicting various types of whales. Our entire planet is constantly monitored from this improbable troglodytic setting.

Inside one of the offices sits genial Richard Golob, the 26-year-old Director of the Center. A former Harvard bio-chemistry student, Golob joined the organization in the summer of 1976. The young scientist-entrepreneur keeps a kayak in his office on the chance that an occasional opportunity may present itself for a brief paddling excursion on the nearby Charles River. His staff consists of only six salaried workers.

The Center is unique in purpose, its findings often dramatic. Drawing on a global reporting network, it researches and records unpredictable, unexpected, and sudden events such as volcanic eruptions, earthquakes, meteorite falls, landslides, the discovery of unknown primitive tribes, oil spills, and bird and animal migrations. The results are made available to clients around the world.

A good example of its operation was the great frog riot which began on November 7, 1970. Residents of Sungei Siput, Malaysia, reported a raging battle involving 10,000 or more frogs who were biting and ripping each other to shreds and making horrible sounds. The Center was promptly alerted. It immediately dispatched scientists from the University of Malaysia to the scene. They discovered the riot was merely an amphibian sex orgy. The reason: rains had broken a period of drought, and the exuberant frogs had simply gone on a "mating binge."

Another mystifying phenomenon the Center was called upon to unravel was the great "Appalachian squirrel migration" in 1968. Alerted that squirrels in the Great Smoky Mountains National Park were acting crazily and "erupting" in all directions, the Center soon had information that this unusual event was happening all over the southeastern United States.

Center officials, throwing caution aside, decided to risk the scorn of the international scientific community and raised what—for lack of a better term—has to be alluded to as the "squirrel alarm."

To animal lovers, it was not a laughing matter. Squirrel carcasses were turning up in lakes and reservoirs by the thousands. One hundred dead squirrels were discovered along a 27-mile length of highway near Asheville, NC. A squirrel was blamed for shorting out the electrical system of a small town.

It was suggested that the creatures might be threatened by famine; autopsies showed this was not the case. Data collected by biologists and research

centers indicated that a great migration was underway throughout the mountain country of Georgia, Tennessee, and North and South Carolina. It was a vast population explosion, resulting in the squirrels going farther and farther from their own haunts to find and bury food. Then, becoming disoriented, they grew panicky, got lost and went berserk.

The idea for an international scientific clearinghouse was born with the birth of an island in the Atlantic Ocean in 1963. The island arose from the sea off the coast of Iceland. Many scientists were able to reach the volcano and study the eruption. The photographs and data they accumulated were invaluable for an understanding of the way land first emerged on earth. The realization that priceless scientific information was being lost every year made apparent the need for an early-warning and monitoring system. In the past, scientists had learned of events such as this through scientific journals months afterward.

Investigating the unexpected, the Center for Short-Lived Phenomena researches earthquakes, strange animal behavior, and the discovery of unknown cultures.

The Center was established five years later, in 1968, with Robert Citron, a former satellite tracker for the Smithsonian Astrophysical Observatory, as its staff of one.

In the nine years since the Center opened it has expanded its activities and grown in stature until it is a highly respected early warning system for researchers and governments around the world. It offers a weekly "event information report" by mail to some 2,000 subscribers for from \$50 to \$100 a year, and a much faster telex service to a growing group of research and governmental agencies for up to \$300 a year, plus transmission costs. One oil company pays \$1000 a year for immediate and comprehensive oil-spill reports. Typically, the Center will report some 150 natural disasters a year and a like

number of man-induced events—primarily oil spills.

Clients are generally scientists, librarians, and governments around the world. But the CSLP also services an increasing number of corporate subscribers, including Du Pont, Aerospace Corp., Shell Oil, ARCO, Celanese, Exxon, Honeywell, and news organizations such as *The New York Times*, the *Los Angeles Times*, and United Press International.

Reports of oil spills have turned out to be one of its most salable products to corporations. The reporting of the *Argo Merchant* tanker disaster off Nantucket Island on December 21, 1976, which disgorged millions of gallons of thick oil into the Atlantic, has become the epitome of what a volunteer scientist-reporter can produce. It was the CSLP that revealed, within hours of the event, that the *Argo Merchant* had been involved in 18 prior accidents—a fact picked up by every major news service in the world. "We obtained this information from a certain source," ex-





plains Golob, "because we have built up a network of people who trust us as scientists, and are willing to talk to us but not to the general press."

The observatory's communications room includes Western Union domestic and international, ITT and RCA international, NASA, and the institute's satellite-tracking network, along with nine telephone lines. Thirteen clocks report the time in remote areas. Half-a-dozen boards note the progress or fate of every satellite ever launched (America's appear in white letters; Russia's in red).

"Our overall purpose," says Golob, "is to promote environmental awareness and develop archives on phenomena that strike quickly and are of interest to science or various institutions."

Whatever the event taking place at the moment, the Center's procedure varies little. It always starts with someone somewhere noticing something out of the ordinary. "Perhaps," says Golob, "it may be a pilot flying over an area where the creation of a volcanic island is taking place. He will pass the news on to a scientist in the region. That scientist most likely will teletype the information to the Center."

It does not have to be something spectacular, merely an event that is unpredictable and natural rather than man-made. Such things as pollution and oil spills are included because of their severe effect on nature.

Occasionally the radio room in the Center's headquarters takes on the appearance of a war room during an enemy attack. It was so that December day in 1973 when the earthquake devastated Managua, Nicaragua. All regular lines of communication to the stricken city were out. Yet, while Howard Hughes was scurrying out to Managua's airport to see if the runway was safe for a takeoff, the Center was getting information from a Managua ham radio operator who was operating a portable set from his car. It was the only line of communication open.

Sometimes the tiny office in Cambridge is the only place in the world where immediate information concerning a catastrophe may be obtained.

For example, when the Mt. Arenal volcano in Costa Rica erupted in a rain of death and destruction in the summer of 1969, government officials only 100 miles away in San Jose experienced such difficulty in getting reports from the scene that they sent a radio request to the Center in Cambridge asking that they be kept in touch with the disaster.

And jammed local phone lines during the Los Angeles earthquake of February 2, 1971, prompted a radio station there to call across the country to Cambridge to find out what was going on.

In the 1976 Guatemalan earthquake, the Center proved a valuable co-ordinating point for relief agencies that needed to know each tremor's location and magnitude before mounting rescue operations. The Center also funneled information between embassies, scientists and the press. And the Center's staff could quickly estimate the dead at 5,000—2½ times initial reports—with 10,000 injured and possibly 100,000 homeless.

Nature provided a spectacular event for the Center's introduction to the unusual. On a warm December day in 1968, the water which for eons of time had been rolling restlessly back and forth across Metis Shoal suddenly started changing color. The coral shoal is near the Tonga Islands, 1,800 miles this side of Australia. Usually blue, the water quickly turned a greenish-yellow and became cloudy with mud. It began to bubble; smoke and steam rose 6,000 feet into the air and native fishermen reported that the world was coming to an end.

Instead, however, what they were witnessing was a volcanic eruption which catapulted rock and lava to a height of 1,000 feet. Within two weeks the volcano had built a kidney-shaped island four miles long.

Fifty-eight days after making its appearance the island slid back beneath the surface of the ocean.

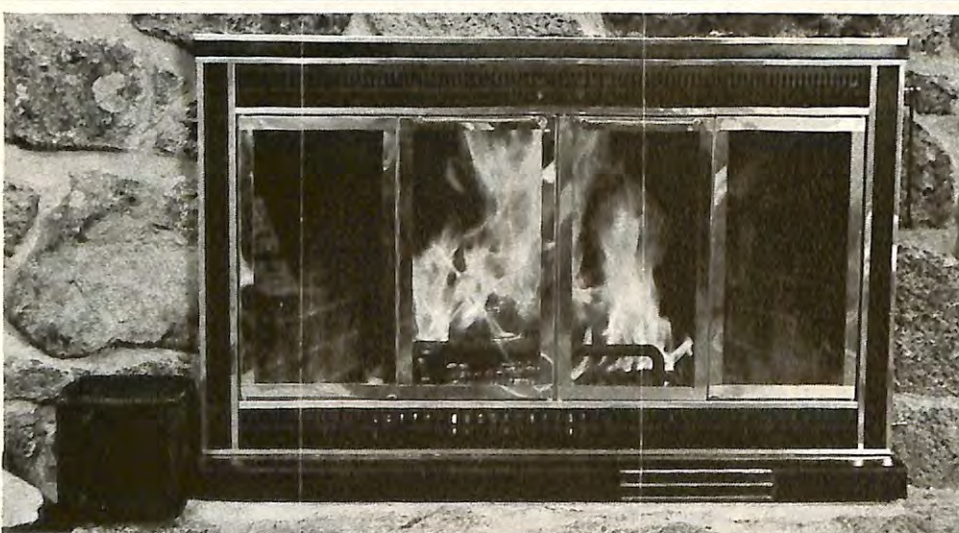
But before it sank a complete scientific on-the-spot investigation had been made. For the first time in history, the birth and death of a volcanic island—one of the great mysteries of the earth—was recorded with scientific exactitude.

The Center for Short-Lived Phenomena had successfully launched its first venture into bizarre happenings on this planet.

The appearance of a floating island in the Caribbean, the impact of a meteorite in Connecticut, the death of 10,000 robins in a potato patch in southern Florida, a swarm of locusts covering a 250,000 square mile area in Sudan, the finding of prehistoric camel tracks near Santa Fe, New Mexico—such things normally get a few paragraphs in the local newspaper. To the Center and its knowing clients, they may be crucial news.

"It is the short-lived event in nature that tells us the most about natural systems," explains Golob. "Nothing can tell a geologist more about the fundamental earth processes than an earthquake or a volcanic eruption, but he's got to go

(Continued on page 31)



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An evening of food and entertainment was held by **Fremont, CA, Lodge** in honor of the lodge's old timers. During the night, Brother Ernie Rodriaues received a 30-year pin from PER and Chm. Claire Bettencourt.

A visit by the Jolly Cork Clowns to non-ambulatory patients was a part of **San Mateo, CA, Lodge's** special production held at Crystal Springs Rehabilitation Center. Gifts were distributed to the patients, and the San Mateo Elks Band, as well as the Glee Club, entertained those who could leave their rooms for a concert in the auditorium.

Contributions to the National Foundation were made in Montana, Indiana, and New York recently. James Burdick of **Bath, NY, Lodge** donated \$100 for the third time to the Foundation, while **Hardin, MT, Lodge** presented Brother Albert Steen with his participating membership certificate. **Indianapolis, IN, Lodge** hosted the Elks National Bowling Tournament and raised \$1,000 to add to the National Foundation. Pres. Earl Wetherholt presented the check on behalf of the Brothers.

In conjunction with the nationwide Easter Seal telethon, the Elks' ladies of **Martins Ferry, OH, Lodge** raised \$186.22 for the benefit of the Easter Seal program. The Brothers and two clowns, who passed out candy to children, helped the ladies with the collection box in front of a grocery store.

A youth leadership seminar sponsored by the Brothers, San Jose Unified School District, and John Muir Jr. High School's Extended Learning Program was held at **San Jose, CA, Lodge**. The workshop was attended by students and educators, and included activities geared to inspire individual and group participation and creativity.

A carousel slide projector and screen, along with a check, were contributed to Angels, Inc., a school for retarded children in **Dallas, TX**, by the local lodge. ER Lonnie Hart and Chm. John Tyter made the presentation on behalf of the Brothers.

Crystal Springs Rehabilitation Center receives a visit by the San Mateo Jolly Cork Clowns.



The presence of a giant purple pig near **Placentia-Yorba, CA, Lodge's** fireworks booth at a local fair attracted a little girl's attention. ER George Clawson (right) explained that the pig advertises the state major project, aid to crippled children, and may be seen at various community functions. It also represents a fund-raising program in which one puts a coin a day in a piggy bank.

Life memberships were conferred upon two members of **Easton, PA, Lodge** recently. Secy. Edwin Reiss presented the cards to Brothers Raymond Moll and Joseph O'Dowd.

NEWS OF THE LODGES



The giant purple pig

A check for \$2,010 was contributed by **Wayne, NJ, Lodge** to the East Orange Veterans Hospital for the purchase of remote control color televisions. Dr. Oscar Serlin, chief of staff at the hospital, thanked then-ER George Corsiglia and PER and Chm. Patrick McGing for the gift.



Greenwich chefs barbecue chicken.

With the aim of increasing the budget for charitable and community projects, **Greenwich, NY, Lodge** began weekly barbecue dinners. Chefs (from left) ER Roland Mann, Est. Lect. Kt. Chauncy Perry, Est. Lead. Kt. George Peiffer, and Brother William Filer prepared chicken-to-go for those with an appetite. The endeavor was a success financially and was enjoyed by the Brothers who were involved in it.

Participants in the Heart Saver Program sponsored by **Pembroke-Hanover, MA, Lodge** completed the CPR course recently. The first graduating class thanked instructors Philip and Barbara Carney, Joseph Conner, Sue Hillman, John Kreckie, and Dick Cooke.

Runners from 10 high schools participated in **Forest Grove, OR, Lodge's** annual track meet held recently. The girls' AA trophy was captured by Seaside, while Amity won the boys'. Forest Grove took both the girls' and boys' AAA trophies along with the Combined Perpetual trophy.

Through the efforts of Brother and Scoutmaster Dall Lehmann, the troop sponsored by **La Porte, IN, Lodge** changed its number to 396, the same as that of the lodge. PER Clarence Murphy awarded the first Eagle Scout certificate of Troop No. 396 to Michael Lehmann.

Five thousand dollars was donated by **Billings, MT, Lodge** to aid the development of the Northern Rockies Regional Cancer Treatment Center. On hand for the presentation of the check were immediate PER James McLuskie, Secy. Leo Johnson, ER Robert Skates, Carl Nessel, Center secretary, and Dr. Fred Diegert, Center trustee.

In recognition of their community service, the Arcadia Recreation and Parks Commission presented the National Recreation Award to **Arcadia, CA, Lodge** Brothers.



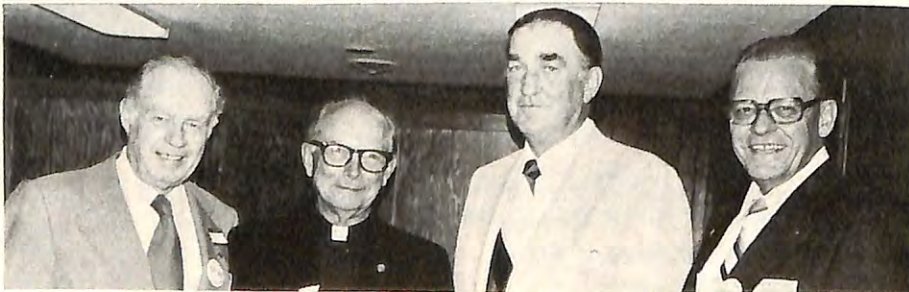
MELISSA BARRETT, former poster child for Closter, NJ, Lodge, was on hand with State CP Chm. Edward Van Vooren, District CP Chm. Dennis Ferra, and the team managers Lee Lisali, Bud Buechler, Jim Valley, and Dom Patti to cheer for the Bergen-Passaic Elks League annual all-star game. The event brought in over \$2,000 for the CP Fund. The Brothers also presented a savings bond to Melissa in honor of her appearances as a poster child.



FLIGHT FOR LIFE, a community emergency service of St. Anthony Hospital systems, was the beneficiary of a \$500 donation from Brighton, CO, Lodge. On hand for the check presentation held at St. Anthony Hospital North were Vern Peters, director, Trustees Al Hause and Jim Stieber, ER John Knowles, Jim Polermo, trustee, George Seaton, director of Flight operations, and Trustees Dave Wagner and Bob Alberts. Since its inception in 1972, Flight for Life has served over 9,600 patients in need of emergency care.



IN TRIBUTE to the Elks of Schenectady, NY, Robert Lehman (second from left), Boy Scout executive, presented a plaque to ER George Long and Youth Chm. Guy Barbieri, while Scout Leader Bernard Doherty (left) observed. The Brothers were thanked for their efforts on behalf of Eagle Scouts in Schenectady County, whose new Eagle Scout kits were purchased with money from a \$1,000 fund established by the lodge. The plaque was given during an Elks dinner, where GL citations and flags were presented to the youths.



EXCHANGING words of business and friendship were (from left) PGER Francis Smith, Past Grand Chap. Msgr. Henry Speck, newly elected SP Sheldon McRae, and immediate PSP Donald Ritland at the Monsignor's home lodge of Owatonna, MN. The Elks officials were in attendance at the Minnesota Elks Association convention, which was hosted by Owatonna Brothers.

BATS, MITTS, and softballs were delivered to the Albany VA Hospital by Hudson, NY, Lodge members recently. While making the delivery (standing) Est. Loyal Kt. William O'Neil, Thomas Kely of the hospital's social services department, and Vets Co-chm. John Taylor paid a visit to Hudson Vets Chm. Gerald Shook (seated), who was a patient at the hospital. Brother Shook, who usually delivers the items with the lodge Vets Committee, returned home soon after the visit.





GUEST of honor then-GER Homer Huhn, Jr. (fourth from right) congratulated the state champion ritualistic team from Louisville Lodge during the Kentucky Elks state convention. Exhibiting their trophy and individual award plaques were (from left) C. Gay Hatfield, coach, Est. Lead. Kt. Billy Curd, Est. Loyal Kt. T. Mark Griley, ER Eddie Black, In. Gd. Donald Maloney, Esq. John Tenerowicz, Est. Lect. Kt. Tom Leathers, and Chap. Al Eggers.

CEREMONIES held by Manila, RP, Lodge in honor of Flag Day were attended by special guests Ambassador Richard Murphy (third from right), Mrs. Murphy, and their son Richard Jr. (third from left). Greetings were extended to the visiting official and his family by (from left) PER and Secy. August Elzingre, ER Raymond Wilmarth, Trustee Jesse Burks, and PER Adeeb Hamra.



A CARNIVAL in honor of the Fourth of July, held at the Albany VA Hospital, featured a booth run by Colonie, NY, Lodge. Among the prizes, music, refreshments, and games dispersed was one of the hospital residents' favorite gifts, a bath manicure kit. Colonie Brothers (from left) Paul Symanski, Al Hardacci, John Mac-Haffie, ER Michael Hoblock, Vets Chm. Ed Klimek, and George White were on hand to help run the affair.



A TROPHY was presented by PGER Robert Yothers (second from right) to Billie Grimm (right) in tribute to Puyallup Elks' ladies for their participation in the National Foundation. The ladies were recognized for having the greatest number of participants in the state of Washington. Then-GER Homer Huhn, Jr. (left) was also on hand to congratulate the Puyallup Elks and to make the presentation of a certificate of merit to ER Gordon Flath.



A POOLSIDE disco party was sponsored by Warren, OH, Lodge for the benefit of Project Outreach and the Northeast Ohio Council on Drug Abuse. Project Outreach Board Pres. Gene Miller (third from left) played disc jockey, while (from left) Treas. George Thompson, Thomas Latimer, committeeman, Est. Lect. Kt. James Crites, Trustee Fred Victor, and Larry Lapmarado, Project Outreach arts and crafts director, offered assistance with tuning the sound equipment.



OVER 400 ELKS and their guests joined the members of Temple, TX, Lodge in celebration of their 75th anniversary. A history of the lodge was delivered by SP Howard Hall, and a dinner-dance followed the program. The hosts for the event, PERs John Lusk, John McInturff, Vic Elliott, SP Howard Hall, PER Herman Meinscher, ER Fred Corrales, and PERs Joe Nelson, John Galure, Joe Garrison, Arnold Marek, Winfrey Taylor, and Joe Zvolanek, gathered around the cake for a celebratory cheer.



A CLASS was initiated in honor of PER Michael Liberto by Union, NJ, Lodge recently. ER Carmen Ventola Jr. presented a plaque in commemoration of the event to the PER and thanked him for his distinguished and loyal service to Elkdom.



DURING the Boy Scouts annual Clinton Valley Council dinner, hosted by Rochester, MI, Lodge, Brother Jay Rader (second from right) received the Silver Beaver, Scouting's highest award. Special guest Joe Garagiola (second from left), NBC sportscaster, was the featured speaker for the event. ER Harvey Graham (left) and Don Maher, Clinton Valley Council camp director, were on hand to congratulate Brother Rader.



FOLLOWING the installation of officers at Elkdom's Lodge No. 1, New York, NY, the Brothers welcomed guest PDD Xavier Riccobono, justice of the appellate term, to a reception for the Elks and their friends. Joseph Humphries, newly installed ER, accepted the duties of office from immediate PER Daniel Ferguson. Brother Riccobono offered his congratulations to both gentlemen.



JAMES EBERSBERGER (left), administrator of the Pennsylvania Elks Major Project, presented the CP distinguished service award to Stanley Penkala of Wilkes-Barre at the Adult Handicapped Association Conference held in Lancaster. Mr. Penkala, who has cerebral palsy, is chairman of the Wilkes-Barre Elks CP Fundraising Committee and is an active member of the Adult Handicapped Association. (Continued on page 42)

It's Your Business

(Continued from page 14)

him about it and the result was they became one of the first printing plants to go to a four-day week.

He is out on the road at age 63 selling along with the sales staff, yet he makes sure when he returns to spend a day or as many as needed in the plant to be available to everyone who wants to talk to him about problems. He posts all changes in policy and he listens to as many as he can before he arrives at a change.

Admitted, both cases offer entirely different kinds of business, clientele and conditions. Yet both owners are considered successful. It's the approach to decision-making and policy that appears to separate these proprietors. One understands changing needs and the ways to motivate people and the other has permitted himself the luxury of blaming conditions on society and employees. One has a bright future for his business built upon a productive work force. The other has to hope his health remains good or the business could collapse.

There are answers to such problems, says James W. Lundy, of the Small Industries Research Center at Pennsylvania State University, if the owner is willing to realistically examine how he manages.

"One of the ways a small businessman can evaluate his own decision-making ability and practices is to make a definite effort to review the number of routine decisions which he or others in the company make every day. For a few weeks the businessman can write down brief notes on some of the routine questions which continually crop up for a decision," Lundy explains.

The effective decision-maker, he continues, keeps track of the work to be done. "Many successful businessmen keep daily 'to do' lists which are made up the night before or in the morning. They rate the importance of the things they want to accomplish that day: '1, 2, 3 or A, B, C, etc.' and they try to accomplish all the As and 1s. At the end of the day they look at the sheet and see what has been carried out. If a businessman is continually putting off his 1s until the next day, he's either procrastinating, and he knows it, or perhaps the decision-making problems didn't deserve the A or 1 rating.

"If the businessman spent time establishing the policies or practices he wishes followed in his business, in the long term he would have more time to spend on some of the more important aspects of the business which could include some time for creativity on new displays, new advertising, new products, etc. It is easy to get bogged down with making the same repetitive routine decisions day after day. What a person has to do is establish policy, train his people, delegate some responsibility and the authority to accompany it."

The advice may sound over-simplistic to some, certainly. Yet it may be the answer to the collection of crises that disrupt your day when you enter the office tomorrow morning.

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NEWS OF THE STATE ASSOCIATIONS

The treatment of 216 handicapped and injured boys and girls at the Harry-Anna Crippled Children's Hospital in Umatilla and of over 3,000 youngsters at several out-patient clinics during the past year was reported by Jim Oliver, hospital administrator, at the Florida State Elks Association convention. Delegates at the May 18-20 gathering at Daytona Beach were also informed that donations to the Harry-Anna Trust Fund by members and the general public during the year totaled \$483,500. Total expenditures for the project from the state association came to \$969,250.

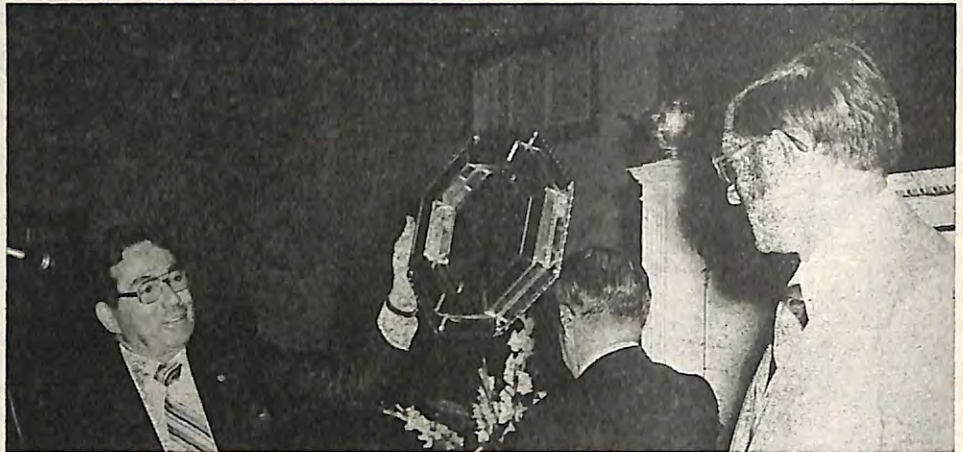
Over 1,200 delegates, Brothers, and ladies were on hand for the 72nd annual conclave, which was directed by immediate PSP Robert Fluck. PGER Willis and Elizabeth McDonald, PGER William Wall, state sponsor, Doral Irvin, executive director of the Elks National Home in Bedford, VA, and Robert Grafton, past member of the Board of Grand Trustees, were the guests of honor.

The conventioners elected President R. Edward Royal, Vice Presidents Richard Robinson, Earl Richbourg, John Shannon, Leslie Owen, Henry Lee, Pierce Guard, W. C. Swanson, William Stone, Melvin Spooner, Thomas Coker Jr., Jesse Woodruff, Secy. Ben Brown, and Treas. Frank Holt for the new year.

The memorial services contained a eulogy for the late PSP R. Lamar Johnston, which was given by then-GL Committeeman C. Newt Jones. A memorial address was delivered by GL Committeeman Ralph Clements. Tallahassee Brothers were the winners of the state ritualistic contest.

Social activities included the President's banquet and ball at the Surfside Hotel. The mid-year conference was scheduled for October 27-28 in Sarasota. The next annual convention will take place in May, 1979, at the Orlando Hyatt House near Kissimmee.

The officers of McCook Lodge conducted the memorial service during the Nebraska Elks Association convention hosted by North Platte Lodge. Earl Morgan, county judge and a PER of North Platte, was the speaker for the service. A special guest for this ceremony, which honored two distinguished Nebraska Elks who had died during the year, was Mrs. H. L. Blackledge.



Holding aloft a gift from Nebraska Elks, PGER George Klein (left) thanked North Platte Lodge's ER Roger Hengen, who presented the octagonal serving tray to the PGER on behalf of his fellow members. Brother Klein addressed some 650 conventioners on the goals of Elkdom.



PGER William Wall (center) welcomed Florida Elks' new leaders to office during the May 18-20 convention. State President R. Edward Royal (right) and Vice President Richard Robinson joined the PGER for a discussion on the success of this year's state convention.

PGER George Klein delivered a eulogy on PGER H. L. Blackledge, and PSP Walter Stewart presented a eulogy on long-time state association Treas. Elmer Bradley.

The newly elected officers included SP Lloyd Levander, Hastings; Vice Presidents Tom Plummer Jr., Ogallala; George Johnson, Fairbury; Gaylord Nielsen, Grand Island; Secy. Chester Marshall, Kearney; and Treas. Robert Burkley, Fairbury.

Kearney Lodge was announced as a repeat winner of the H. L. Blackledge Ritualistic Contest. Second place went to Scottsbluff Lodge, and third to Ogallala. Winner of the William Nutzman trophy for best performing officer was

Bob Hogan of Ogallala Lodge, while Bill Oltmanns of Scottsbluff received the George Klein coaches' award. The first J. B. Ferguson Golf Scholarship, which is given in memory of a former state officer, was awarded to Jay Bachenberg, who was sponsored by Lincoln Lodge. The PER Scholarships were presented to Denise Bochart, sponsored by Broken Bow Lodge and to Kevin Burton, sponsored by Alliance Lodge.

An Exalted Rulers' March provided over \$3,800 for the major project, a crippled children's program. Some 650 people viewed the presentation of the funds. The conventioners were also honored by the presence of Glenda Eames, first-place winner in the girls' division of the national Most Valuable Student Scholarship Contest, and Mitchell Elliott, state scholarship winner.

York Lodge was selected as host for the August 26-27 meeting, and Ogallala Lodge as the 1979 convention host.

Approximately 1,300 delegates and guests attended the Ohio Elks Association's annual meeting, which was held April 27-30 in Columbus. Outgoing SP Robert Kennedy presided at the convention, during which reports on Ohio Elks' charitable activities were delivered. An estimated \$250,000 was spent on community service projects in the past year, and nearly \$91,000 was allocated for the treatment of cerebral palsy patients. Youth activities cost the Brothers over \$130,000.

Among those on hand for the pre-



On hand for the changing of the guard for New York Elks were Grand Lodge dignitaries PGER Ronald Dunn (seated), William Steinbrecher (standing, left), member of the Grand Forum, and then-Chm. of the Board of Grand Trustees Leonard Bristol (standing, right). Outgoing SP Perry Miller (second from right) welcomed his successor, Dominick Napolitano (second from left), while Rev. Francis White and the GL representatives offered their congratulations to the two Brothers.



Members of Anchorage, AK, Lodge's ritualistic team won the state competition held at Fairbanks Lodge during the annual convention. (Front row, from left) Chap. Robert Bell, ER Hubert Ross, Esq. Les Horn, and (back row, from left) Est. Lead. Kt. Kenneth Odsather, In. Gd. John Childress, Est. Loyal Kt. Robert Korman, and Est. Lect. Kt. Larry McMillian went on to represent Alaska in its first appearance at the national competition in San Diego during the GL convention.

presentation of the convention reports were Grand Lodge guests PGER E. Gene Fournace, state sponsor and convention speaker, and PGER Frank Hise, convention speaker. Other GL representatives in attendance included Larry McBee, member of the Board of Grand Trustees, then-GL Committeemen Nick Kovic and George Walker, and Nelson Stuart, executive director of the National Foundation. The Brothers were also informed of veterans hospital activities, which consisted of programs and shows provided once a month for each of the five VA hospitals in the state and the contribution of items ranging from books to therapy equipment. The National Foundation benefited from more than \$83,000 raised by Ohio Lodges this year.

A youth luncheon honored scholarship recipients and was the first event held in recognition of Elks Youth Week in Ohio, which began the week following the convention. State Scholarship Chm. Marvin Fete announced the winners of 15 national \$700 scholarships and 17 state scholarships of \$600.

For outstanding service to the Elks, William Platten of Parma was given the Elk of the Year Award, and Toledo's Frank Wiley was entered in the Elks' Hall of Fame for his contributions to the legal profession and to his community. Among the honors bestowed during the convention was the ritualistic championship trophy to the team from Greenville Lodge.

Welcomed to their positions of leadership were state officers SP James Ekelberry of Delaware Lodge; Vice Presidents Leonard Nethers, Newark; David Straight, Parma; Paul Sedor, Salem; and Secy. Thurman Allen of Cambridge. A fall planning session was scheduled for August 18-20, 1978, in Columbus.

Winning ritualistic teams from the East, Central, and West Districts contended during the state meeting to be the first team from Alaska to enter the Grand Lodge competition at the national convention. Anchorage Lodge received the top honors, with Wrangell Lodge finishing close behind, and the Kodiak team taking third place. ER Kenneth Odsather of Anchorage Lodge won the Esteemed Leading Knight's 11 O'Clock Toast competition. The 156 Elks and 108 ladies who were present at the Alaska State Elks' 30th annual convention congratulated the ritualistic teams.

Grand Lodge dignitaries welcomed to the gathering held May 17-20 at Fairbanks were PGER Robert Yothers, state sponsor, then-SDGER J. Paul Meyer, then-GL Ritualistic Chm. Duncan McPherson, Past Grand Est. Loyal Kt. E. Robert Haag, and SDGER Harold Dunn. Guests and Alaska Elks viewed the traditional Exalted Rulers' March for the state major project, which resulted in the collection of \$81,830 from contributions, auction bids, and fines.

New SP Ralph Magnusson of Sitka appointed three one-year committees to report at the 1979 mid-winter conference and at the next annual convention on the potential, costs, and desirability factors in establishing therapy, glaucoma, and scholarship programs. Currently the therapy program is conducted in southeastern Alaska only, and due to changing health care delivery plans in the state, the Alaska Elks' major project, therapy treatment, may be changed or phased out in the future. The selection of a new statewide program will follow the committees' investigations and their reports to the association.

Sharing the state association duties with Brother Magnusson are Vice Presi-

dents Charles Ingersoll, Anchorage; Robert Howe, Juneau; and Secy.-Treas. Edward Callihan, Anchorage. The mid-winter conference will be held January 27, 1979, in Palmer. Kodiak Lodge was appointed host of the next convention, scheduled for May 16-19, 1979.

The outstanding social event at this year's gathering was the Fairbanks Elks' ladies' Flor-a-Dora show, a turn-of-the-century costume event. The show included dancing by the ladies and Elks and a series of skits and "blackouts."

The annual convention of the New York State Elks Association was held May 19-22 at the Concord Hotel in Kiamesha Lake, NY. It was called to order by outgoing SP Perry Miller.

There were some 2,500 Brothers and their families present to welcome distinguished guests PGER Ronald Dunn, state sponsor, then-Grand Treas. George Balbach, then-Board of Grand Trustees Chm. Leonard Bristol, William Steinbrecher, Grand Forum member, GL Committeeman Peter Affatato, and SDGER James Gunn. The fall conference was scheduled for September 14-16, 1978, at Niagara Falls, and the next annual convention for May, 1979, at the Concord Hotel.

The governing of the state association was entrusted to the new officers, who included SP Dominick Napolitano of Middletown; Vice President Leonard Sternesky, Great Neck; Secy. Richard Moore, Yonkers; and Treas. William Petzke, Elmira. A testimonial dinner was held in honor of 1977-1978 SP Perry Miller.

The highlight of a report on the state major project was a demonstration of the accomplishments of a cerebral palsied child who had received treatment through the project. The state major project raised over \$270,000 for cere-

News Of The State Associations

bral palsy during the year. Qualified candidates were awarded 91 state and national scholarships during the convention. Emergency grants of \$66,538 were awarded by the New York Elks and the National Foundation.

PCGER John and Kitty Walker were guests of the North Carolina State Elks Association for the annual convention held in Charlotte on May 19-20. Four hundred and eighty delegates and ladies were present to greet the state sponsor and his wife. Brother Walker congratulated North Carolina Elks for their standing as fourth in the nation in per capita contributions to the National Foundation.

Chosen State President during the proceedings was W. L. Goodwyn Jr. of Rocky Mount Lodge. Also elected were Vice Presidents Paul Hampton, High Point; Charles Holoway, Hickory; Willard Upchurch, Winston-Salem; Gene Frederick, Durham; Gary Plough, Morehead City-Beaufort; Secy. A. J. Crane, Kinston; and Treas. H. F. Finck, Brevard.

Congratulations were extended to the Greensboro Lodge team for winning the state ritualistic competition. It was announced that \$63,550 was spent for 612 boys to attend the Elks Camp for two-week periods. The North Carolina Elks expended \$40,300 on academic scholarships and \$9,000 for nine three-year nursing scholarships. A fall meeting was planned for October 27-28 in Asheville. Winston-Salem Lodge will host the 1979 convention on May 18-19.

Representatives of 151 lodges attended the New Jersey State Elks Association's convention held at Wildwood on June 8-11. The 7,250 Elks and their families and friends participated in or observed the annual parade, which marched down Atlantic Avenue. Over 15,000 marchers, bands, and floats were included in the two-mile walk, which attracted a large number of spectators. The best color guard, best float, largest marching group, and oldest member were some of the categories designated for the awarding of prizes.

PCGER William Jernick, state sponsor, led the installation of the new state officers. James St. George of Lyndhurst was elected State President. Vice Presidents Richard Bobbins, Atlantic City; Frank Garvey, Passaic Valley; Samuel O'Connor, Belmar; Harold Trahman, Red Bank; Henry Cackowski, Edison; Charles Zimmerman, Rahway; Martin Potash, Bordentown; Vincent Schindel, Fair Lawn; Peter Fabian, Englewood; Louis Possemato, Bound Brook; Fran-



The Convention Hall in Wildwood, NJ, was the site of the New Jersey State Elks Association's officer installation ceremony. PCGER William Jernick (seated, center), who conducted the event, offered his congratulations to SP James St. George (seated, third from right) and his newly elected assistants.

cis Merchak, Rockaway; Richard Strobel, South Orange; Secy. Obert Stetter, Asbury Park; and Treas. Fred Stevens, Colonia were also installed for the 1978-1979 year.

Membership goals were set for the new year during the business session. All committees made reports on their activities and the presentations of scholarships and funds to the National Foundation were made by the lodges. The state poster children were introduced to the Brothers and their guests. A general budget of \$32,350 for the new year was approved.

It was announced that Elks Camp Moore, the state major project, was ready to begin its summer program with 600 campers. The State Crippled Children's Committee reported an approved budget of \$109,050. The 1979 convention was scheduled for June 7-10 at Wildwood.

Charles Gaeckle of Madison Lodge was installed as President of the South Dakota Elks Association during the convention held at Rapid City on June 1-3. Also elected to direct state activities for the year were President-Elect Richard Pillar, Yankton; Vice Presidents Elroy Robish, Brookings; Tommy Thompson, Sioux Falls; DeWayne Borszich, Rapid City; Darrell Peterson, Sioux Falls; and Treas. Joseph Garrity, Brookings.

Approximately 380 delegates and their wives were on hand to welcome guests PCGER Francis Smith, state sponsor, and then-Grand Est. Loyal Kt. Donald Balvin, both residents of South Dakota. Congratulations were offered to Art Chase of Rapid City, who was named state Elk of the Year. A couples' golf tournament was held during the gathering, affording the Brothers and ladies some physical exercise and fun.

The Brothers were informed that South Dakota Elks spent over \$117,563 during the year on charitable projects, consisting mostly of youth work and assistance to crippled children. For the new year \$33,500 was appropriated for the major projects fund, which has been set up to finance diagnostic and therapeutic care clinics for crippled children throughout the state. Reports were delivered on the state's sponsorship of scholarships, "Hoop Shoot" contests, and Boy Scout troops and the participation in Flag Day ceremonies. The 1979 convention will be held in Aberdeen on June 7-9.

William Kupper of Sheridan Lodge was elected President of the Wyoming Elks State Association during the May 5-7 conclave held in Laramie. Vice Presidents Lee Beezley, Cheyenne; Fred Houchens, Jackson; Robert Morgan, Cody; and Secy.-Treas. Jack Cash, Cody, were chosen to assist him. The principal guest at the convention was Montana VP Harold Watling, who was accompanied by his wife.

Mrs. Mildred Gillitzer was honored by the Elks as an Outstanding Citizen in recognition of her contributions of time and effort to the VA hospital in Wyoming. Approximately 150 Elks and their wives were on hand to view the award ceremony.

Changes in the by-laws concerning officer organization and selection procedures were considered, and new fall meeting dates were adopted during the business session. Cody Lodge will host the next gathering of Wyoming Brothers, with PCGER Frank Hise designated as guest speaker. The conference will be held on the second weekend following Labor Day.

The 1979 annual convention will take place in Sheridan on May 4-6.

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.

There are many ways in which Elks help the handicapped throughout the nation. In **New York**, the Brothers are dedicated to assisting those afflicted with cerebral palsy. Their support of the Home Service Program of the United Cerebral Palsy Association includes the payment of the workers' salaries and the coverage of transportation expenses. Beyond the monetary involvement, the New Yorkers also aid the program in promotional and coordinating capacities.

Whether a person with cerebral palsy is young or old and lives in Saratoga, Genesee, or Queens, he may undergo therapy provided by the Home Service Program which United Cerebral Palsy of the state of New York administers. The therapy staff, 18 in all, must be experienced therapists who have worked specifically with the cerebral palsied and must have degrees in related fields. They travel to homes to work with both patients and families. Presently, each worker has a vehicle at his disposal.

The demands on the staff are great. While they work through established CP centers, their involvement goes further than the actual therapy itself to duties as coordinating agents. In addition to their work with patients, hospitals, physicians, and agencies, when there is no program organized but a need for one, the major project workers individually develop a therapy set-up. The Brothers of the Empire State assist them in seeking funding for the independently constructed programs. Each year, more than 12,000 cerebral palsied are reached through the dedication of the staff.

In order to rally support and keep the relationship between the handicapped and the Home Service workers a continuous and successful one, New York Elks involve themselves in a myriad of fund-raising activities. They utilize slogans such as, "If you don't do it, it won't be done," "Work can be fun if you make it so," and "Give a CP child a future." One of the new fund-raising programs is called Think Pink—Buy a Drink. Participation demands that a lodge place a pink glass or other container on the bar and when someone buys a drink, he is encouraged to put money in the container and "buy one" for CP. Walk-a-thons, carnivals, fish-fries, and raffles consistently raise considerable funds. Competition for trophies awarded at various levels for dedication to the major project inspires ongoing involvement.

An emphasis on interesting the community in the New York Elks' major con-

cern fosters the innovation of publicity programs. The Brothers use a CP wagon in parades to advertise their program in the state's communities. The press is acknowledged as being a good way in which to inform the community about their endeavors. Establishing ties with the community through promotional programs gains importance as the Brothers cope with increasing expenses and extend their services to more children.

Within New York Elksdom, promotional activities are also successful in arousing the Brothers' enthusiasm. Home Service staff members and CP theme children may be invited to dinners, which are good times for an explanation of, and discussion about the program. A slide series depicting the therapy services is available to inform both Elks and non-Elks about the major project.

The result of the extensive promotional and money raising plans is a solid base of support. In 1978, the major project budget is \$240,000, less than 5% of which is used for the state committee's promotion, administration, and advertising. The rest of the sum insures that the cerebral palsied of New York will be reached by the Home Service therapists.

In the summertime, many Americans pack their bags and head for the lands of clean air, clear water, and good times. The summer vacation exodus takes place across the nation, as people seek new adventures, trade work and school activities for observing or participating in nature's activities, put on their comfortable clothes, and revive their spirits. Every year, the Elks of **New Hampshire** prepare a summer home for vacationing children, who will spend many hours exploring and learning in the country. The Elks' summer retreat, Copper Cannon Lodge, is a fresh air camp for underprivileged children.

Most of the youngsters who arrive at Copper Cannon Lodge are from various orphanages and youth centers throughout the state, and a few come from Massachusetts and New York. Sometimes the Bureau of Child and Family Services, local welfare departments, and community action programs contact the Elks concerning children whom they think will benefit from the camp experience. Although the directors of the camp prefer to accept children from 6 to 14 years of age, they are basically flexible, realizing that individual needs vary a great deal with growing youngsters. With some training, the older children are given the

opportunity to counsel the younger ones and develop leadership qualities.

The directors are a married couple who live at the camp and run the program with the help of a college student as the head resident counselor. Two student counselors-in-training and a cook comprise the rest of the staff. Each group that stays at Copper Cannon is accompanied by counselors or leaders also.

The groups live in seven cabins, though they meet in a separate central building which serves as the dining hall and share the laundry and shower building. A place for indoor nature study and a generator, which supplies all of the camp's electricity, complete the list of building facilities. The ball field, clearings for games, and of course, the surrounding woods and streams are available for the children.

A field day for all New Hampshire Elks and their families is conducted annually at the camp by the state association in an attempt to maintain interest and input in the project by the Brothers. Another seasonal event sponsored by the state Elks is a charity ball. Proceeds from both of these events go to a Copper Cannon fund. Many of the lodges raise money for the major project through dances, flea markets, auctions, and carnivals. Last year half of the annual budget was contributed by the Elks, who had amassed \$15,000. The other half of the camp's expenses was paid by private donors. The sum contributed by the lodges in terms of donated materials is, not included in the state Elks' annual budget figure. An artesian well and the use of a van for the season are two of the items pledged by Brothers for this year. The lodges, all of which participate in supporting the project, are now completing their eighth year as its co-sponsor.

A letter written by one of the founders of Copper Cannon Lodge depicts his concept of the camp in terms of a full day: "Morning at Copper Cannon is getting up real early and hearing a dozen feet already up, and many other little feet stirring about getting ready for the day ahead. It's the tantalizing smells of bacon, eggs, pancakes. . . .

"Daytime at Copper Cannon is swimming, hiking, field trips, games, arts and crafts, music, reading, gardening, and fishing—just learning and exploring new things every day. It's wholesome food and clean fresh air. It's sparkling water from pure mountain brooks. It's fun and fellowship.

"Nighttime at Copper Cannon is singing songs around a warm fire. It's watching a movie or play. . . . It's soft voices after the lights are out 'til their tired owners fall off to sleep. We all share this when we visit the kids at Copper Cannon and see for ourselves how much it means to them."

The essence of a summer vacation is what the Elks wish to impart to their young charges. It is a new environment, with freedom from the structure of classrooms and the children's usual lifestyles, away from towns and cities, and a time for many new activities and thoughts.

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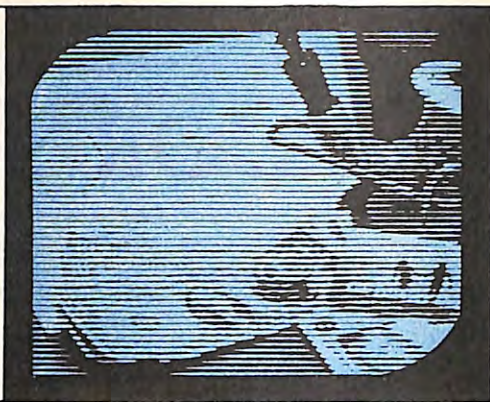
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YOU AND RETIREMENT

by Grace W. Weinstein



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RETIREMENT COMMUNITIES: YES OR NO?

Peace. Quiet. Security. You can find them all in an adult community. Or so say the ads. What do you think? Is an adults-only community a good move to consider, as you approach retirement? Opinions are equally fierce on both sides of the question. Those who favor retirement communities speak of:

- ✓ A good buy for the money. Most planned adult communities use a town house or cluster zoning approach, with living units and service facilities close together, keeping construction and maintenance costs to a minimum. Most provide a clubhouse; some have extensive recreational facilities.
- ✓ Security. Many retirement communities advertise a guarded gatehouse, where visitors are screened; most have security patrols; some are fenced.
- ✓ A wide selection of activities, centered around the clubhouse, plus a wide pool of potential friends, in the same stage of life, with whom to share the activities.
- ✓ Comfort and ease of maintenance. Where exterior maintenance is provided by the community association, residents needn't worry about keeping up with outside chores. It's also easy to lock the door and walk away, without worry, when travel is on the agenda.

For all these reasons enthusiasm runs high among residents. A good many people move to adult communities on the recommendation of friends who are already residents.

Those opposed, whether disenchanted residents or, more often, people opposed to the whole idea, who would never consider residency, speak out about:

- ✓ A sense of psychological isolation from the community at large, composed partly of age segregation and partly of security systems which may seem to lock residents in as much as outsiders out.
- ✓ Physical isolation, where communities are built in rural areas, compounded by problems with transportation.
- ✓ A false sense of security in self-contained communities without adequate police or fire protection, without major health facilities.
- ✓ A stultifying way of life, where everyone is the same age. A depressing way of life, where illness is a major topic of discussion, and the ambulance siren is too often heard. A regimented way of life, where rules and regulations and a perva-

sive conformity rule residents' lives. The choice, of course, is individual, based on individual needs and preferences. Adult communities are very right for some retirees, very wrong for others. And the question of age segregation seems to lie at the heart of the matter. Only 23% of the people over 65 queried in the 1974 Harris Poll for the National Council on the Aging say that they prefer to spend most of their time with people their own age. 74% prefer the company of people of all different ages. If you are considering a move to an adult community, think about your own preferences. Do you want to live in a community where all ages abound, where, as one man puts it, you can keep the juices flowing by getting mad at the school kids cutting across your lawn? Do you want to stay in a community where you can be actively involved, with people of all ages, on issues of concern to people of all ages? Or have you had enough of noisy youngsters? Are you more interested in a pleasant life, with people of your own age?

Analyze your interests too. If you enjoy the stimulation of an urban environment, with its theaters, museums and libraries, you may not enjoy a self-contained adult community. If you enjoy a life built around hobbies and recreational activities and the companionship of congenial people, you may be very happy.

If you do decide to move, investigate carefully. Not all adult communities are alike. Far from it. Some are massive, with thousands of units, and a highly organized recreation program. Others are small with, perhaps, a clubhouse to be used or not as residents see fit. Some are condominium units with maintenance provided (for a fee); sometimes the fees include taxes and utilities, sometimes they do not. Some communities consist of individually-owned homes, where maintenance is a do-it-yourself proposition. Some are high-rise developments; others are townhouse clusters. Some have homes on one floor, with nonskid flooring and other safety features; others are two-story units, with stairs. Many cost less than conventional housing; some cost far more.

Visit any community you are seriously considering as your home. Talk to residents. See if the lifestyle is compatible with your own. Communities often draw particular groups of friends and neighbors.

(Continued on page 44)

Mystery Solver

(Continued from page 18)

in there and observe them while they're happening. Speed is the crucial element."

Because of the quickness with which information is routed to the Center, it is often possible to dispatch researchers to an unusual event while it is still in progress. For instance, on two occasions in 1970, when fireballs were sighted hurtling toward the earth, aircraft were launched to "catch a falling star." More prosaically, it was hoped the planes would be able to collect dust particles shed by the balls when they entered the atmosphere, still loaded with nice fresh isotopes, to add to our knowledge of the universe. The operations were a success.

Beyond question, volcanoes are the Center's most spectacular stock in trade. But the most frequently-reported (and the most dramatic) are biological. Such as the spider web invasion of St. Louis on October 8, 1969.

It began with masses of strange, sticky, thread-like material floating across the city. The stuff clung to metal, cement and grass when it came down.

It was discovered that an unusually

large number of "balloon spiders" had launched their webs near the city that day. This species climbs trees and deposits its eggs in webs which are then carried away by the wind. Weather conditions that day had made the webs drift across the city.

Natives blame an unsuspecting tourist for importing the fist-sized *Achatina fulica* snail to Florida. Its appetite is commensurate with its size; a few hundred can chew their way through a lawn in an afternoon. Unchecked by natural enemies, the creatures spread through the Miami area like a flash-fire. The Center checked out the invasion and a massive poisoning campaign brought the intruders under control by 1970.

Why do whales beach themselves? The Center learned of 150 false killer whales stranded on a Florida beach. Towed to sea, they immediately swam back to the beach. A second towing effort also failed. An autopsy indicated there was no organic reason for the whales coming to shore. Then it was discovered that the water was abnormally cold—the whales had simply been seeking a warmer climate.

Three times the Center has reported the discovery of unknown primitive tribes, such as the nomadic, stone-age Tasaday of the Philippines, who had

never tasted salt or sugar, had no knowledge of agriculture and were unaware that other societies of people even existed. "Such tribes need prompt reporting," pointed out a Center official, "because the presence of outsiders can rapidly alter aspects of their culture."

In 1972, the Center established the Environmental Alert Network, which links high schools throughout the world (some 800 schools in 30 countries) through a shared concern for the environment. The EAN brings the world into the classroom; at the same time the students provide the Center with an easily tapped worldwide network of parascientists.

These students may be used in government and U.N. projects in such tasks as the study of animals as an early warning system for earthquakes. More and more evidence suggests that animals may sense the delicate shifts in the earth's structure that precede earthquakes.

In the rarefied atmosphere of the Center for Short-Lived Phenomena science is selfless. There is an interest here in anything—anywhere. There is, too, a feeling that, even as man wings his way out among the stars, there is still so much that remains a mystery here on earth. ■



IN THE PAST, the cost of drilling a well made it uneconomical for anyone who could hook on to city water mains. However, as city water becomes more and more scarce and much more expensive, backyard wells have become more and more popular. To hold the cost of drilling a well to an affordable level, an easy-to-use low-cost machine has been developed for the homeowner who wants to drill his own. Called the **HYDRA-DRILL**, it is already in use around the world, and an estimated 50,000 Hydra-Drill wells have been drilled to date.

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“In the Business”

Former armed robber, Ray Johnson, says: “Crime pays well and the hours are good—but the retirement plan almost killed me!”

by Bruce Gibney

Western Behavioral Sciences Institute is a prestigious, California-based think-tank in La Jolla. Through its hallways walk an array of social scientists and thinkers who have turned out innovative studies on community power structure, crime prevention, and poverty.

So it is startling to find, on a warm afternoon, one of the institute's more famous research associates leaning back in his chair evaluating his past career as an armed robber.

“I always took pride in myself,” explains Ray Johnson. “Thought I was a pretty cool robber. I didn't hurt anybody, didn't shoot anyone.”

He doesn't think that way anymore. In a recently completed crime prevention study he helped prepare for the institute, Johnson went to stores which experienced robberies and interviewed the employees. “I had talked with people that for days, weeks afterwards were still uptight,” Johnson says. “So, looking back, I apparently scared the hell out of some people.”

Johnson is not secretive about his past. He spent nearly three decades “in the business” and is considered by police and ex-cons to be an expert in his specialty: armed robbery.

Born December 26, 1926 in Syracuse, New York, Johnson moved out to San Diego, California and almost immediately found himself in trouble with the law. From age nine through thirteen, he was in and out of juvenile hall for truancy, car theft and joy riding. In 1941, he was sent to Whittier State School for auto theft. Whittier was a reform school run by Father Flanagan who, aside from founding Boys Town, is famous for never having met a bad boy.





"Father Flanagan was a hell of a groovy guy," Johnson later wrote in his autobiographical book, *Too Dangerous To Be At Large*. "But I ran away so many times that Father Flanagan was seriously considering modifying his phrase..." Johnson was released from one institution only to drift awhile on the outside before getting sentenced to another. In 1955 he was sentenced to Folsom Prison for armed robbery. Later, in 1958, he escaped from Folsom Prison, the first man to do so; and when captured spent four years in solitary confinement.

Johnson was paroled in 1968 and this time, fed up with prison, was determined not to go back.

"Crime pays well and the hours are good," Johnson enjoys telling an audience about his many years in prison, "but the retirement plan almost killed me."

Finding work after so many years behind bars wasn't easy. Prospective employers blanched when they saw his rap sheet, but Johnson persevered. He worked briefly with a college and later in several county programs before joining Western Behavioral Sciences Institute in 1970.

Four years ago, Johnson and a few other ex-cons sat down and tried to develop a robbery prevention program.

At the time, a chain of 7-Eleven stores had experienced a rash of robberies. And Southland Corporation, the parent company which owns or franchises 5,000 nationwide stores, wanted it stopped. Out of the session grew an in-depth study, the first of its kind. Granted \$150,000 from the U.S. Law Enforcement Assistance Administration, the ex-robbers, under the auspices of WBSI, went to work.

The firm picked 120 stores through southern California. 60 were used as an experimental group with certain changes made. The other 60 were left unchanged and monitored for the eight months of the study. The result was a 30 per cent drop in robberies in the experimental stores, and violence in the remaining robberies plummeted 50 per cent.

Most encouraging, information culled from the study can be used to prevent robberies in other retail stores.

Johnson leans back in his chair and crosses one foot over the other. He has spent four years helping compile the statistics and research that has gone into this 97-page final report. And now he's out selling the results, letting both retail owner and robber alike know what precautions are being taken inside the stores.

This part comes naturally to Johnson. He's a good talker, with an easy, droll sense of humor that comes across well on television. But while he likes entertaining, Johnson's purpose is serious.

"We've been able to use the media to get the message to the robber. The message is: Here is what we are doing in the stores.

"I just got back from a trip that included Los Angeles, Milwaukee, Kansas City, New York, Chicago, Detroit, and all through Canada. I go there and spend 2 or 3 days. I do all the talk shows, all the radio shows and call-in shows."

The touring is hectic, but appears to be paying off. With an armed robbery occurring every 68 seconds, the public is hungry for crime prevention techniques that work.

Sometimes, the media campaign has had unexpected results. In New Orleans, on a call-in show, a robber picked up the phone and said, "Man, I've knocked over a lot of them stores and I haven't seen that stuff you're talking about."

It wasn't the first time Johnson had come up against a criminal during an interview. "I said, you are going to see these changes. And if, indeed, you are a real 7-Eleven robber, my suggestion is you get a job because you aren't going to make any money."

One reason for Johnson's eagerness to inform people about prevention techniques is the general ignorance of the average citizen when it comes to crime.

The scenarios for a typical 7-Eleven robbery are not all



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"In the Business"

that sophisticated.

"You get a guy or two guys, they've got a gun and they want some money, for whatever reason. They usually go out at night, usually after nine o'clock, and they cruise around in the car and look for something open to rob."

And one problem with a convenience store is that it stays open. It's convenient for customers—and robbers.

"The robbers go to the store, they see the front windows all cluttered with merchandise and advertising banners, and they pull around to the side somewhere. One of them goes in, maybe buys a pack of cigarettes, takes a look around and sees how many people are on duty, looks in the cash register when he pays for the cigarettes to see if there is any money, then leaves. About two seconds later the other guy comes in with a gun.

"People don't understand that crooks don't spend all their time planning robberies," Johnson says. "Those who commit crimes—and I mean the garden variety that we are talking about—don't spend 24 hours a day being crooks. I was in this business 30 years and I don't think I spent one full week of my whole life involved in criminal activities. It takes a minute to commit a 7-Eleven robbery. There's a good chance the crook may not do anything for another full week. Maybe during that time he makes his car payment, the strike at the plant ends, who knows what happens. We don't know."

There is plenty of misinformation about robbery. "We learned some pretty interesting things," Johnson says. "Robberies are spread evenly throughout the year, and there is no connection between the number of robberies and the economic level of the neighborhood in which the store is located."

7-Eleven stores located in poorer sections of the city did not necessarily have a higher robbery rate than stores in wealthier neighborhoods.

One reason for this trend is that crooks use the freeways and highways to get to work just like other commuters. Prime consideration when planning a robbery is given to the escape route. A robber may pass up a store just because departure is difficult.

He would rather drive across town and rob a store where the freeway entrance is near and the highways are more accessible than take a chance on a store a few blocks away that offers only a limited escape.

Unfortunately, corporate planners are

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looking for the same things when it comes to building a new store.

"When a corporation sets up retail outlets, they place them with the idea in mind that there are good traffic patterns, lots of people. Make the store attractive to customers and the corporation is in business. Unfortunately, not much consideration is given to being robbed. They build and maintain a store with the idea they don't have to do anything about crime because crime is not supposed to be there."

To prevent robberies, the WBSI report suggested:

- Keep a minimum amount of money in the cash register, and advertise that fact.
- Advertise that the clerk does not have keys to the safe.
- Clear the front windows of posters and advertising, giving a clear view of the cash register from outside.
- Build small fences or gates blocking off the store from adjacent buildings.
- Have clerks greet each person who enters the store. Robbers casing a store or entering to rob don't want to be noticed, much less recognized. Human contact will spoil it for some would-be robbers.
- Keep a clean store.

Robbers look for clues when planning a job and a sloppy store, one where the displays are haphazardly arranged and the counter clerk pays little attention to the customers, is a dead giveaway. It suggests that the clerk is off guard, perhaps careless with safety procedures and money handling.

In case a robbery is committed, the clerk is advised to go along with the robber. Jerry Lowery, 52, a former San Diego policeman and now Southland's security director, says that during those few moments of the robbery the clerk must keep a cool head.

"Keep it short and smooth, obey the robber's commands, don't argue and don't fight," he advises.

"We recommend telling the robber of any surprises that might occur—someone in the backroom or someone expected shortly. We also suggest that the clerk offer to lie on the floor rather than have the robber wonder what to do with the employee after he has the money."

There is no place for heroics during a robbery.

"We don't want the employees to use any weapons or to chase a robber. The money isn't worth it. A clerk chasing a robber could be shot by the robber or by police arriving on the scene and mistaking the employee for the robber," says Lowery.

Dealing logically with a robber, avoiding arguments and giving in to his commands may sound decidedly prudent, but it is the best way to deal

with a robber and prevent anyone from getting hurt.

Unlike stereotyped images of the cool, calculating robber that is fed through television sets, most robbers during a crime are wound up as tight as watch springs.

"I've known a lot of people who have been in this business," said Johnson. "I never committed a robbery when I wasn't extremely paranoid, very uptight. You want to do it and get away. You've got a gun. There's a damn good possibility that you are going to kill or be killed."

Even research work has dangerous pitfalls, especially if you have a past crime record like Johnson's.

In the initial survey of 120 7-Eleven stores, part of the study included "robbing" the stores.

"We would approach the store, drive around it several times, check it out, see what the lighting was like, visibility, all these things. We went at night to see it as a potential robber would. We would do everything except stick the place up."

Afterwards, the clerk would then be approached by Johnson and shown a list of sensitive questions. "We asked things like: Do you have any weapons in the store? How much cash is in the cash register? Would you take it out

and count it? Can you get into the safe? Are there any secret alarms?"

City police and individual store owners had been properly notified, but somehow the Sheriff's department hadn't. And this one time neither had the clerks, a teenage girl and a young man in his twenties.

"I could see the girl was absolutely terrified and I said, 'Would you feel better if you called the owner? Apparently you don't know who we are or what we are doing. He'll tell you and everything will be cool.' Only she called and told her employer she thought she was being robbed."

When Johnson finished, he went outside with his partner, also an ex-con with a long record, and was met by three carloads of Sheriff's deputies.

"It was goddamn tense. A policeman who answers an armed robbery call is, unless he's crazy, very uptight."

The two researchers found themselves in a familiar position—spread over a car hood. "We had shotguns up against our ear and the rest of it," Johnson said. "When a make was run and the information came back, the deputies got so uptight that their knuckles were white on their guns."

"I remember telling this deputy, 'Hey, I went all these years as a robber and

(Continued on page 40)

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(Continued from page 10)

meter information daily—365 days a year—and have the advantage of almost-immediate reports on new programming.

It all sounds pretty cold—homes reduced to statistics according to the on/off button of the television sets; viewers ranked by buying power. All over America men and women sit down for a couple hours of relaxation after a hard day of work. They switch on the set and lean back to be entertained.

According to a recent Nielsen audience demographics report, the average daily usage of TV sets in U.S. TV households is approximately six hours and twenty minutes. Women aged 55 and older spend the most time watching TV of all viewer classifications—over 35 hours per week (estimated). Men aged 18 to 24 spend an estimated 21½ hours per week in front of a set; men aged 25 to 54, 26½ hours; men 55 and older, 32½ hours. Television has become a companion, a link to the outside world, easy and accessible entertainment.

Isn't there a survey that gives viewers a chance to say what they *like*, rather than merely what they watch? As a matter of fact, yes. TvQ is a contract syndicated service which measures syndicated programs and all network specials. It finds out how much people *like* a show. Using questionnaires mailed out seven times in a TV season, TvQ asks families to rate shows on a six-point scale: "my favorite," "very good," "good," "fair," "poor," and "never seen." A Census-based national cross section receives the questionnaires. The first batch goes to 1000 families and

the return mail brings responses from 1800 to 1900 individuals.

TvQ's production supervisor Clo Zillman reports that for January 1978 American males aged 18 and over ranked the top shows as 1. "60 Minutes," 2. "How the West Was Won," 3. "M*A*S*H," and 4. "Happy Days." Women completing the January questionnaire also placed "60 Minutes" first in popularity, followed by "Happy Days," "Little House on the Prairie," and "Family."

Shows that bring high ratings breed more of their own kind. The reason is simple: a proven batting average instills confidence not only in the programmer but also in the advertiser. This is also a big reason behind spin-offs; for example, "All in the Family" led to "The Jeffersons" and "Maude," which led to "Good Times"; "The Mary Tyler Moore Show" led to "Rhoda," "Phyllis," and "The Lou Grant Show." As the list shows, situation comedies seem to be keeping everyone smiling these days—networks, advertisers and viewers.

Ratings alone, as important as they are, aren't the whole story. Another figure to which programmers give rapt attention is the share, which means share of the actual audience. The importance of the share lies in the fact that it tells at a glance how the show (and network) did in competition with the shows on the other networks in the same time period. A rating, remember, is a percentage of the total TV households whether sets are in use or not; the share states what percentage of the sets in use were tuned to a particular show.

Because we have three major networks, a share of less than 30 means the show is not drawing the audience as competitively as it should—because

over 70% of all the sets in use were tuned to something else.

Les Brown tells the tale of ABC's desperation several years ago to garner a healthier share of the Monday night audience. Network officers took the leap of signing a three-year contract with the National Football League for 13 Monday night games, costing over a half million dollars a piece. The gambit not only paid off, it might even have aided the process by which ABC has since come from lovely third place to mighty first place in the networks' ratings war.

ABC has stuck its network neck out with other programming decisions, like the mini-series "Roots." It was such a phenomenal success that other mini-series followed as quickly as could be managed: "Washington: Behind Closed Doors," "Aspen," "King," "Holocaust."

Television in America has become big business featuring big dollars, a dynamic and volatile field demanding calculative minds and iron nerves. Where do the viewers in those 73+ million TV households rank in it all? An NBC spokesperson stated that between the audience and the advertiser, the audience is more important to the network because "if you please the audience, you will attract the advertiser."

So, the television industry is a complicated whole made of integrated parts. Program packagers, networks, advertisers and rating services all need each other and they all need the audience. And even the audience, the most independent of the components, has grown to consider television an essential part of life. ■

Obituaries

PAST DISTRICT DEPUTY Clifford F. Mossholder of Newark, OH, Lodge died June 13, 1978. In 1962-1963, Brother Mossholder held the post of District Deputy Grand Exalted Ruler for the South Central District.

PAST DISTRICT DEPUTY Harvey R. Hood died July 26, 1978. A member of Madera, CA, Lodge, Brother Hood was District Deputy Grand Exalted Ruler for the East Central District in 1968-1969.

PAST GRAND LODGE COMMITTEEMAN George D. Klingman of Joplin, MO, Lodge died July 13, 1978. In 1954-1955, Brother Klingman was appointed to the GL Auditing and Accounting Committee and was a member of the GL Committee on Credentials in 1955-1956.

PAST DISTRICT DEPUTY George O. Falor of Janesville, WI, Lodge died June 26, 1978. Brother Falor served as District Deputy Grand Exalted Ruler in 1962-1963 for Wisconsin's Southwest District.

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GET YOUR AWE IN UTAH

by Jerry Hulse

There's a stirring out West. Utah has come alive with a lively tourist campaign that's being directed at the rest of the nation. It tells of mountains to climb, pinnacles to photograph, canyons, trout-filled lakes, ski resorts, lush valleys and pine and aspen groves. Uncrowded Utah: a family vacationland with five national parks, seven national monuments, two national recreation areas, 43 state parks and dozens of other awe-inspiring sights.

Among its attractions are Bryce, Zion and Capitol Reef National Parks. Of Bryce Canyon, a visitor wrote in 1876: ". . . thousands of red, white, purple and vermillion rocks resemble sentinels on the walls of castles; monks and priests with their robes, attendants, cathedrals . . . deep caverns . . . spires and steeples, niches and recesses, presenting a wild and wonderful scene." One may ride, hike or motor through Bryce, overnighting at campgrounds and lodges.

Of Utah's parks, Zion is by far and away the oldest. Indeed, it is a leading contender for first place among the state's scenic wonders. Buttes and mesas rise above the valley floor and canyons plunge thousands of feet. Carved from a 7,000-foot-high plateau, Zion attracts visitors to such landmarks as Angel's Landing, Towers of the Virgin, the Temple of Sinawava, the Three Patriarchs and The Great White Throne. Open year-round, Zion provides lodg-

ing for visitors in nearby Springdale and Mt. Carmel Junction.

This is the color country of southern Utah with its ghost towns, fishing lakes, historical sites and a western movie town near Kanab in Johnson's Canyon. Indeed, Utah has been the scene of Westerns since almost the beginning of talkies.

And then there are Utah's legendary



The world's largest concentration of natural arches is found at Arches National Park (above); while Salt Lake City (below) sits poised in a desert valley edged by a range of the Rocky Mountains.

figures, among them Butch Cassidy and the Sundance Kid. Long before Hollywood invaded Utah, Cassidy and the Kid played hide and seek with the law in storied Robbers Roost. The Cassidy Gang rode through endless miles of cliffs, known today as *Castle Country*—an area eroded by wind and water. Desolate and hypnotic, it once was the shoreline of a huge inland sea.

Of all its wonders, though, Utah is best remembered by legions of visitors for its vast Canyonlands area comprising two national parks, three national monuments, a national recreation area, a national forest, three state parks, two wilderness areas and — Monument Valley. This is southeastern Utah: 7½ million acres of mind-boggling scenery. Arches National Park is the home of the world's largest concentration of natural arches. Not only is it a visitor's delight, it's also a paradise for geologists. Millions of years ago the Canyonlands area was a vast dinosaur swamp. Later—some 25,000 years ago—glaciers carved out canyons at the tail end of the Ice Age. After this, centuries of wind and rain eroded the soil, completing today's display of escarpments, arches and mesas.

Canyonlands is a combination of desert floor and mountain range; peaks rise to 12,000 feet, cradling meadows and lakes, aspen and pine; rivers twist through canyons. Because of its ruggedness, much of Canyonlands can be



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penetrated only by indomitable Jeeps. Guides are available in Moab, Monticello, Blanding, Bluff, Mexican Hat and Monument Valley. Elsewhere, boaters gather in Glen Canyon National Recreation Area which surrounds Lake Powell—its 1,800 miles of shoreline offering camp grounds, rest stops and marinas.

Utah also presents high mountain pack trips, Indian ruins, rockhounding, lush green valleys, ski resorts, rodeos, meadows carpeted with wild flowers, river runs and other attractions and activities. Nearly 30 outfitters have packaged more than 100 river tours (anywhere from one to seven days). Utah's whitewater rivers include the Colorado, the Green, the Dolores and the San Juan. Rafters float through twisting canyons, alone in a world of near total silence, save for the murmur of the rivers and the cry of the wind. One of the most dramatic river runs is among switchbacks chiseled by the San Juan in Goosenecks State Park.

Other state wonders include Flaming Gorge, Dead Horse Point State Park, the Navajo Indian Reservation on the Utah-Arizona border, Dinosaur National Monument, Timpanogos Cave National Monument, Little Sahara Recreation Area, Topaz Mountain, Fish Lake and the Wasatch Range.

And then, of course, there is Salt Lake City where more than 130 years ago Brigham Young told a band of weary Mormons: "This is the place." Since then it has evolved into one of the West's major cities, best known by its six-spired neo-Gothic Mormon Temple and the Mormon Tabernacle. While the Temple is off-limits to non-Mormons, visitors are welcomed in the Tabernacle with its huge pipe organ. Concerts by the Mormon Tabernacle Choir are offered regularly and tours of Temple Square are conducted throughout the day.

Relatively new to Salt Lake City is an immense downtown mall. Richard Joseph, the late American travel writer, described Salt Lake City as belonging to "one of those old *Saturday Evening Post* covers: a magnificent setting in a desert valley edged by a range of the Rocky Mountains."

In a sweeping, \$50 million development program, the Mormon Church not only created new buildings in Salt Lake City's downtown area but renovated the venerable Hotel Utah as well. Four hundred rooms were redecorated and a new wing containing 160 rooms was added. Renovation of the Utah cost \$12 million; today it stands as one of the nation's outstanding hotels.

Nearby, the Great Salt Lake is a world-renowned visitor attraction—an

immense body of water 80 miles long and up to 40 miles wide. So great is the salt content that swimmers bob about like corks. Still, few locals go swimming, the reason being that the salt sticks to a bather's body.

Utah is a skier's Shangri-la as well. Six major ski resorts are less than an hour from Salt Lake City, including Snowbird, Alta and Park City. Soon, with the first snows, they will be alive with winter sports enthusiasts.

Besides their role as ski resorts, they attract summer visitors as well. Particularly Park City, an old mining town that appears like a scene out of the 19th century. From boom to bust to boom, it's come full circle. Transforming old mining towns into chic resorts has developed into a lucrative pastime for dozens of developers. Fortunately, they permitted Park City's Victorian gingerbread to remain. In its heyday legions of characters roamed the streets of Park City—John the Baptist, Paddy the Pig and others. The population swelled to 15,000; immigrant workers slept in tents and brush shanties; they were Chinese and German, Irish, Welsh, Scottish, Austrian, Czech, Italian, Spanish and Scandinavian.

By the late 19th century, Park City had become one of the world's richest mining camps. Prospectors arrived penniless and walked away millionaires. George Hearst, father of the late newspaper tycoon William Randolph Hearst, left town with more than \$50 million. In the frenzy, the earth became honeycombed with tunnels until today more miles of rail tracks are found underground than those that feed the entire Manhattan subway system.

Until a few years ago skiers rode old miners' trains deep into Treasure Mountain where an elevator hoisted them 1,800 feet to the slopes overhead. Now they're delivered uphill by nearly a dozen chairlifts and the West's longest gondola hookup.

In Park City comfortable accommodations await the skier. Given my preference I would rest the frame at Mine Camp, a cluster of 10 bungalows anchored to a hillside just above Main Street. Fashioned after Park City's early miner cabins, the new bungalows feature pushbutton fireplaces, brass beds, Franklin stoves, rocking chairs and plain old-fashioned goodness.

Similar warmth is provided at Brown House, a restored 100-year-old private home a few doors away. Its proprietors have papered and pampered the old frame, combining turn-of-the-century atmosphere with modern conveniences. Victorian patterns shield the walls, white lace curtains flutter at the windows and Colonial spreads cover the beds. An ex-boarding house for miners,

(Continued on page 40)

Grand Exalted Ruler's Achievement Awards



GER Leonard Bristol's theme is "Continued Commitment to Effort and Enthusiasm." In order to encourage membership participation, his Achievement Awards program has been designed to recognize the accomplishments of individual members, District Deputies, Exalted Rulers, subordinate lodges, Secretaries, and state associations.

Please review the 1978-1979 Achievement Awards program brochure in your Secretary's office. Beautiful lapel pins are available to participating members. GER certificates will be awarded at the conclusion of the year to the ERs, DDGERs, Secretaries, and state associations who successfully meet their goals. Membership card seals are also awarded.

It is the hope of your GL Lodge Activities Committee to increase participation in this program. Remember the following rules: 1. Membership card seals are obtained from your lodge Secretary. The Grand Secretary will forward needed seals to the lodge upon request. 2. On March 1, 1979, each lodge will receive the appropriate applications for participation in the GER certificate contest. 3. Lapel pins are requested from your area GL Lodge Activities Committeeman by the lodge Secretary on previously provided forms. 4. Do not send any requests to *The Elks Magazine*. All correspondence should be addressed to your area committeeman, who is:

AREA 1—Peter T. Affatato, Box 32, 57 N. Broadway, Hicksville, NY 11802 (CT, ME, MA, NH, NY, RI, VT)

AREA 2—Arthur L. Fellner, 40 Bergen Ave., Hillsdale, NJ 07642 (DE, DC, MD, NJ, PA, WV)

AREA 3—John D. Sullivan, 290 Midland Rd., Southern Pines, NC 28387 (AL, AR, CZ, FL, GA, KY, LA, MS, MO, NC, PR, SC, TN, VA)

AREA 4—Stanley O. Mascoe, 2531 Union St., Indianapolis, IN 46225 (IN, MI, OH)

AREA 5—James R. Kenney, P.O. Box 7976, Colorado Springs, CO 80933 (IL, IA, MN, ND, WI)

AREA 6—Maurice I. Gardner, Box 1769, Grand Junction, CO 81501 (CO, KS, MT, NE, NM, OK, SD, TX)

AREA 7—Jack L. Riordan, 634 Vista Oro, Palm Springs, CA 92262 (AZ, CA, GU, HI, NV, PI)

AREA 8—Gerold F. Lamers, 201 Medical Center Bldg., 820 S. McClellan, Spokane, WA 99204 (AK, ID, OR, UT, WA, WY)

Peter Affatato, Chairman
GL Lodge Activities Committee

LODGE BULLETIN CONTEST

The GL Lodge Activities Committee is pleased to announce the details for its 1978-1979 Lodge Bulletin Contest. Every lodge should compete in this year's contest, and the time to start is now.

Informative lodge bulletins apprise members of the lodges' events and programs and encourage enthusiasm about, and interest in the affairs of the order. This media is a means of communication between membership and officers. Our judges will consider the timeliness of the articles, the quality and number of committee reports, the presentation of Grand Lodge, state association, and auxiliary projects, reviews of special events, and coverage of items of special interest to the lodge. Editorial messages and the format of your bulletin are factors to be considered by your editor in the months ahead. An informed lodge is a working lodge, and a good publication will contribute much to the success of your programs.

It is recommended that your entry consist of three consecutive issues between the period April 1, 1978, and December 31, 1978, bound neatly and sent to this committee. Your lodge secretary must certify in writing the total membership as of April 1, 1978. Entries must be postmarked no later than February 1, 1979, to be eligible for judging. They will not be returned, but winners will be on display at the GL Lodge Activities Committee booth during the Grand Lodge Session in Dallas, July, 1979. A lodge representative should pick up the winning entry.

Awards will be presented to first-, second-, and third-place winners in the five divisions of membership listed: Division 1—Lodges with under 301 members; Division 2—Lodges with 301 through 600 members; Division 3—Lodges with 601 through 1,000 members; Division 4—Lodges with 1,001 through 2,000 members; Division 5—Lodges with 2,001 or more members.

Mail entries to Arthur L. Fellner, Member, GL Lodge Activities Committee, 40 Bergen Avenue, Hillsdale, NJ 07642. Do not mail entries to *The Elks Magazine*.

Support Grand Exalted Ruler Leonard Bristol and his great program by participating in the Lodge Bulletin Contest. Remember, your lodge will benefit from "Continued Commitment to Effort and Enthusiasm."

Arthur L. Fellner, Member
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"In The Business"

(Continued from page 35)

never got hurt. I sure don't want to get shot doing the Lord's work. I'm on your side."

Johnson is asked if his years as a criminal were exciting ones. If he missed the thrill. He looks straight at you, savoring the question before he answers.

"There is a certain amount of excitement when the crime is over. You got away with it, you saw the accounts in the newspaper, or on television. Yeah, the adrenaline is pumping. It's a trippy feeling.

"But sitting here today, I have to put in other dimensions, because I know things today about that crime that I didn't know when I was doing it.

"I look at it differently. I really know that by coming in and terrorizing people, threatening them and the rest of it, that I really damaged some folks. Sure I did. That part I don't like. I don't know how to undo that. So I would never want to do that again."

Johnson waits a moment then continues. It is easy to see him before a crowd lecturing like a criminologist going through his notes. But it's also possible to see the other side of Ray Johnson, the man described by the judge who sentenced him in 1958 as "too dangerous to be at large."

"Back when I first started out to be a robber, the place I first tried was a movie theater. After being in prison for many years, I got out and found getting a job extremely difficult. A friend of mine had a contract to clean out the same theater and I went to work.

"A month or two ago, I got a call from the people who now own the movie theater. It has been turned into a church and they found in the church a big safe that they can't get the combination to and they wanted to know if I would come up and open the safe. And I thought, my God, that is a complete full circle because that's where I started out—to get into that safe. My life in some ways has made a complete circle." ■

Awe In Utah

(Continued from page 38)

Brown House provides a splendid view from its hillside perch.

Now that tourists are replacing gun-slingers in Park City, culture is another attraction. The nearly new Kimball Art Center presents concerts, workshops, films, art exhibitions and college-accredited classes in design, sketching, painting, ceramics, weaving and jewelry-making. (Old miners would toss in

the pick if aware of such goings-on.)

And then there is Snowbird in Little Cottonwood Canyon, Utah's newest ski resort. Just 31 miles southeast of Salt Lake City and a mile above Alta (the powder snow bowl of America) it offers accommodations in The Lodge at Snowbird, The Cliff, Turramurra and Iron Blossam, a condominium establishment named for an old mine. Snazzy suites come furnished with four-burner electric stoves, refrigerators, garbage disposals, dishwashers, hand-made quilts and a positively spectacular view of

the Wasatch Range. With the arrival of summer, Snowbird is transformed into a campus for the arts. Under the direction of the University of Utah, the Snowbird Summer Arts Institute provides classes in jazz, classical music, painting, weaving, ceramics and a couple of dozen other subjects. Concerts are presented regularly, featuring everything from one-man piano recitals to the appearance of an entire symphony orchestra. It's a skier's paradise that's come alive with the sound of music. ■



THE JOY OF GIVING

Elks National Foundation

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The Elks' ladies associated with Parkersburg, WV, Lodge extended their support to the National Foundation recently. (From left) Treas. Becky Dalton and Pres. Margy Tucker presented a \$100 check to PER Robert Collins, Foundation chairman, and immediate PER Jim Tucker.



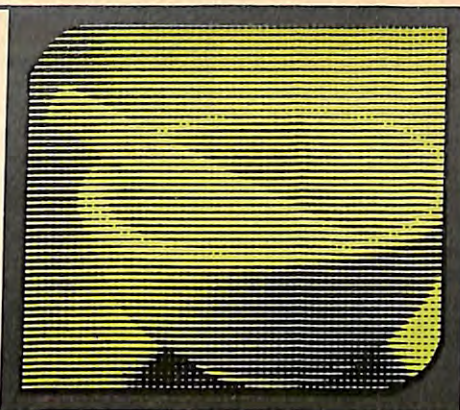
Secretary of State of Rhode Island Robert Burns (seated) signed a resolution adopted by the state senate which congratulated the BPOE and Pawtucket Lodge for providing scholarships for students. The Foundation was cited for its "deep concern and interest in youth." Also on hand for the occasion were (from left) Scholarship Chm. Stanley Cooper, SDGER Fred Quattromani, co-sponsors of the resolution Senators Albert Vaslet and John McBurney, then-SP William McAllister Jr., and ER Gilbert Betten-court.



Two of the youngest members of the Wilkins family, Bryan and William, admired their new Foundation heart pins, while their grandfather PSP C. J. Wilkins (second from right) and their father Richard (left) observed. Chm. Jim Williams (right) and immediate PER Gary Beyer of Tillamook, OR, Lodge were on hand to make the presentation and to congratulate the Wilkins family, all of whom are members of the Foundation.

MEDICINE AND YOU

by Larry Holden



UNITY OF MIND AND BODY

Note: The following column is adapted from Feel Younger, Live Longer (Rand McNally and Company). There are several excellent books available for your home medical and health library—this one is a must!

* * *

When we talk about physical fitness and mental health, we tend to separate the two. We still think, as our ancestors did, of two separate parts to a human being, with the mind sitting up in the head, like a pilot in his cockpit, controlling the machine below. In fact, mind and body are inextricably intertwined. Achieving a state of "mind over body" is a familiar challenge—but body also influences mind.

One telling proof of this was recorded when two researchers persuaded some university lecturers and administrators to undergo hard, but not intensive, physical training. Half the men were reasonably fit to start out with, and half were grossly unfit. Many were worried that they would suffer heart attacks under the strain. But after four months all could run several kilometers quite comfortably and swim or play tennis or squash for half an hour.

The really important change, however, was the dramatic improvement in personality the men showed. At the start, those who were fitter were more emotionally stable and more imaginative, more self-assured and more self-sufficient than their fellows. At the end, those who had started unfit had gone a good way to catch up in their stability and imagination scores. Body was influencing mind. Physical fitness can thus make us all less neurotic, more imaginative and often more independent.

More has been known for longer about the unexpected ways in which the mind can control the body. Hypnosis was known to the Ancient Greeks, but was forgotten until rediscovered by Anton Mesmer during the 18th century. Hypnosis has a bad reputation, mostly because it is unreliable as a general phenomenon—only ten percent of people are deeply hypnotizable, and another thirty or forty percent moderately "suggestible." Hypnosis also suffers from a bad image because of popular fear about the "power" of the hypnotist. But such fears—that someone could be hypnotized to commit murder, for instance—seem

baseless. People will not do what they genuinely do not want to do (unless a firm rational framework is built up for the entranced subject). For similar reasons, hypnosis has not provided many cures for behavioral problems.

Hypnosis has been notably successful, however, as an anesthetic. Some mothers have had babies under hypnosis with either very little chemical anesthetic or none at all. Even major surgery has been carried out under hypnosis alone.

Indeed, traditional Western science has been all too ready to ignore such phenomena. Understanding in the West of the more subtle interactions of mind and body was long obstructed by the orthodox medical belief about how the nervous system controls the body. The nervous system was said to be divided into two—the voluntary and the involuntary. The voluntary system is made up of the brain and the nerves through which it controls the striate muscles—those that move the body about at will, as do, for example, the biceps in the arm.

The involuntary system, over which it was thought we had no direct control, seemed to have little connection with the brain. It controls the "smooth" muscles of the body and the various glands. Smooth muscle forms a wall around many internal organs, such as the stomach, and also all the blood vessels. It moves food through the body and controls things like flushing, heat loss and sweating.

The body and its involuntary nervous system is nearly in command of itself—so much so that it can almost be said to have a mind of its own. This, indeed, is the basis of the lie detector. When you are under stress you sweat more, even if only a very little, and the electrical conductivity of the skin soars. Telling a lie induces a little stress in all of us—enough to show on the electrical record of changes in the skin's conductivity. Our voice can deceive; our skin cannot. An experiment showed how certain the body's own knowledge of reality is. Subjects were given a series of electric shocks supposedly diminished in strength. In fact, however, the shocks remained at the same level, and the response of the skin, recorded electrically, showed that the body "knew" this although the mind did not.

(Continued on page 44)

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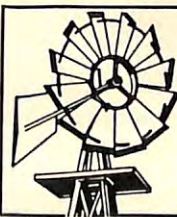
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NEWS OF THE LODGES

(Continued from page 22)



A CHECK for \$100 was donated by Vallejo, CA, Lodge to the Special Olympics Team fund for handicapped children. Lodge representative Lefty Rogers (left) presented the check to Steven Ash (right), Everest School teacher, while (front row, from left) Anne Mallarino, Tina Herndon, Alfred Borg, Lyle Iaea, and (back row) David West and James Neal offered their thanks for the contribution, which will be used to purchase uniforms.

LAPEL PINS denoting the number of membership years from 25 to 44 were proffered by VP Don Deter and ER Fred Smith to Yreka, CA, Elks. Among those honored were PER Jack Churchill (second row, second from left), a Brother for 29 years, and the lodge's first Exalted Ruler Holt Wardrip (right).



THE WINNERS of the California state ritualistic contest held in Fresno were the members of the South San Francisco team. PER and Coach Ferris Brunetti (right) congratulated the Brothers, including ER Al McCrellis (center), and praised them for bringing the first ritualistic championship to their lodge.



DIAMOND and Emerald Tall Elk plaques, signifying \$1,000 and \$500 contributions to the Washington Elks Therapy Program for crippled children, the state major project, were awarded to Auburn Brothers and their wives. Chm. Cecil Martin (left) thanked those who donated, including (from left) PER Loren Franz, representing the Golden Antlers Travel Club, Charles and Jennie Pausheck, SP C. J. Hauge, ER Ron Jensen, and Mary Ann and Alva Simmons.



THE ATTENDANCE of PGER Frank Hise (fourth from left) at Springfield, OR, Lodge's Grand Lodge Night added a special touch to the occasion. GER Award pins were presented to some of the Brothers by the honored guest during the evening.



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You and Retirement

(Continued from page 30)

bors, and acquire a distinct character. Some appeal to a country-club crowd; others to a backyard barbecue set.

Look at the facilities. If golf is important to you, you won't be particularly happy in a community centered around shuffleboard courts. If golf is not important, however, why move to a community where your maintenance fees include upkeep of a golf course you won't use? Take a good look at transportation. Is there any? Or will you be dependent on a car? As you become older, you may be unable or unwilling to drive; if the

community does not offer transportation you may become both very isolated and dependent on others. Some adult communities run shuttle buses.

What are the rules and regulations governing the community? If the developer is still in charge, as is often the case until most or all units are sold, what provisions are there for transferring governmental authority to a board of residents? What are the age requirements? If there is a wide age difference between you and your spouse, will the younger be allowed to remain in the house if widowed? In some communities a person under the entry level age may inherit a unit, but not actually live in the community.

Take a look at the overall age level,

too, in terms of your own age. Some adult communities have an average age of 73; others cater to people in their 50's. The older the development, in general, the older the age of the residents. Newer developments, where the minimum age at entry is 55 or 52 or even 48, have a younger population; many of the initial purchasers are still employed and commuting to work or using their homes only on weekends or vacations. As these initial residents age, however, the average in the development will also rise. There is little turnover.

Most retirees do not move. Most of those who do move stay within the same general area. But any move is a major undertaking. Investigate carefully before you make a decision. ■

Medicine and You

(Continued from page 41)

"Body knowledge" is a part of everyday life. Through much of our lives we undergo more or less permanent stress. Most jobs and much of family life involve hostility and frustration. We learn to cope with this through an elaborate system of social and personal controls. But the body knows, and reacts accordingly. High blood pressure, increased heart rate, recurring and abnormally high adrenaline levels, and raised skin temper-

atures (which may cause eczema) have all been identified by doctors and psychologists as the results of living under prolonged periods of stress.

There were thus two systems, we were taught—one that responds to our every command (within reason) and one that was automatic, beyond the reach of our mind and will. So when stories of the strange feats of shamans, yogis and dervishes filtered through from distant cultures, they were dismissed as travelers' tales.

The discovery of biofeedback is changing all that. Using new electrical techniques to bring us information about how

these various inner "automatic" parts of the body are functioning, researchers have found that we can learn to control blood pressure and heart rate, to relax individual muscles, even to control the working of the brain. This indeed is "mind over body."

It is both startling and reassuring to realize that the mind is as susceptible to training as the body is. It has come as a revelation to thousands of people that they can, with the right information and the right techniques, exert far more control over their emotional state—with all the mass of effects this can have on the body—than they ever thought possible. ■

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."



Jupiter, FL, Lodge members welcomed 16 veterans from the Miami VA Hospital to a barbecue recently. Brother Jack Clavin, Vets Chm. Nelson Day, Est. Lead. Kt. Gene Hall, ER Ralph Denton, and Brother Mike Sholtis Jr. were on hand to escort some of the gentlemen from their traveling bus to the festivities.



Among those who attended a recent PER-sponsored western style barbecue were eight residents of the Sam Jackson Veterans Administration Hospital. The evening of fun and food for local Elks and their friends was held at Milwaukie, OR, Lodge.



While (from left) Lester McKenzi, occupational therapist, local Vets Chm. Robert Simonds, and Nancy Fuller, occupational therapist, admired his workmanship, John Marchak accepted a check presented to him as the winner of the Florida State arts and crafts contest. Vets Chm. Laurence Corcoran offered his congratulations, along with the check, to Mr. Marchak of Bay Pines VA Hospital.

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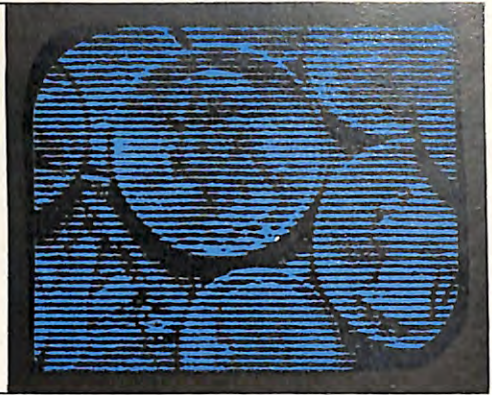
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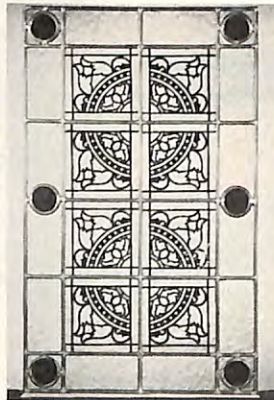
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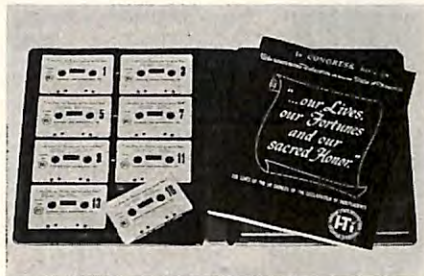
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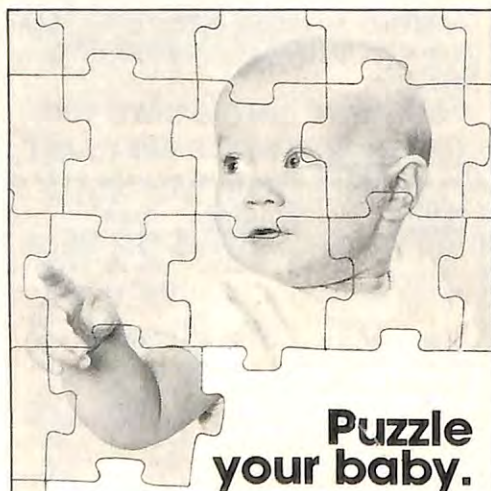


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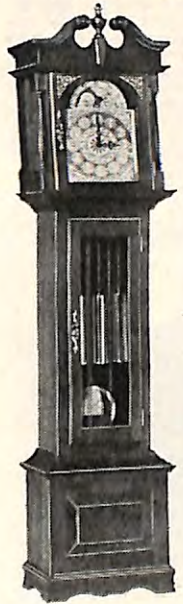
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(Continued on page 50)

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<input type="checkbox"/> Black Buffalo \$12.95	<input type="checkbox"/> Bro. Buffalo \$12.95
<input type="checkbox"/> 12 Pass 25c Add'l	<input type="checkbox"/> 16 Pass 50c Add'l
<input type="checkbox"/> 20 Pass 75c Add'l	<input type="checkbox"/> Elk Emblem Inside FREE
<input type="checkbox"/> Elk Emblem Outside 75c Add'l	
<input type="checkbox"/> Lodge No. Under Inside Emblem 75c Add'l	
<input type="checkbox"/> Social Security Number 75c Add'l	
<input type="checkbox"/> First class .80 add'l	

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 Please Print
 Address: _____
 S. S. NO. _____ PLEASE USE ZIP CODE _____

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L51



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500	4.39	7.77	13.59	28.45
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AT FANTASTICALLY LOW PRICES

QUANTITY	100 MG.	250 MG.	500 MG.	1000 MG.
100	69¢	95¢	1.39	1.95
500	2.98	4.49	6.59	9.39
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In 1 cap daily: 50 mg. each of Vit. B1, B2, B6, Niacinamide, Pantothenic Acid, Choline Inositol; 30 mg. Para-Aminobenzoic Acid; 50 mcg. each of B12, d-Blotin; 100 mcg. Folic Acid.

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100 CAPSULES **88¢**
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100 TABLETS **85¢**
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100 TABLETS **89¢**
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19 GR. 1200 MG. HI-POTENCY LECITHIN
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EACH SIX TABLETS CONTAIN:
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STREET _____ APT. _____

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calcium in the milk, cheese or yogurt interferes with your body's ability to absorb the tetracycline.

It's not a good idea to take drugs with soda pop or fruit juice or vegetable juice unless you check with your doctor first. These drinks may cause excess acid. The acid can then dissolve some drugs in the stomach instead of in the intestines where they can be more readily absorbed into the bloodstream.

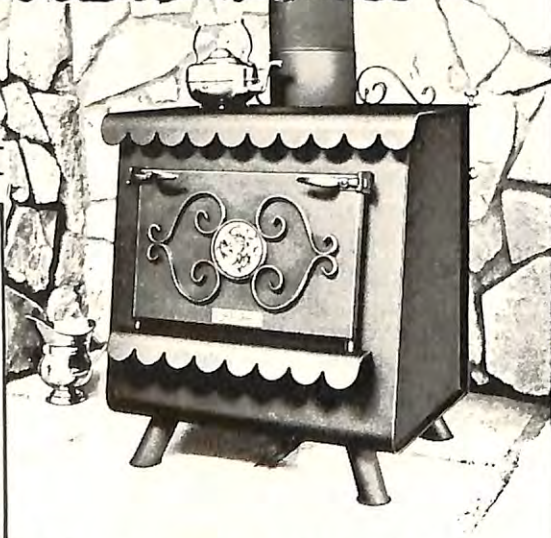
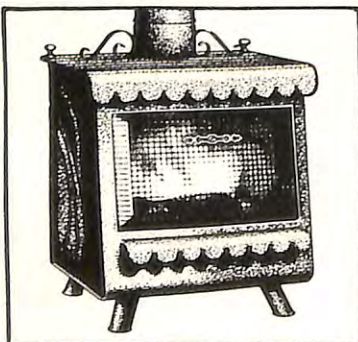
One of the most hazardous drug interactions is between MAO inhibitors, often prescribed for depression or high blood pressure, and foods like aged cheese, Chianti wine or yogurt. This food/drug combination can force the blood pressure to dangerous levels, sometimes causing severe headaches, brain hemorrhage and in extreme cases, death.

To prevent a possible reaction, anyone taking these drugs should avoid aged and fermented foods, including pickled herring; fermented sausages, salami and pepperoni; sharp or aged cheeses; yogurt and sour cream; soy sauce; beer, Chi-

(Continued on page 52)

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We expect a flood of orders for these lovely plates, both because of their price and because of their special attraction to Collectors, as treasured and valuable Collectibles. So order now to avoid delay. If not delighted, return within 14 days and your money will be refunded in full (except postage and handling). MAIL COUPON TODAY!

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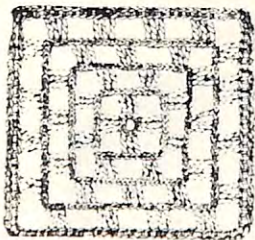
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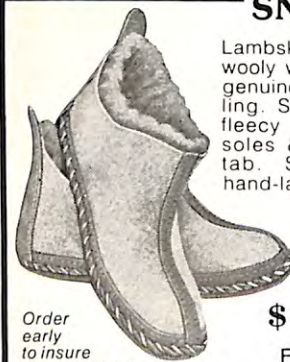
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anti wine, sherry and large quantities of other wines. Other foods that can cause problems in combination with anti-depressant and high blood pressure medications are beef and chicken livers, canned figs, bananas and avocados.

Whenever you take a prescription or an over-the-counter product, it's a good idea to avoid alcoholic beverages. Alcohol doesn't mix well with a number of medications: antibiotics; anticoagulants; antidiabetic drugs, including insulin; antihistamines; high blood pressure drugs; MAO inhibitors; and sedatives. Combined with antihistamines, tranquilizers, or anti-depressants, alcohol causes excessive drowsiness that can be especially hazardous if you're driving a car or operating machinery.

As a **handicapped** person, when you go on vacation, you'll want to know in advance what facilities are
(Continued on page 53)

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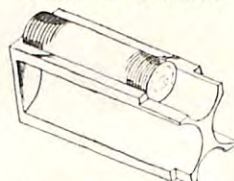
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Many parks have wheelchairs for emergency purposes, or for tempo-
(Continued on page 54)

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rary, non-emergency use. All parks at high elevation and most others have oxygen and first aid equipment available. Some parks have clinics staffed by doctors and nurses; some have hospitals within their boundaries. And, many parks now have interpreters who can communicate with hearing-impaired visitors, through sign language.

Here are samples from the book:
 © At Grand Canyon National Park in Arizona, South Rim is open all year-round.

The park headquarters, visitor center, exhibits, walkways and entry are all on one level and accessible by ramp from the parking lot. Restrooms are designed for wheel chairs. Accessible lodgings, restaurants, and medical services are all available at Grand Canyon Village.

© If you're traveling to Washington, D.C. and want to see the Lincoln Memorial close up, an elevator and access ramp offer alternatives to the 58 steps in front of the memorial. Restroom facilities and drinking fountains are fully acces-
 (Continued on page 55)

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sible. Special parking for wheelchair visitors is available and clearly marked. Sign language and other conducted tours can be arranged in advance.

© Muir Woods National Monument of coastal redwoods is in Mill Valley, California. It includes an accessible one-mile paved trail, with displays and a self-guiding nature trail. In addition, there is a roped trail marked with large print text and Braille signs describing the environment. Park rangers can give you assistance on the trails. The monument is open from 8 a.m. until sunset; the least crowded
(Continued on page 56)

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6 pairs ONLY \$7.98

When our new merchandise man was offered an exclusive on these indestructible nylon socks, he called the manufacturer a liar.

"Can't be done!" he said. "If the socks are as strong and durable as you claim, they've got to be so stiff underfoot, they'll be unwearable!"

"Kitten-soft," said the manufacturer. "Then they won't wash satisfactorily."

"Always come out like new," barked the manufacturer. "Permanent colors, lasting texture and shape."

"Or you'll weasel the guarantee," added our man, doubtfully.

"Unconditional!" snapped the manufacturer. "What's the catch?"

"No catch, no secret!" said the manufacturer happily. "8-ply DuPont nylon—instead of the usual 4. Woven so closely, they make ordinary socks look like they're three-quarters air, by comparison! Styled by one of the world's greatest sock designers—for perfect proportion and fit. Guaranteed to wear forever, in normal use. That 'normal use' simply means don't burn holes in them deliberately, or try to cut them with scissors or razor."

We still had to be shown. So we got samples. And we wore them. And wore them. And machine washed them. And Laundromatted them. And tortured them. Like wearing one pair for a week straight—till we thought they'd drown in sweat. Then we

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- # 1516 OVER THE CALF HEAVY WEIGHT WOOL HUNTING SOCKS, 40% wool, 30% rayon, 20% cotton, 10% nylon. Med. (10-11½); Large (12-13), 3 pair \$8.99 + \$1.25 postage, 6 pair \$16.50 + \$2.00 postage. Free replacements.
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If your blood pressure occasionally reads higher than the normal 120/80 it may not be something to worry about. But, if it goes up
(Continued on page 58)



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to 140/90 or higher, and stays that high, your doctor will probably suggest treatment.

High blood pressure makes your heart pump harder than normal. The arteries become less elastic. After a while, the heart may get larger, then weaken and stop pumping effectively.

In many cases, high blood pressure is a painless disease and shows no symptoms. When a sign appears, it might be just a troublesome headache now and then, usually in the back of your head and upper part of your neck. Generally, these are most acute in the early morning when blood pressure is relatively low. Some people also experience dizziness or shortness of breath, or have excessive flushing of the face, fatigue or insomnia.

But, the same "symptoms" can come from nervous tension or anxiety as well.

So it's not reliable to look solely at symptoms, or to attempt diagnosing and treating high blood pressure yourself. Just let your doctor know about any symptoms you feel and leave the detective work to the professionals.

The treatment for high blood pressure varies. Some people can be helped without medicine, by cutting calories and/or sodium. (The most common form of sodium is salt.) You may be told to stop smoking or to reduce, because loss of weight can lower your blood pressure. Mild exercise such as walking and light jogging can help relieve tension and lower blood pressure, too. But, more strenuous exercise can be hazardous.

If you do need medication, your (Continued on page 60)

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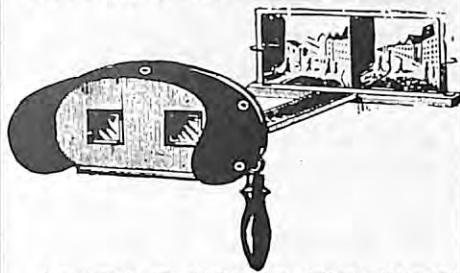
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35D	35S	36	36D	36S	37	37D	
37S	38	39	39S	40	40D	40S	
41	41D	41S	42	42D	42S	43	
44	44D	44S	45	45D	45S	46	
46D	46S	47	47D	47S	48	48D	
48S	49	49D	49S	50	50D	50S	
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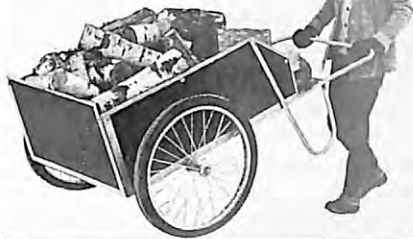
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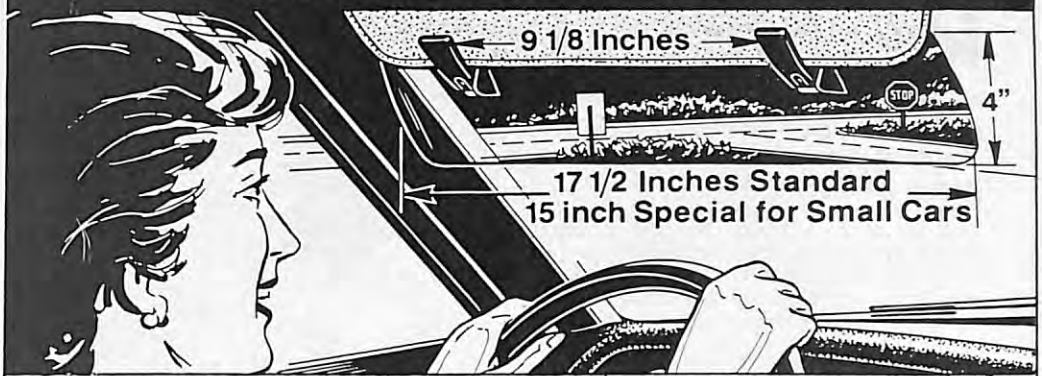
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New Solid State Refrigeration Modules no bigger than your watch have More Cooling Power than a 10 lb. Block of Ice.

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Conventional portable refrigerators are either too heavy, too noisy, drain your battery too quickly or need to be kept level.

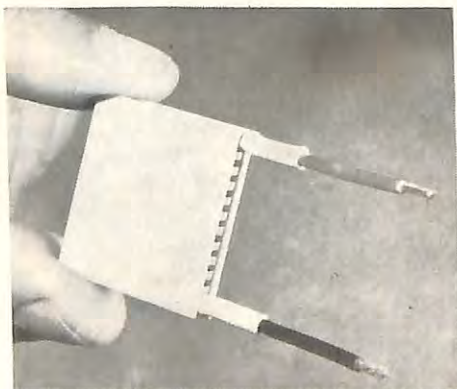
These problems and inconveniences have finally been resolved in one totally new product - the Frostpak 12 volt portable electronic refrigerator. We believe the Frostpak represents such a dramatic advance in refrigeration for recreational use that all existing methods are now outmoded.

USES AEROSPACE REFRIGERATION MODULES

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An ice chest maintains an *air* temperature of 50-60 deg. F. Meat and milk spoil rapidly at temperatures above 50 deg. F. which is why the top of your meat will go bad even when it is sitting on ice. The Frostpak maintains normal home refrigeration temperatures of 40-45 deg. F. even in 95 deg. F. weather. You can also keep food frozen in air temperatures up to 80 deg. F.



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Model F1A shown.

The new Frostpak™ keeps 40 lbs. of food at household refrigeration temperature but weighs only 15 lbs. Only 21" x 16" x 16" ext.

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It weighs less than most coolers with a block of ice but holds over 40 pop cans or 40 lbs. of food in its large 36 qt. capacity. Plug it in a lighter socket in your car, boat or van or operate it from a 12 volt battery charger plugged into 110 Volts. A fully charged 90 amp/hr battery will provide 1 to 3 days of refrigeration depending on your weather. Draws a maximum of 4 amps., averages about 2 amps. at 70 deg. F. with the thermostat on. Keeps your food cold and dry. You can keep beverage ice for days in a plastic container.

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Use your Frostpak for 21 days after you receive it to be certain that it is suitable for your application. If for any reason you are not totally satisfied, return it for a prompt refund in full.

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By selling factory direct to you, we can offer you your Frostpak at the incredibly low price of only \$169.00 + \$5.00 shipping (\$179.00 in Canada.)

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For an additional \$10.00 you can order the Frostpak with an adjustable thermostat in place of the standard fixed temperature thermostat - order Model F1A.

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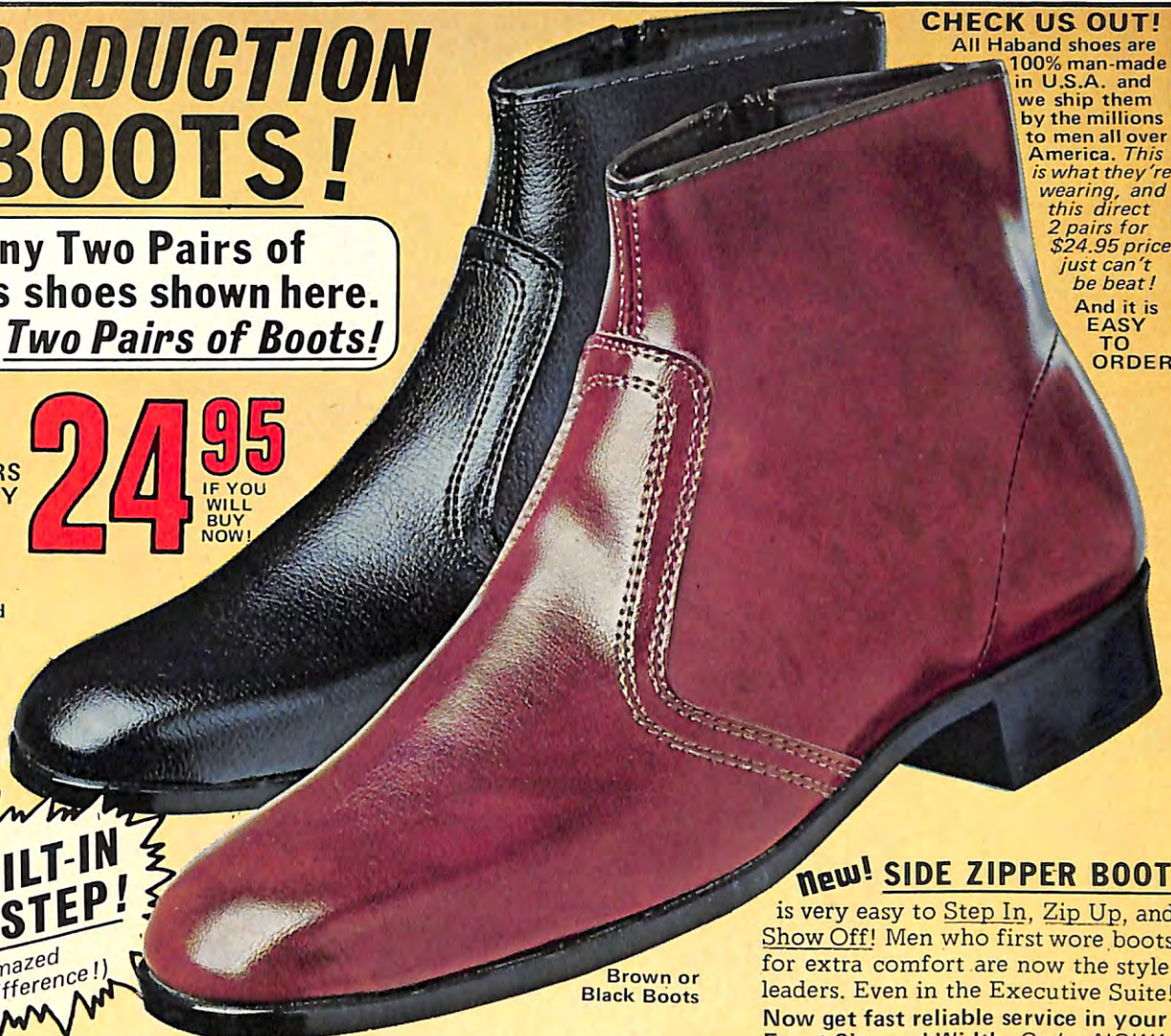
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72D-459

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