

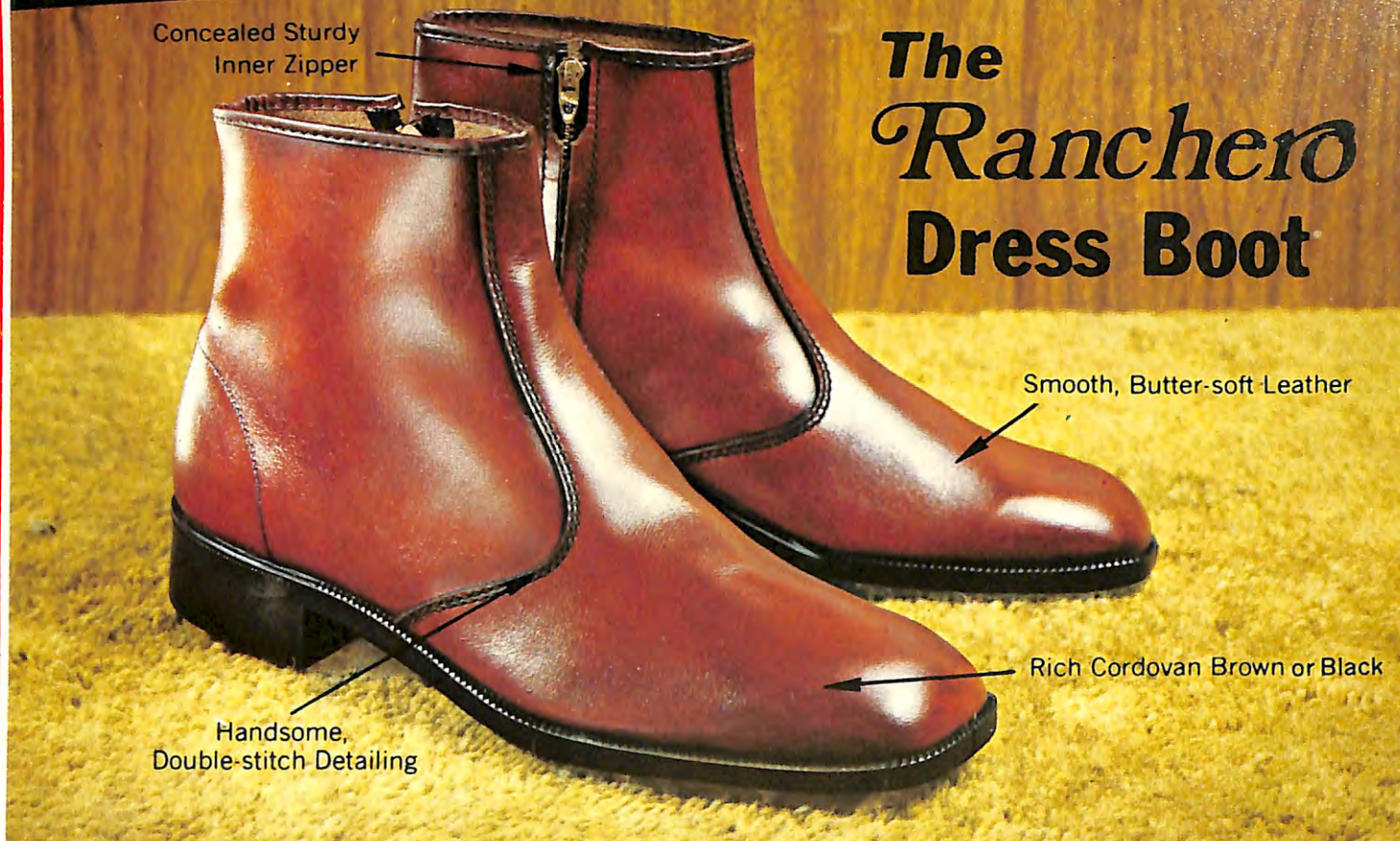
the
Elks
magazine
September 1980

H. Foster Sears
Grand Exalted Ruler
B.P.O. Elks of U.S.A.
1980-1981



Sale! **LAST TIME AT THIS PRICE!**

Due to the soaring cost of GENUINE LEATHER, we cannot hold this price much longer. Order now!



Concealed Sturdy Inner Zipper

The Rancho Dress Boot

Smooth, Butter-soft Leather

Rich Cordovan Brown or Black

Handsome, Double-stitch Detailing

Genuine Leather

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Here's the town boot of the range-riding Westerner...rugged, uncluttered, no-nonsense. No wonder the man of style has adopted it for his versatile way of life! The bold, square-toed detailing goes great with sports clothes and jeans and the sleek, lean design gives a "with it" look to the business suit.

This Season's Dress Boot

You'll wear these boots every day, everywhere. They're hard to beat for comfort. The supple leather breathes and the high shaft cradles ankles. There's a concealed inner zipper so the boot slips on and off as easily as a loafer. Man-made sole and heel really stand up to wear and tear. Don't miss the chance to get this season's best boot buy at an incredibly low price!

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Widths: C, D, E **Colors:** Cordovan Brown, Black



OLD VILLAGE SHOP
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- Long-wearing Composition Sole and Heel

TRY THEM AT OUR RISK!

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OLD VILLAGE SHOP, Dept. VM-3160
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Please rush _____ prs. of the Genuine Leather "Rancho" Dress Boot for the low price of just **\$19.88** pr. plus **\$2.60** postage and handling on same money-back guarantee.

SAVE MORE! Order two pairs for just \$38.00 plus **\$4.75** postage and handling on same money-back guarantee.

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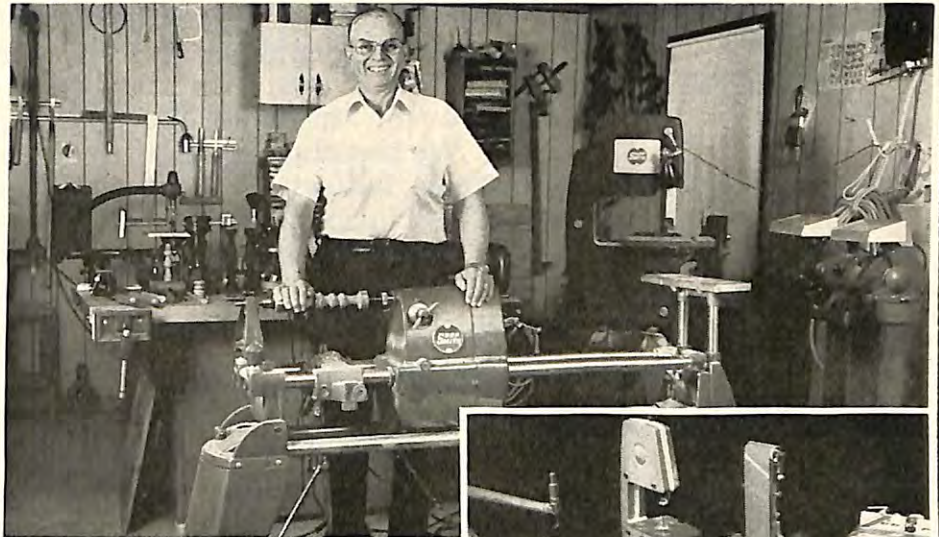
© Old Village Shop 1980

Jack McAlister had \$12,000 worth of power tools.

Here's why he sold them.

"My shop was equipped with commercial tools in which I had an investment of \$12,000 or more. I sold all my machines at a nice profit, and purchased one MARK V... I can do anything I was doing on all the machines, this gives me a lot more room and I have several thousand in the bank. What more could I ask for?"

— Jack McAlister,
Tucker, Georgia



The above quote was taken from a letter Jack McAlister wrote to us a year ago, shortly after acquiring his MARK V. Jack wrote us again recently to bring us up-to-date on how he feels about his favorite woodworking power tool: "After working with the Shopsmith MARK V for over a year, I feel that this machine is an engineering marvel. I could not be more pleased with the equipment, I get along fine without the tools I sold, but I don't think I could ever do without my MARK V." Jack found out something that a lot of woodworkers at all levels already knew. You don't need a shop full of expensive power equipment to do just about any job you could imagine. All you really need is a Shopsmith MARK V.

The 5-in-1 tool that does it all

The Shopsmith MARK V is actually a complete workshop in a single, compact unit that takes less room than a bicycle to store. It includes the five basic power tools no home shop should be without: a table saw, vertical drill press, horizontal boring machine, lathe and disc sander.

It does everything you could do on the five tools it replaces... and more! You can do things with the MARK V that you just can't do on individual machines (even when those single purpose machines are used in combination). It actually lets you "share" features and setups from one function to another.

Precision and accuracy are built-in!

Because the Shopsmith MARK V has been designed to do many things and do them all well, we've engineered it with features you won't find anywhere else. Jack calls it "an engineering marvel" and we hear that phrase from many of our MARK V owners. They are successful

woodworkers who appreciate a tool that gives them the precision and accuracy necessary to do quality projects.

It gives you power to spare!

Your five most-needed woodworking power tools are powered by one rugged 13.5 amp motor that develops more than 2 hp. And it has a variable speed control that provides speeds from 700 to 5200 rpm merely by turning a dial. The belts and pulleys are safely enclosed in the headstock (and you don't have to change them to go from one speed to another).

You get the right speed for every woodworking operation. And you won't burn saw blades and drill bits by trying to "power" saw or drill at the wrong speeds.

It's economical, too

With five individual tools, you have to buy five motors, five stands and five worktables. With the Shopsmith MARK V, you only need one motor, one stand and one worktable. So, we can pass the savings on to you. And you buy direct from the factory, eliminating the profits of dealers and distributors.

Maybe it's time for you to find out what Jack McAlister and more than 350,000 Shopsmith owners already know. We'll be happy to send you all the facts absolutely free of charge.

You'll discover that the Shopsmith MARK V is easy to learn, even for a beginner woodworker... yet so versatile, precise and accurate that it's the choice of experts! Best of all, you'll see how the MARK V can actually replace \$12,000 or more in power tools, yet costs only a small fraction of that figure.

**The Shopsmith MARK V —
the tool to start with...
the system you grow with.**

Mail coupon for FREE information.



Shopsmith Inc.

The Woodworking Company

Dept. 2557

750 Center Drive
Vandalia, Ohio 45377

YES! Please mail me your FREE Information Kit on the Shopsmith MARK V, and facts about Shopsmith's exclusive 30-Day Money Back Guarantee. I understand there is no obligation.

Name _____

Address _____

City _____

State _____ Zip _____

A Message From The Grand Exalted Ruler

It is a great honor to have been chosen Grand Exalted Ruler of our great Order of Elksdom. An order which has evolved from a small group of men, back in 1868, who joined together for a good time to a group of men which now exceeds 1,649,000 members in 2253 lodges in every state and Puerto Rico, Guam, and the Canal Zone.

We members have achieved much in the way of giving assistance to our fellowman during the past 112 years. We have established an Elks National Home in Bedford, Virginia, which will accommodate 300 of our members in their retirement years. We have set up the Elks National Foundation where all contributors are an investment in the future of the youth of our country. Our Elks National Service Commission is set up to help our hospitalized veterans. The Grand Lodge pledged, "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

Our involvement with youth is varied at the national, state, and local levels. It includes contributions to worthy organizations,



«THANK YOU»

scholarship awards, sponsorship of athletic events, and aid to handicapped children. Our Absent Brothers are remembered each year on the first Sunday of December with a Memorial Service in each lodge. Our lodges each observe Flag Day on June 14.

Finally, we have established *The Elks Magazine* which comes into your home with a message from the Grand Exalted Ruler along with activities and accomplishments of the various committees and commissions of the Grand Lodge. An important part of the Magazine is "News of the Lodges." Everyone enjoys seeing his picture in print, as well as reading interesting articles of fact and fiction. Share it with your family.

Those who came before us have done a great deal. Your help is needed to continue their programs and to develop new ones.

*"To look up and not down,
To look forward and not back,
To look out and not in, and
To lend a hand."*

This is to REACH OUT WITH ELKDOM.

A handwritten signature in cursive script that reads "H. Foster Sears".

H. Foster Sears

SEAMLESS SPRAY PUTS YOU IN AN INFLATION-PROOF BUSINESS!

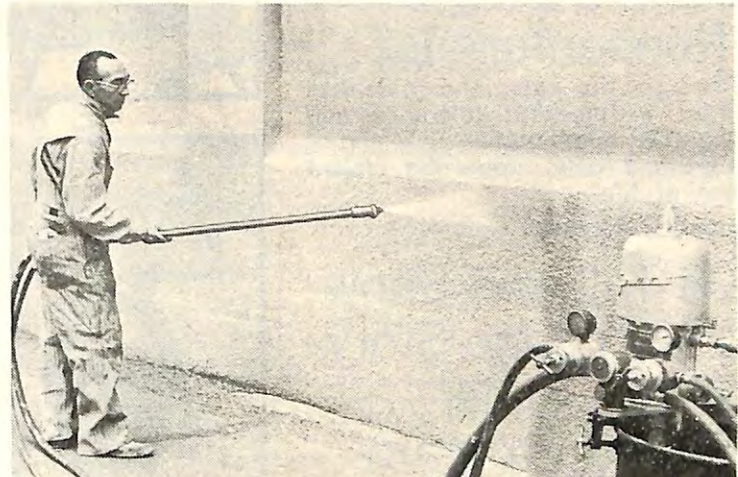
SELL PART-TIME MAKE FULL-TIME INCOME

**\$1000 ON JUST
ONE ORDER...**

**LOTS MORE
IF YOU WANT IT.**



Make over \$1000 on average Seamless Spray sale to schools, factories, shopping centers, etc. Many orders pay over \$1500 commissions.



Make over \$1300 on a 10 barrel Seamless Spray order for Liquid Metallic Sidings. The easy, fast way to waterproof, caulk and insulate building exteriors.

Through a series of circumstances created by inflation, I can now offer one of the most unusual opportunities in the history of direct selling. And best of all, you need no specialized experience to handle it. Absolutely none whatsoever!

If you've done any selling at all you know you can't make it anymore selling nickel and dime items. You can't afford to bust a gut selling a half dozen orders a day and wind up making \$25 to \$30. You need a necessity that everybody needs—that's quickly and easily sold because it solves problems born out of the inflation.

We call our process SEAMLESS SPRAY. It fills a vacuum created by the soaring price of new roofs. Roofs everywhere are leaking—in desperate need of repair. Using our Seamless Spray Equipment, factories, plants, shopping centers, schools, hospitals, apartment complexes use their own maintenance people to renew, waterproof these roofs at a cost of less than 12 cents per square foot. We loan equipment absolutely free. On the average Seamless Spray order you make over \$1000. You need absolutely no experience in our

business. Our program is organized step-by-step for easy, successful use whether you sell General Motors (they are Seamless Spray users) or the corner garage.

When I tell you, PACE saved one school \$28,400 with Seamless Spray roof renewal, you'll understand how fast you eliminate sales resistance. Your market is pre-sold. Roof contractors with their exorbitant prices hand you the business on a silver platter.

Give PACE as little as 8 hours a week—that's all we ask. Once you start making \$1000 and more on one Seamless Spray order, then you'll consider full time PACING. In addition to Seamless Spray you'll also get our Siliconized PARK-KING Blacktop Sealer—our Liquid Metallic Siding—and a complete line of highly specialized Labor-Saving One-Coaters designed to save big money on all kinds of building maintenance. Each meets the BIG SELL concept, where you can make a Big Paycheck everyday you make calls with Pace.

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TO MAKE OVER \$1000 ON SINGLE ORDERS!**



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Kansas City, Missouri 64132

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Address _____

City _____ State _____ Zip _____

6 America's Secret Blue-Collar Cavalry

Numbering in the tens of thousands, temporary workers comprise America's most unusual labor force.

Albert Singleton

22 The Long-Eared Nonconformist

Through the ages, the mule has lived in peaceful tolerance and dignified humility, like an island of unruffled calm upon the violent sea of life.

Henry N. Ferguson

28 Tell and Show Your Lodge Story With a Slide/Sound Program

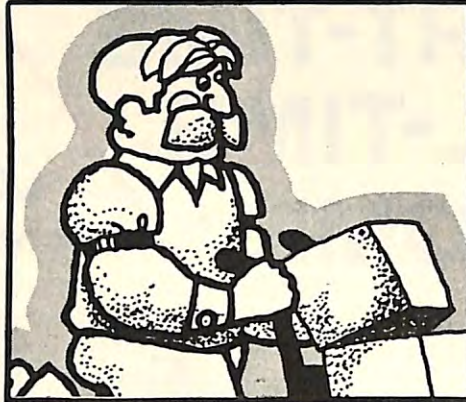
You can both tell and show what your lodge is doing in the community by producing a slide/sound program.

Betty Steele Everett

Departments

- 2 Message
- 10 You and Retirement: Studies of Older Americans
- 12 Medicine and You: New Health Tips Round-up
- 14 It's Your Business: SCORE's a Winner
- 16 Did You Know?
- 18 News of the Lodges
- 21 Letters
- 26 Acceptance Speech of H. Foster Sears
- 31 Digest of Annual Reports
- 36 News of the State Associations
- 38 Elks National Foundation/ Joy of Giving
- 39 Travel: London's Little-Known Hotels
- 40 Elks National Service Commission
- 44 On Tour with Robert Grafton
- 46 Elks Family Shopper

Cover: GER H. Foster Sears



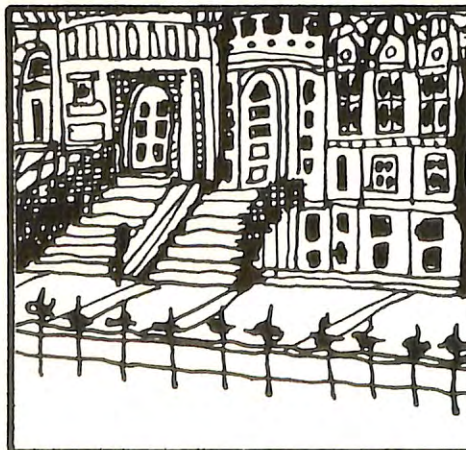
page 6



page 22



page 28



page 39

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454

Moving?

THE ELKS MAGAZINE, Circulation Dept., 425 Diversey Parkway, Chicago, IL 60614. Members: Change of address should be made through your lodge Secretary. Give him advance notice of at least 60 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing to us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new address.



Ice Chest Owners

Fed up hauling ice? Now for as little as \$99.00 enjoy a portable electronic refrigerator that will make your cooler as obsolete as grandma's kitchen ice box.

Save \$30 if you act now!

It's probably the greatest bargain of all time in recreational refrigeration. And one that will not be repeated again. Just think, not a cooler with ice, but electronic refrigeration (and food warming) from only \$99 and up.

Imagine...no more searching for ice, no more sandwiches floating in water, no more warm drinks on a hot day, no more thrown out meat and no more needless restaurant stops. But instead...dry electronic refrigeration that will serve you reliably year after year with home refrigeration convenience. It goes wherever you go and is an investment that puts dollars in your pocket every year that you own it.

Nowadays an expensive cooler alone could cost you up to \$60. Add one season's ice purchases and you can now have an electronic portable refrigerator that immediately pays for itself and eliminates the hassle of your ice chest forever. An amazing space age miracle, the thermoelectric solid state module, has made this portable refrigeration breakthrough possible. And with tens of thousands of Koolatrons in use all over the world you know they really work. And now there are 3 new portable models...one just right for you.

MODEL P10-CAR FRIDGE & FOOD WARMER

\$129; \$99.00
(in Canada \$139; \$109.00)

Holds approx. 17, 12 oz. pop cans—refrigerates in air temps. up to 95°F. Also keeps hot foods hot (150°F) at the flick of a switch. Deep rich blue Polypro plastic case. Ext. 16" L x 11" H x 11-1/2" W. Int. 11" L x 8" H x 8" W with 10 litre capacity (11 qts.) weighs 10 lbs. empty. Operates on 12 volts D.C. Plugs into vehicle cigarette lighter with supplied power cord or operates from optional 110V adaptor.

As a travel fridge the P10 keeps foods and beverages fresh and cold wherever you go. Carry insulin, medical samples, dietetic foods. Great for private planes and golf carts. Photographers use it for films. Mothers...now you can refrigerate baby's formula in your car then heat with the flick of a switch. Power-boaters, just plug it into your boat's cigarette lighter to keep a day's food and drink ice cold without going ashore for ice. With your engine off, you can operate for up to several hours and still start your engine to recharge your battery. "A low battery" indicator warns you when it's time to recharge. With the power off, your P10 keeps everything hot or cold for many hours in its well insulated case. With our optional 110 volt adaptor you'll also find endless uses wherever house current is available. Great in motels for travelling.

MODEL P34 STANDARD RECREATIONAL FRIDGE

\$169; \$139.00
(in Canada \$179; \$149.00)

Holds over 40 lbs. of food and beverages or 48 pop cans. Refrigerates in air temperature up to 95°F. Rugged ABS case in sand beige colour with dark brown non-corroding latches and handle. Large 34 litre capacity (1.2 cu. ft.) weighs 17 lbs. empty. Ext. 21" L x 16" H x 16" W. Int. 16" L x 12" H x 11-1/2" W. Operates on 12 volts DC with supplied power cord or operates from optional 110V adaptor.

As a recreational fridge, the P34 is ideal for the traveller, hunter, camper, boater and fisherman who requires refrigeration only. With its new 2 position solid state thermostat your P34 will hold three times as much as the P10. Bring your provisions in cold and crisp...then take home your leftover food, fish and small game refrigerated. And that's not all. Off-season,

plug it into our optional 110 volt adaptor and use it constantly as a bar fridge, office fridge or auxiliary home refrigerator.

MODEL P34A DELUXE RECREATIONAL FRIDGE AND FOOD WARMER

\$189; \$159.00
(in Canada \$199; \$169.00)

The same size, colour, weight and capacity as the P34 but includes food warming features, fully adjustable temperature control and low battery warning indicator. Refrigerates in air temperatures up to 95°F. Or keeps hot foods hot (125°F) at the flick of a switch.

The P34A is our top of the line recreational fridge and food warmer. It does everything our other 2 models do and more. Like chilling one dozen wine bottles to just the right temperature. Or keeping your food warm on a chilly hunting trip, winter ice-fishing or snowmobiling weekend. The P34A has a specially designed circuit control (patent pending) which allows you to dial a complete range of temperatures from very cold to very warm. A low battery indicator warns you when you need to recharge your battery and special sensing circuits efficiently control your power consumption to reduce battery drain. Plug into your vehicle or a boat cigarette lighter or operate from our optional 110 volt adaptor. Indoors or outdoors, this is our best of the line recreational fridge and food warmer with all the bells and whistles for the discerning buyer who demands quality, size and complete versatility.

SAVE \$30 IF YOU ACT NOW!

By ordering off-season you can save a full \$30 off our regular prices. You save! We keep our plant operating at an efficient level.

ORDER TODAY WITHOUT OBLIGATION!

Simply complete the attached order form or phone collect and we'll rush you your portable on our no risk 21 day trial offer. Each unit comes with complete instructions and a written 1 year warranty. In the unlikely event you ever need service, we have major service centres in New York, Arizona and Canada.

When you receive your Koolatron, use it constantly for 3 full weeks without risk. If you ordered our optional 110 volt adaptor, plug it in, then use your portable immediately as a bar, cottage or tax deductible office fridge. Next plug the fridge into your car or RV. If after you've thoroughly tested it, you don't agree that your Koolatron represents a major breakthrough that will save you time, money and bother for years to come, send it back for a full refund. You can't lose...we guarantee it.

So be among the thousands to discover that the ice age is over. Don't waste another dollar on ice...order your Koolatron with no obligation today!

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For rush delivery, call "toll free" by asking your operator to dial us collect. Quote the Dept. No. in the coupon below to ensure your \$30 saving.

0-705-737-0842

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56 Harvester Ave., Batavia, New York 14020
230 Bayview Drive, Barrie, Ontario, Canada
Or use this handy order coupon.

Koolatron Industries Limited Dept. 1270

56 Harvester Avenue, Batavia, New York 14020
Canada: 230 Bayview Drive, Barrie, Ontario L4N 4Y8

Send me with full refund privileges.

- Koolatron P10 at \$99.00 (\$109.00 in Canada)
- Koolatron P34 at \$139.00 (\$149.00 in Canada)
- Koolatron P34A at \$159.00 (\$169.00 in Canada)
- Koolatron 110V adaptor at \$29.95 (\$34.95 in Canada)

Please add \$8.00 for handling and delivery per unit.
No charge for shipping adaptor if ordered with unit.
Add \$3.00 for shipping adaptor only
(N.Y., Ont. and Quebec residents add sales tax)
I understand that I may return any item undamaged within 21 days and receive a full refund if I am not satisfied.

I enclose my check or money order for

\$ _____ or please charge it to my
 Visa Mastercharge American Express

Account Number _____

Expiry Date _____

Signature _____
(necessary to send merchandise)

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE _____

DEALER ENQUIRIES NOW INVITED.



America's Secret Blue Collar Cavalry

by Albert Singleton

They're the cavalry coming to the rescue of the beleaguered troops and settlers at Fort Hopeless, firemen racing to a tenement blaze, a lifeguard plunging fearlessly into the surf to rescue a swimmer. Without a doubt, they comprise America's most unusual labor force. They number into the tens of thousands. Needed and necessary, they are "rescuers" in the truest sense of the word. Yet, as important and vital as they are, they are unknown to most of the public. Their recognition is zero. Absolutely nothing. Their reward? Generally \$3.10 an hour, the prevailing minimum wage, for each hour they are in the trenches.

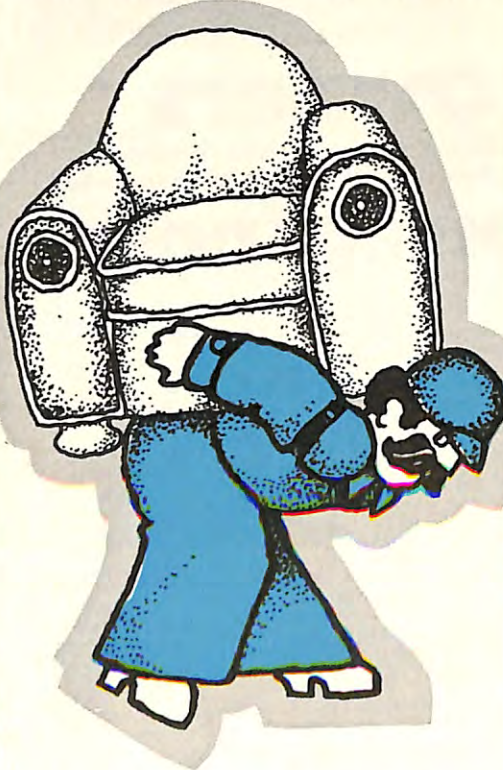
These "heroes" are America's day workers, men of all ages, sizes, shapes and colors in the nation's "blue-collar army." But more than "day workers," they're also afternoon workers, evening workers, night workers and sometimes weekend workers. They work for the country's "temps," the temporary employment services and casual labor agencies, in warehouses, factories and



lumber yards, on construction sites, in retail outlets, on assembly lines and on docks, loading and unloading railroad box cars and tractor-trailers. They sweep, mop, shine, stack, unstack, nail, carry, drive, push and pull. They are paid by the hour and commit themselves to one shift—eight hours or longer—at a time.

I worked about seven weeks for two labor agencies—one in Denver and one in Los Angeles. The hundreds of miles between the two services were insignificant. The companies were similar, the jobs I was assigned were the same and the men for whom I worked and with whom I worked were the same.

The small percentage of people who are aware of the "temps" and their work force occasionally question



whether too much emphasis is placed on their importance.

Judge for yourself. Let's use this true-to-life example: You're the foreman of a general warehouse. Two railroad box cars crammed with merchandise for a department store are due at your building's siding in two weeks. No problem. You'll be ready for them. But you receive a phone call on a Monday afternoon, advising you that instead of arriving in two weeks, the cars will be at your siding the following morning. You're also told you will have less than 48 hours in which to unload them because they are scheduled to be moved Wednesday evening.

The unloading job will require at least eight husky workers, but you can't pull your own employees away from their regular jobs. You have a choice: you can either panic or, pick up the phone, call a casual employment ser-

vice and place your order for eight men to be in your office at 8 o'clock the following morning.

Problem solved. The men will be there, will work their day and a half or two days, then leave. You'll be grateful they were on the job. You'll be so grateful, you'll probably buy them Cokes three or four times while they're under your command. But chances are you won't remember their names an hour after they've gone. My name on several jobs was often "Hey, you."

What about the temporary employment services? First, there are several types. Some place office and clerical help only; others, domestics, and still others, technicians and demonstrators. Some cater only to males; others only to females. Many firms operate with two divisions: one for men and one for women. But the true "temp," the one that was the forerunner for everything else, is the one whose workers specialize in brawn.

The "blue-collar" agencies are totally legitimate businesses, operated by intelligent business people, men and women. These owners and managers are members of chambers of commerce, better business bureaus and other civic and service organizations. The "temps," the ones I'm familiar with, generally don't have their offices in suburban shopping centers or in downtown skyscrapers. More often than not they can be found in shabby, one-story buildings on the fringes of a metropolitan city's heart. They're sometimes



in "skid rows" or on their perimeters. Locations are very important for the continued operation and success of the services. Male laborers are their meal tickets and the agencies locate where the workers often live—in the general areas—and congregate. The "temps" cater to their potential employees; the workers don't come to them.

Referring to a day worker as a "potential" employee is correct. Day laborers are one of America's most independent breeds, and while a man may work for one agency one day, he may work for another service the following day. But this isn't a particularly smart way to go, a point that will be explained shortly.

Most agencies care about their workers, particularly those men who are considered "steadies," who generally can be depended on to show up for assignment at least three mornings a week, sometimes four, even every day—often for several months. If a man's face becomes familiar each morning, then his name, to the individual assigning the jobs, eventually he'll be given the better opportunities. Nevertheless, when a man is sent on a job, "getting out" or "getting on the ticket," as it's known, and for some reason the job doesn't materialize when he reaches the work site and he returns to the office, generally he doesn't get paid. **A man is paid if he works. If he doesn't work, there's no pay.**



Agencies, like day laborers, are in a new ball game each 24 hours. A service may find itself with twice as many job candidates as available jobs one day, but the following day may have more assignments waiting to be filled than laborers to fill them.

While the federal minimum wage—\$3.10 an hour—usually applies, there are exceptions. If a hiring warehouse foreman, for example, says he will pay \$3.40 an hour, that's the wage the worker receives. Sometimes there are additional bonuses: extra money per hour for a man operating a fork lift or for working midnight to 8 a.m. That "extra" money may be no more than a dime but it is a plus.

Some agencies sell reasonably priced sack lunches to their workers, even advance bus fare, and deduct the amounts owed from the wages. However, in order to qualify for an advance, even for as little as 50 cents for bus fare or

for 10 cigarettes, the laborer must be a relative "old-timer" and known to the agency's operators or, if a newcomer, he must have some wages already in the "temp's" bank, money due him. Yearly, more and more agencies are using vans, station wagons and one-time school buses for transportation to deliver and pick up their workers. An agency that furnishes free transportation is looked on very favorably by the average laborer.

Agencies also lend workers overalls, overshoes, rubbers, work gloves and hard hats when needed. Many agencies won't send their men on jobs where personal clothing would be totally ruined. Neither will some send a man or a crew to private homes to do housework, yardwork or to clean out garages and sheds. They won't for any number of reasons, including the protection of their men. A casual labor agency manager told me that some years ago he had sent a man to clean out a garage for an elderly widow. The worker did his job, had the woman check his work and returned to the office. The following morning the agency received a phone call from the woman, a very angry woman. She said that unless



an electric drill taken from her garage was returned by 5 p.m., she would swear out a warrant for the arrest of the laborer. The drill wasn't returned before the deadline because the laborer hadn't shown up for work that day. Neither could he be located in phone calls to three or four of his favorite bars. As it turned out, the man hadn't stolen the drill. The woman made a



second call shortly after 6 o'clock, just as the manager was about to lock the door, to apologize. "I'm sorry," she said, "but I forgot I had given the drill to my nephew when he was here visiting last summer."

Hiring companies usually pay an employment service double the hourly minimum wage or whatever the higher wage might be. The day worker receives half, less taxes, Social Security and other deductions. If, for example, the minimum wage prevails for a man on a warehouse job, the agency is paid \$6.20 an hour by the contracting firm. In addition to furnishing the manpower, the "temp" also relieves the hiring firm of all bookkeeping responsibilities, bonding and hospitalization.

Just how important are male day laborers to a city's economy? Los Angeles is a good example. Daily the labor pools fill at least 500 jobs. The individual worker grosses at least \$24.80 for his eight hours; \$124 for a 40-hour week. In a five-day week, the 2,500 placements pay workers a gross of \$62,000. The agencies receive an identical amount. In a 52-week year, the workers earn at least \$3,224,000 with a similar amount going to the "temps." The total is nearly 6½ million dollars for laborers and agencies most people aren't aware exist. Since most of the laborers live or congregate in the areas where the agencies are lo-

cated, they spend most of their wages in those same areas for rent, food, clothing, toilet articles and at neighborhood bars, lounges and taverns.

Although 500 jobs may be filled daily in Los Angeles, the same 500 jobs won't last out the week. Each day there are new contracts and new assignments. In a five-day week the 2,500 total jobs may be worked at by 3,000 or more men. A laborer may decide he only wants to work two days in a given week; another worker, three days, another four days. Day workers are fantastically independent.

Add the workers' more than \$3 million generated in wages yearly in Los Angeles to the millions more earned by laborers in Chicago, Denver, Boston, Dallas, New York and dozens of other cities and you come up with a dollar amount that is almost unbelievable. And remember, that total is reached the hard way at \$3.10 an hour.

Is there a typical day laborer? Yes and no. Day workers seem to come in two categories. Category No. 1 includes men in between jobs, college students earning tuition, teachers with no classroom duties during a summer, military and civilian retirees, men picking up traveling money as they make their way across the country and "moonlighters."

The backbone and heart of the labor pool world is the Category 2 worker. He is his own man, often a loner. He may be a hard drinker but he isn't a "wino." A "wino" couldn't make it with a labor service. A day worker can be a dreamer. He's a man who simply doesn't want to work at steady employment.

If my acquaintanceship with several hundred day laborers in Denver and Los Angeles is any sort of factual barometer, the Category 2 worker really isn't too enthused or interested in having a man-woman social life and re-

lationship. Many, divorced or separated, wouldn't consider spending as much as a dime on a woman. The typical day worker is somewhat self-centered and somewhat selfish. He's cynical. He considers himself more right than wrong. If he doesn't like the way a foreman on a job looks at him, he'll leave. If he doesn't like the job he's assigned at a plant or warehouse, he'll walk out. Long ago he learned that if he didn't look out for himself, no one else would. He usually keeps his own counsel and doesn't look too far into the future. He often lives a day at a time, for a beer, a couple of beers or a dozen at the end of a day—when he's working.

He's quite outspoken, especially when he believes he's being treated unfairly. One day five of us were sent to help unload a furniture truck for a realtor. He owned several houses in a new sub-division and our job was to fill each house with furniture for the public showing that weekend. We spent well over an hour getting to the sub-division but that was okay. We figured that since the realtor knew we were coming from downtown Los Angeles, at the very least he would buy our lunch. He didn't. We finished the job in slightly more than five hours, but were confident he would credit us with eight hours of work. He didn't. He signed our ticket for five hours and 25 minutes. Two of the men verbally "signed" his ticket, letting him know what we thought of him. He got the full treatment. The agency manager agreed with us. He had sent us on the job believing we would be working for eight hours. Anything less than eight hours is a waste of time, especially since we had to ride two buses, then hitchhike the final few miles, then repeat ourselves on the return trip.

Day workers can be temperamental. One day two of us were assigned to a furniture warehouse where we spent our eight hours moving sofas, mattresses, beds and refrigerators from one floor to another. It was bull work but neither of us minded. When you're sent on a job, you really don't expect to sit around all day.

The following morning we were sent to a nursing home. The chief orderly showed us mops and buckets and told us to follow him to one of the wings. I did. My partner didn't. He followed his intuition out the front door. He didn't mind wrestling furniture all day, but mopping wasn't for him. "I'm not a damn slave," he said.

When you sit around a labor agency office long enough, you see all types of men coming through the door and sitting on the benches. If someone shows up wearing relatively good clothes and

(Continued on page 16)



"But there isn't a signal for what I had in mind."

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YOU & RETIREMENT

by Grace W. Weinstein

STUDIES OF OLDER AMERICANS

Now that older adults are getting to be a larger and larger segment of the population, more and more people want to know who and what you are. Two new studies, both released in June, 1980, reflect somewhat different points of view.

Inflation and the Elderly, a report prepared by Data Resources Inc. for the American Association of Retired Persons and the National Retired Teachers Association, is a somber forecast of the economic well-being of older adults during the 1980s.

From 1967 to 1976, this report asserts, the income position of the elderly improved. But the improvement was a result of factors such as the double indexing of Social Security benefits. Even with the rise in real incomes during that period, fully one-half of all elderly consumers had a 1976 income of less than \$100 a week.

Today, along with the slowing in Social Security increases, the cost of living for the elderly is going up. It's rising faster, in fact, than the cost of living for younger consumers for two reasons: A larger proportion of the purchases of older people is concentrated on core necessities such as medical care, fuel and utilities, and food. And these are the very items which have risen in cost most rapidly. Where the Consumer Price Index as a whole has increased since 1970 at an average rate of 7.2 percent a year, this report points out (and a lot more in recent years), the composite rate of increase for these necessities has risen at about 8.4 percent a year. The report recommends, as a result, separate monitoring of the specific inflation rates faced by the elderly.

Inflation, moreover, has taken a terrible toll, particularly (ironically enough) among the more affluent elderly. People who saved for retirement, then converted their savings at retirement into "safe" investments such as money in the bank or corporate bonds, have been hit very hard in recent years. The return from fixed-value investments, and from common stocks, has lagged well behind inflation. People with little debt also suffer a net loss in the kind of economy we've been having, peculiarly enough, since those who use credit extensively pay off with cheaper dollars.

At the same time, employment opportunities for older people are diminishing.

When unemployment is widespread, jobs are hard to get; they can be harder to get for the elderly. Many people who elected on early retirement, tempted by the relatively high benefits level of recent years, would now prefer to be working. The trend toward early retirement, in fact, appears to have reversed.

At the same time, too, the proportion of the "old-old" (those over 75) is increasing and bringing down income averages. The end result is that the income position of older Americans on the whole is going to decline in the coming decade. The conclusion reached by the AARP: New strategies are needed. "To ignore these findings and attempt to base economic policy for older Americans in this decade on the events of the past decade would be somewhat like basing our nation's current foreign policy on the events of World War II."

Inflation has taken and is taking its toll of older people on fixed incomes. Yet another study finds that most seniors are okay, and that money is not the only important factor in a personal sense of well-being. *Aging in America: Trials and Triumphs*, prepared by Research & Forecasts Inc. for the Americana Healthcare Corporation, classifies 27 percent of older Americans as "enjoyers," people who are "living the promise of the golden years." Fifty-three percent are called "survivors," people who find life, for the most part, satisfactory. Twenty percent, however, are classified as "casualties," reporting poor health, high economic strain, and loneliness.

The figures take on a different cast when men and women are viewed separately. The most important factor in a sense of well-being is perceived good health. Next, equally ranked, are perceived economic security and having a spouse of perceived equal physical capabilities. "Perceived" here means that you sense yourself and your spouse as being healthy, and your pocketbook as being sufficiently supplied, regardless of any objective measure. But elderly women are very often widowed. This, in turn, leads to both loneliness and financial insecurity. 73 percent of the men in this study and only 42 percent of the women report household incomes over \$8,000 a year. It's not surprising that fully 74 percent of the "casualties" are women.

(Continued on page 35)

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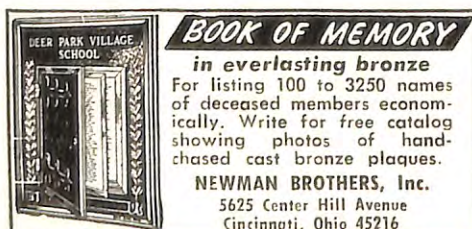


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MEDICINE & YOU

by Larry Holden

NEW HEALTH TIPS ROUND-UP

New research has brought out a host of techniques and tips to improve your daily health status. Physicians and scientists have recently compiled an extensive bank of new data on your feet and eyes. So let's start at the bottom . . .

⊙ "When your feet hurt, you hurt all over" is an old saying which has agonizing relevance for those who suffer foot pain. Often the pain starts the moment their feet touch the floor in the morning.

Until recently, treatment for these painful problems—such as bunions, callouses, hammer toes, corns and ingrown toenails—has been insufficient, painful, time-consuming and very expensive. A new form of treatment has now been developed. Performed by a select group of doctors of podiatry, the new process is ambulatory foot surgery, or surgery performed in the podiatrist's office. Using proven methods which are a far cry from traditional hospital surgery, ambulatory foot surgery is virtually painless, fast and effective. Plus, it's less expensive.

Dr. Robert Fabricant, a Board-certified podiatrist who practices in Manhattan, uses these revolutionary methods:

▶ Bunion surgery traditionally requires one to two weeks in the hospital, a month of home recuperation and, frequently, post-operative costs and/or crutches. The procedure performed by Dr. Fabricant involves only a small incision. The bunion is removed with an electric burr and the patient walks out of the office—wearing peculiar-looking "space shoes" for a week or two—but 100 percent ambulatory immediately.

▶ Corns and callouses are caused by excess or out-of-place bone which needs protection. So protective tissue in the form of painful corns and callouses appears. Removal of this tissue is not enough. "If you correct the bone problem, the callous or corn disappears by itself," explains Dr. Fabricant. "If the excess is simply removed, it will grow back again."

Dr. Fabricant has an array of satisfied patients. One woman, suffering for years from bunions and hammer toes, was able to return to her factory job the day after surgery. Hammer toes are corrected by removing a small wedge from the bone or by making a small incision in the tendons. This procedure is a long way from tradi-

tional surgery, which often requires a prolonged recovery, including some time on crutches.

The cost savings of ambulatory foot surgery are impressive. A hospital stay for bunion removal will cost approximately \$200 per day for at least a week. This \$1,400 charge does not include the doctor's fee, anesthesia costs, miscellaneous charges or pre-operative tests. The cost of the newly-developed bunion removal in the doctor's office ranges between \$500 and \$1,000, all-inclusive. Almost all health insurance policies cover a substantial portion of this fee.

With the myths about foot problems being legion, Dr. Fabricant would like to detail two of the most prominent myths: (1) Shoes rarely correct or cause most foot conditions and (2) Ingrown toenails are usually *not* caused by cutting the nail improperly.

⊙ Everything you do places different demands on your vision, since different skills are required for reading, driving, playing tennis and other activities. Here are some tips to help you protect your eyes and make the most of the gift of vision:

▶ If doing close work or watching television for long periods of time, give your eyes a break. Relax them by changing the focus of your gaze; for instance, by looking out of the window.

▶ If you get stuck in bumper-to-bumper traffic, keep your eyes moving even if you are forced to stay in one place. This relaxes your eyes and, in turn, improves your vision while driving.

▶ As you get older, the pupil of the eye becomes less adaptable to changes in light. Therefore, older people often see better if they use larger wattage bulbs around the house.

▶ A relatively new technique, orthokeratology, is a treatment program in which a series of prescription contact lenses are used to reshape the eye and help overcome nearsightedness. This idea is said to date from the ancient Japanese who weighted patients' eyelids at night and found that vision improved as the cornea flattened.

▶ If you smoke while you drive, you build up a film on the car's windshield that can hamper good vision. Smoking also deprives the eyes of oxygen needed for optimum vision. ■

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IT'S YOUR BUSINESS

by John C. Behrens

SCORE'S A WINNER

Pilot programs, like feasibility studies, are usually done to discover if a project or program—sometimes merely an idea—is realistic. Does it have a future? That's the question feasibility and pilot study planners are supposed to answer.

Too often, some believe, such reports lose sight of their goals. They offer false optimism in the face of deteriorating economic conditions, vague prose instead of logic or common sense and, even worse, fail to mention that somebody else is already doing what is being planned.

That may be one of the flaws in the Small Business Administration's pilot program to make management and technical assistance available free to small businessmen.

The four-year pilot project, which cost \$2.56 million last year, has expanded from one center at California State Polytechnic Institute to 16 development offices in 14 states and the District of Columbia. Congress has been considering a bill which, if passed, would establish a formal program of such assistance centers throughout the country at a cost of \$38 million in the first two years.

Is it needed?

John Motley of the National Federation of Independent Business (NFIB) doesn't think so. "Small business people have traditionally been opposed to excessive government spending, and I think they believe a national . . . program would be too expensive." He admitted, at the same time, the program isn't spending too much at present.

"But it's still a pilot program. Once a government program gets going, there is no stopping it. As soon as the universities see how they can get a lot of money out of it, every university, every college and every community college in the country is going to want a Small Business Development Center."

The fact is, however, the Small Business Administration already has a fine program with experienced executives and professionals, both retired and semi-retired, ready and eager to help. I'm talking about the Service Corps of Retired Executives (SCORE) and its companion group, the Active Corps of Executives (ACE), which have been available to prospective business and professional people as well as established firms for more than a decade.

According to SCORE Council figures, there are more than 8,000 volunteers working in nearly 400 chapters in every state and Puerto Rico. SCORE and ACE, which is composed of more than 3,100 executives who have volunteered after-hour time from their corporate positions, have aided over 450,000 small businesses. It's earned an enviable reputation through counseling, stepping in occasionally where others have been unable to help.

Why has it been so successful?

SCORE/ACE counselors can many times ease the anxiety that keeps businessmen awake nights trying to find solutions. They obtain facts, analyze them, offer suggestions and recommendations on topics that range from book-keeping to zoning. Equally important, the counselor will probably be someone from the businessman's region, familiar with the personalities and the area as well as the particular industry or field.

The Michigan SCORE Chapter No. 18 is an example of what a local group can do. Among the first chartered during SCORE's initial year, the Michigan chapter had advised more than 10,000 small businesses on about 100 different areas. Ninety members have helped business people find answers to questions ranging from accounting systems to zipper manufacturing.

Eight of 10 of the established firms counseled by SCORE/ACE members were in the retail and service fields. About 40 percent of the cases handled dealt with persons planning to go into business.

Chapter 18's membership reads like a book of success stories. Many pioneered their own businesses, some progressed to the top in medium-sized and large corporations. They offer decades of experience in such areas as business planning, business records, human relations, employee relations, marketing and sales.

Their advice, incidentally, is remembered even when the name of the counselor isn't. The case of a young owner I'll call Tom is an illustration.

Tom left a large eastern corporation after nine years doing what he thought he wanted to do and opened a health food store. But he had more knowledge of health foods than business.

(Continued on page 41)



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On A Clear Day * Who Can I Turn To * Bouquet Of Roses
Oklahoma * Bye Bye Love * Ruby * Somewhere My Love
Don't Be Cruel * Over The Rainbow * Unchained Melody
The Shadow Of Your Smile * If Ever I Would Leave You
Getting To Know You * My Blue Heaven * Toot Toot Tootsie
Gimme A Little Kiss * Blue Suede Shoes * Gigi
My Funny Valentine * Weekend in New England
My Favorite Things * Nobody Does It Better * Ebb Tide**

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**MONEY
BACK
GUARANTEE**

Blue-Collar Cavalry

(Continued from page 8)

dress shoes, you can usually figure he's broke and needs immediate money. He's passing through town and probably has a suitcase in a locker at the bus station or he needs money to buy gas for his old model car. But if a red-

eyed man, in rumpled clothes, walks in, you have several options: He's been out drinking all night and needs to sweat at a job to work out the booze; he's been locked out of his third-rate hotel room and needs rent money; he's just hit town, probably coming in on a freight or with a trucker. There also are the "visitors." These are men who don't want to work, but who show up

to see if free coffee is available, to get warm, to (hopefully) bum a cigarette or to pick up butts from the floor and the ash trays. I always made it a point, especially during the first few days I came to the Los Angeles office, to have that morning's newspaper in my hands. That showed "the man" that while I wasn't independently wealthy, I did have enough cash in my pockets to at least spend some on reading material. Also, I always was freshly shaven and wore clean clothes. Just as important, although the office didn't open until 5:45 a.m., the manager arrived about 5:15 and I made certain I was almost on his heels. This was good PR and showed I was sincere and really wanted to work.

Just how independent can day laborers be? "Billy," a Los Angeles acquaintance, is a prime example. He had been working daily—or almost daily—out of the labor office for nearly three years. Each day he was sent alone to a nearby garment factory. He was well liked by his foreman and reportedly did a good job. He did such a good job that on several occasions he was offered permanent work at nearly \$2 an hour more than he was then being paid by the agency—the minimum wage. But he wasn't interested. Taking the job would have meant the loss of his independence. He would have been obligated. He wanted no responsibilities. He wanted to continue with his own life style, working when he wished and sleeping in when he wished.

I also worked with another man who had spent nearly 20 years in the casual labor field. He was unbelievable. The man had worked for the minimum wage for nearly two decades, nearly 20 years without a purpose.

While the average day worker may be considered to have a high school education or perhaps slightly less, there are many exceptions. It's no secret that professional men—lawyers, doctors, accountants, clergymen, business executives—are part of the world of the "temps."

Neither is it a secret that many day laborers are on the run—from the law, from wives, families, from personal problems, bankrupt businesses and from themselves.

An applicant registers for work at an agency. He fills out a not-too-elaborate employment application, including the listing of his Social Security number. But sometimes he doesn't remember the number. No problem. If the agency is critically short of manpower, he may be told to write down any number. By the time information is received at the office from a state or federal agency, information that says the name and number don't match, the man may be a thousand miles away.

Laborers generally are paid at the

did you know..



For those of you who have completed your pledge to the Elks National Foundation, you have been issued a special pin. It is the seal of the Elks National Foundation, which you can proudly wear.

Perhaps you would like to know what the design of the seal, so familiar to many, means.

The central figure represents the Goddess of Benefactions, On her right, she is feeding a little child, indicative of charity. On her left, she is administering to a handicapped child—humanitarianism. On the lower right of the central figure is the symbol of tuberculosis care and treatment. On her left is the lamp and book of knowledge—the Elks educational programs. In the background, the rising sun with its rays of hope and health. At the base, the emblem of the Benevolent and Protective Order of Elks of the United States of America.

The Indiana Elks have passed the \$2 million mark in donations for the cure of cancer (their major project). This year they contributed \$50,000 to Indiana University hospitals and \$42,500 to Purdue, a total of \$92,500. In the past 33 years, the Elks of Indiana have contributed a total of \$2,062,350 for cancer research and fellowships, and officials plan to establish an Indiana Elks Cancer Unit.

Some 7,000 new citizens were greeted by three districts in California in a little more than a year. Each new citizen was greeted and given an American Flag, a lapel pin and an Elk Certificate welcoming them to this new country of theirs. These folks were happy to say: "I am an American."

In one city in Ohio when a man became a new citizen, he was asked what he most desired. His answer, in broken English: "To become an Elk."

There's no doubt about it, Elks like kids. As students return to school, Elks throughout the nation are gearing their programs to assist or recognize these leaders of tomorrow.

One of these programs is the Teen-Ager of the Month and of the Year. It intends to focus public attention on outstanding boys and girls to dispel any inclination by the public to remember only negative actions of some youngsters and to disregard outstanding achievements by America's youth.

The Junior Teen-Ager of the Month is a newer Grand Lodge program for junior high school students of Grades 7, 8 and 9.

If you want to assist your lodge in helping with youth programs, tell your Exalted Ruler.

Jim DeVries of North Dakota puts it this way:

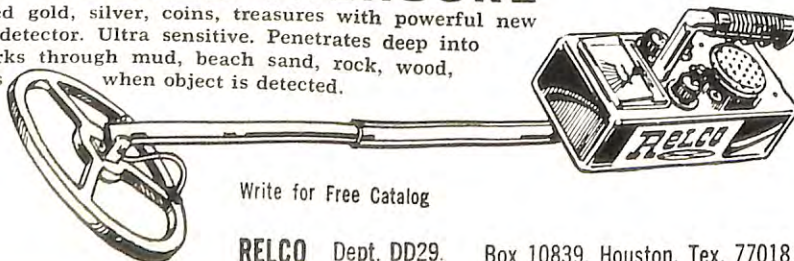
Please!!! When referring to your Lodge, call it an Elks Lodge . . . Not an Elks Club! It's a Lodge with club facilities, not vice versa.

Thanks Jim for those enlightening words.



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end of each day, when they return to the office to check in with their tickets signed by for whomever they worked. The checks are always ready, the deductions made.

Some workers may only ask for a "draw," a partial payment, getting the rest of their money at the end of the work week whether or not they work anymore that week.

If an agency office will be closed by the time some of the laborers finish their jobs, arrangements are always made in advance that the checks will be left at an accommodating lounge or tavern.

Our "bank bar" in Los Angeles was directly across the street from the agency office and, as might be surmised, did a terrific business. There was no charge for the check cashing because the bartender knew that when 15 or 20 men suddenly showed up, he would just as suddenly sell several dozen bottles of beer.

Not so strangely, often a pay check or partial check, supposedly being held until the end of the work week by the agency, isn't picked up for weeks or months, sometimes for a year or longer. But agency people always have their records and if a man walks in and says, "You owe me \$12 from three years ago," if his identification is valid and the records show he is due \$12, he will get his money.

Most labor services don't operate weekends. That means the veteran laborer, like it or not, usually has to work Fridays and Mondays. Many of the workers live in second and third-rate hotels and pay their rent by the day. I paid \$4 each 24 hours.

A Friday check often has to pay for that night's rent, the Saturday rent and the Sunday rent. The rest of the money, not all that much, goes for food and drinks. By Monday the man is totally broke, perhaps not even a penny in his pockets, and needs another pay check for that night's rent.

Day workers are patient men. They know they often may have to sit two and three hours on benches before being placed on tickets. They are dedicated readers, opting for soft cover western, detective and science fiction books. Almost all are average to heavy smokers.

These men, the ones who know their way around, can be broke, but they never go hungry. When their pockets and wallets are empty, they turn to the Salvation Army, rescue missions and other food kitchens. "Sally" never lets them down.

Despite being almost totally involved in a never-ending financial crunch, a day worker who cares about his appearance can be as well dressed as any male fashion plate anywhere. He buys

most of his clothing at second-hand clothing stores and, if he's discriminating, for \$10 he can leave the store with an expensive and attractive wardrobe.

If there are dreamers in the day laborer population—and there are—"George" has to be almost at the top of the list. Once, during a lunch break at a paint factory, he told me his am-

bition was to save enough money to return to Montana and buy "four of the prettiest acres God ever created." He had seen the property on a previous trip through the state and was convinced it was still waiting for him. The fact that he hadn't been in Montana since 1947, more than 30 years earlier, seemed incidental. ■

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Palo Alto, CA.



Pueblo, CO.

NEWS OF THE LODGES

PALO ALTO, CA. Those congenial Palo Alto Elks known as the Clowns once again put on their makeup and costumes and boarded their vehicles to join the Senora Annual Roundup. Sixteen clowns from Palo Alto entertained the crowds along the parade route. The Senora Roundup is the second largest parade in California, drawing 300 entrants. This year the Clowns took second place. Funds raised by the Clowns are donated to the California-Hawaii Elks Major Project. The Clown

group is made up of 50 active Palo Alto Elks and has been in existence for five years.

PUEBLO, CO. Departed Brothers of the Pueblo, CO, area—1,902 in all—were not forgotten on Memorial Day. Led by Est. Loyal Kt. Floyd Heaton (left), Chm., ER Norris Workman (center), and Esq. Raymond Pearl, Co-chm., 235 Pueblo Lodge Brothers decorated the grave of every Elk in the

seven Pueblo city and county cemeteries by 8 a.m. Working in 16 teams, the Brothers placed an American flag and a commemorative identification card attached to a cane on each Elk grave, and then returned to the lodge for breakfast.

LEXINGTON, MA. Enjoying a practice run is this group of 10-11-year-olds prior to their relay race at the Middlesex County Special Olympics. The



Lexington, MA.

youngsters are members of a team sponsored by Lexington, MA, Lodge.

HYANNIS, MA. Elmer Richards (right), PER, PDD, PSP, and a 50-year member of Hyannis, MA, Lodge was honored by the town of Barnstable, MA, for his many years of involvement in youth sports activities. He received numerous citations and gifts, including a six-foot statue of a Little Leaguer, which now occupies a prominent place in the town hall. Also in picture are Brother Richards' grandson Robert Blackburn, Sr. holding great-grandson Robert Jr., and grandson Richard Blackburn.



Hyannis, MA.

KANSAS CITY, MO. Sportswriter Garrett Smalley, a longtime member of Kansas City, MO, Lodge, received the Bowie Kuhn award for his coverage of baseball. Brother Smalley has reported baseball in Kansas City for nearly 50 years and, at the age of 84, still writes a column for the *Kansas City Daily Record*.

When the expansion is completed in 1982 (see right photo), the hospital's main entrance will be relocated to the new nursing wing (foreground), which will extend across the front of the existing building and contain 50 new patient rooms and a patient dining area.

NEGAUNEE, MI. Brother Harold Tolman of Lansing, MI, Lodge, presently living in Negaunee, MI, had a very unique experience. While a member of the Marines in 1929, he had the privilege of delivering the Elks Memorial Address on Sunday, December 3, 1929, at Agana, GU.

On Elks Memorial Day 50 years later, he returned to Agana and delivered the same address.

OPELOUSAS, LA. Lodge officers were on hand to participate in the McHappy Day Fund Raising. As part of a 25th anniversary celebration, the owner of the local McDonald's restaurant donated 25 cents for every Big Mac hamburger sold that day. Elks Lodge officers and other VIPs manned the counters in two-hour shifts in this day-long fund-raising event.

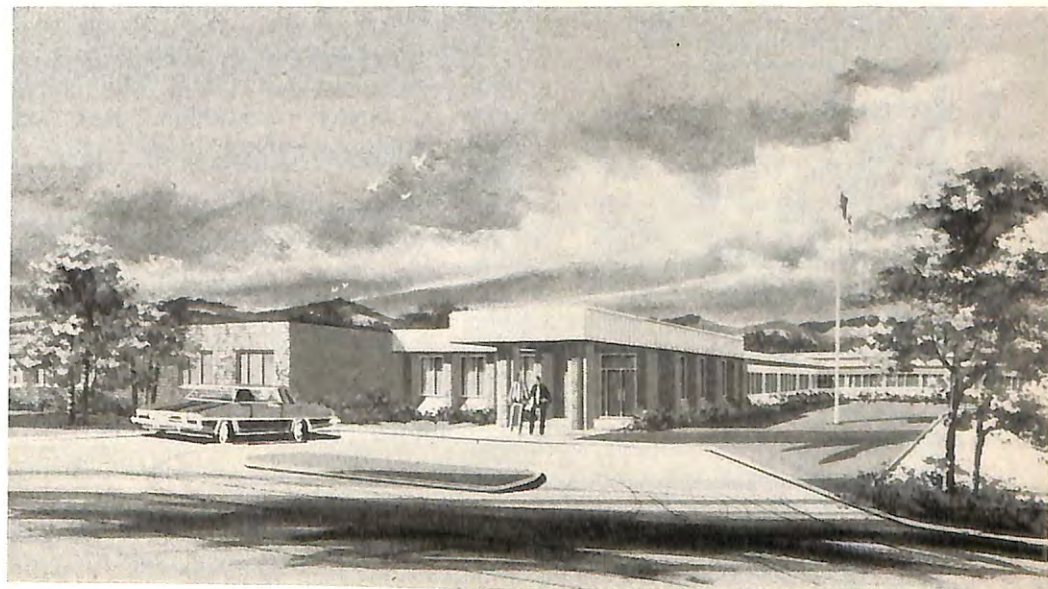
SAN MATEO, CA. During Elks National Youth Week, San Mateo, CA, Lodge held a luncheon to honor six area teenagers. Each was given a one-day orientation in a career, ranging from the municipal court bench to the Foster City Recreation Department.

Over \$200 was raised to help special education children attend the "Special Olympics." The Brothers also donated an additional \$300 to two local Special Education Centers to aid them in purchasing materials and supplies.

TACOMA, WA. Clarence "Moonbeam" Moon was honored at Tacoma, WA, Lodge for his many contributions to the Washington Elks Therapy Program for children.



BOISE, ID. Ground breaking for a \$2.3-million expansion of the Idaho Elks Rehabilitation Hospital was held recently. Key participants were (left photo, from left) Richard Williams, hospital administrator, then-GER Robert Grafton, and Chester Stahl, chairman of the hospital's board of directors.



Boise, ID.

NEWS OF THE LODGES



Bedford, VA.

BEDFORD, VA. The Virginia State Procedure-Protocol Seminar was held at the Elks National Home at Bedford, VA. PGER Homer Huhn, Jr. (fourth from right) conducted the meeting. Also in photo are (from left) PDD Harry Grosser; Doral Irvin, Executive Director of the Home; A. Lewis Heisey, Vice-Chairman of the Board of Grand Trustees; PGER John Walker; Justice Alex Harman, Jr., Secretary of the Board of Grand Trustees; Home Lodge ER Richard Forney; and SDGER Bill Scott.

PUYALLUP, WA. The local lodge held a fishing derby for handicapped children at the lodge swimming pool. With the help of members and wives, the event was a great success, with over 100 handicapped children participating.

ESCONDIDO, CA. Through its sixth annual George Anderson Festival of Music, Escondido, CA, Lodge raised \$505 for its handicapped "Children of 1687." The activity was directed by the lodge's Emblem Club.

POMONA, CA. Forty-four teams, involving approximately 900 players, took part in the 45th Annual High School Baseball Tournament sponsored by Pomona, CA, Lodge. The four-day event is believed to be the oldest continuous such tournament in the U.S.

Four tournament players—Jackie Robinson, Eddie Matthews, Ted Williams, and Duke Snider—went on to star in the majors and also were elected to the Hall of Fame. In all, more than 100 players have gone on from the Pomona tourney to play in the major leagues.

Officer-at-Large Don Hoebel, Chm., and PER Lew Greenman, Co-chm.,

efficiently managed and directed the event, with the assistance of many lodge members. The Pomona Emblem Club, under the direction of Past President Jean Wooten, also supplied important additional help.

GROVE CITY, PA. Lodge celebrated its 50th anniversary. Dignitaries in attendance were ER Frank Zingone, PDD Adrian McConnell, PSP Merle Klinesmith, then-SP Robert Mitchell, then-DD William Siefert, and PDD Stanley Perrine.

FALMOUTH, MA. The local lodge donated two Inlator resuscitator and suction units to the Falmouth Fire Department. The units, which cost a total of \$600, will replace older and worn units. The gift was made in honor of the lodge's late PER Charles Russell.

LANCASTER, PA. Leading off the Lancaster City-County Loyalty Parade, members of Lancaster Lodge carried a banner decorated with 50 American flags and demanding the release of the U.S. hostages in Iran. The banner was a center of attention and applause along the parade route.

ROCHESTER, NY. At the annual convention of the New York State Elks Association, Rochester Lodge was awarded the trophy for the highest per capita contribution to the state Major Projects Program. Presentation of the trophy was made by newly elected SP John Flannery to Rochester ER Gerald Loucks.

SOUTHERN PINES, NC. At a recent meeting of Southern Pines, NC, Lodge, Fred Morgan, lodge Veterans Commit-

tee Chm., was presented with a plaque from the North Carolina State Elks Association's Veterans Service Committee. This award acknowledged the work done by Brother Morgan and his committee in taking recreational materials to the Fayetteville Veterans Hospital.

Brother Morgan is himself a disabled veteran, but he is able to spend a great deal of time in civic projects which help others.

ABILENE, KS. The Kansas Elks Association held its seventh statewide Flag Day Ceremony at the Eisenhower Center in Abilene. Vincent Collura, member, GL Americanism Committee, gave the patriotic address.

ALHAMBRA, CA. Lodge won first place in the California-Hawaii "Best Youth Program" competition.

REDONDO BEACH, CA. Brother Robert Moller of Redondo Beach, CA, Lodge displayed true patriotism during a recent incident.

Brother Moller was in a scrap metal recycling store when the man in front of him placed four military grave plates on the scales and the attendant issued a check. Moller couldn't catch the departing man, the attendant told him he didn't care, and the FBI and the Department of Veterans Affairs told him they had no jurisdiction over stolen military grave markers.

After Moller complained to aides of Rep. Bob Dornan and State Sen. Bob Beverly, the Harbor Division of the Los Angeles Police Department dispatched a unit to seize the plates—apparently stolen from Lincoln Memorial Park in Los Angeles.

(Continued on page 42)

LETTERS

• I read "Black Bart: The Gentleman Bandit" (February, 1980) by Nancy K. Williams, and it brought back many memories of the old West, as I was born in 1904.

Harry P. Kez
Dixon, IL

• The April, 1980, Message of then-GER Robert Grafton was most welcome, and the first time I've seen expressed in *The Elks Magazine* a concern of this kind. The military weakness of our country is truly alarming, and it did not happen overnight.

Anna M. Gardner
Spencer, WI

• Concerning the article, "How to Commit Murder—on a New Idea," (March, 1980) by Dorrine Anderson Turecamo: It was with great enthusiasm that I read this beautiful and inspirational work of art. I'm the greatest inventor who ever lived. Maybe that's an overstatement, but I do know the article hit a tender spot in my life as an amateur inventor.

Travis Glenn
Dickinson, TX

• I enjoyed the article, "Some Kings Live Forever," (February, 1980) by Earl Clark. Did you know that the four suits relate to the four seasons and 52 cards to the number of weeks in a year?

Mike Orradre
San Ardo, CA

• The "Third Party" is here. Although small and not destined to become as large as either major party, its influence will change the face of government. It exists because those in power have for too long discounted the intelligence of the American citizen. This new party will cause politicians to vanish or become statesmen. Contrived complexities, fuel shortages, and inflation will disappear. National pride and economic growth will be restored while the blood of "special interests" flows back to the American individual.

This is a party without headquarters, platform, or membership lists—and because it fields no candidates it needs no election or matching funds. It is influenced only by results, not charisma or slick media campaigns.

Its creed is "Vote." Its motto is: "When in doubt, vote him out." It will win national recognition during the next general election as the "Anti incompetent Incumbent Party."

Leonard Clark
Rutland, VT

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

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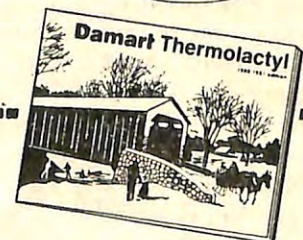
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by Henry N. Ferguson

THE LONG-EARED NONCONFORMIST

It is generally conceded that the mule, stubborn and unpredictable as he may be, is the most successful hybrid ever developed. His history stretches back into the shadows of antiquity. In ancient times he hauled stone for Egyptian pyramids, plowed for the Romans, and carried such famous travelers as King Solomon and Columbus on his back. King David is mentioned as exchanging some horses for mules, and in 1274, Marco Polo relates seeing some fine mules in Asia. Three thousand years ago, Homer described in his *Iliad*, an expedition up into the forests to get wood for the funeral pyre of the fallen Patroclus. A. T. Murray translates the scene this way: "... and before them went the mules and ever upward, downward, sideward and aslant they fared." People who have worked them say the description is as apt today as it was then.

Mules were first introduced to America in 1493, when Columbus brought three of the beasts to the New World on his second voyage. However, it was George Washington, in his role of Virginia planter, who really gave the animal a start in this country.

Hearing of an animal in Spain called

a mule, reputed to be a fine farm animal, he decided he would like one. King Charles III heard of Washington's desire and made the General a present of a fine jack which reached Mount Vernon October 25, 1785. It was promptly named *Kings Gift*. When the animal was crossed with one of the Mount Vernon mares, a little mule colt was born that was called *Compromise*.

Thus accepted into the New World, the mule was quickly "geeing" and "hawing" on frontier farms and ranches, pulling trolley cars in cities, working in mines, lumber camps, oil fields and sawmills. The mule became one of our most courageous and dependable pioneers. During the Indian wars, he carried packs for the U. S. Cavalry, stolidly suffered through heat, cold, Indian arrows, scanty provisions and thirst. When the early canals were dug, he helped dig them,

then pulled the barges while his driver walked along the bank.

Through the ages, the mule has lived a life of peaceful tolerance and dignified humility, like an island of unruffled calm upon the violent sea of life.

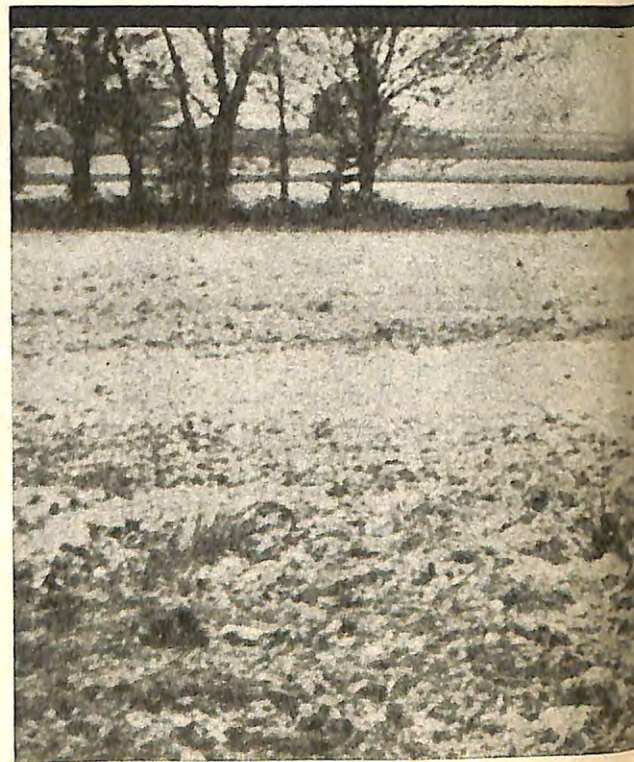
He has accompanied man on civilization's trail down through time. The mule is mentioned in Biblical history in the 22nd chapter of Numbers. God had sent his messenger Balaam on a mission and had become angry at Balaam's attitude toward the task. So God sent an angel to kill Balaam as he journeyed along the trail. Three times the mule saw the angel standing in the road prepared to slay Balaam, who could not see the angel. Three times the mule shied away, saving Balaam's life. And three times Balaam beat the mule for his efforts. Then the Lord caused the mule to speak: "What have I done that deserves your beating me these three times?" he asked. Suddenly, God opens Balaam's eyes and he saw the angel standing in the roadway with drawn sword and realized that the donkey had saved his life.

This is probably the only time in the history of man that a mule has actually talked back to his master.

Another time when a mule was on stage in Biblical history was when Absalom was fleeing from some soldiers of King David's army. As he rode astride his mule, it passed beneath the thick branches of a great oak tree. Absalom's hair caught in the limbs and held him captive while his mule kept on going. Absalom was killed by the enemy as he hung helpless from the tree.

People frequently call a mule "stupid." He is about as stupid as a fox. Consider the practical manner in which he looks after his own welfare. He will not stand in the sun if shade is nearby. He will not work if he is overheated or overtired, nor will he eat under these conditions. Many a man working near a stream has discovered that if the mule wants a drink or a wade, he might as well cooperate with the inevitable. When the animal is hot and sweaty, the first thing he does on being unhitched is to roll thoroughly and luxuriously in any dust or sand that may be near. When it is over he is probably mud-covered, but the sweat is dry and he is cool.

The mule proved to be one of our most courageous and dependable pioneers.



Strictly a free-thinker, once an idea seeps into his one-track brain, nothing short of death can make him abandon it. Although this attitude is often branded as mulishness, it isn't that at all; it's just common sense. For instance, a mule will absolutely refuse to enter a place that he instinctively knows is dangerous. If he should get trapped in quicksand he does not flounder as does a horse. Instead, he simply drops down on his belly and patiently waits for someone to rescue him.

Mules are not easy to train. Gene Chipman of Perry, Missouri, noted mule breeder and trader, says he long ago despaired of ever teaching a mule anything beyond its innate mule sense. "A mule," he says, "will forget more at night than you can teach him during the day."

Like an island of calm upon the violent sea of life, the mule has always lived in peaceful tolerance and dignified humility.

This cantankerous creature can be self-willed to the point of unreasonableness. Hence, the expression "stubborn as a mule" and its corollary "to cuss like a mule-skinner." This hard-nosed attitude concerning the sanctity of his personal freedom in his association with the human race has enriched the language of every country in which he has lived. Much of the resulting vocabulary, however, is unprintable.

Mules exist without pride of ancestry

or hope of posterity, yet the fact seems to give them little concern. They are a tough breed; and this trait was never better symbolized than by the life of Old Whitey. Whitey began his career in 1915, as a pack mule for the Union Pacific Railroad. He carried the UP

brand. Many years later, he either escaped or was turned loose. Running wild, he took as his domain the desert region around Caliente, Nevada.

Some ten years ago, rumors began circulating that Old Whitey was still on the prowl. A group of ranchers in



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THE LONG-EARED NONCONFORMIST

the area decided to check the validity of the rumor by organizing a roundup, using airplanes, trucks, horses and scooters. Whitey was spotted from the air, running with a group of eight wild horses. He outran everything in sight; finally, however, sheer weariness made it possible to toss a lasso around his neck. The men fed him, watered him, and petted him, then gave him his freedom again after establishing his identity by the old UP brand on his neck. Old Whitey was long past the half-century mark. For all anyone knows he is still going strong in his desert Shangri-la. This despite the fact that mules are usually considered senile by the time they are 20.

Any oldtime mule-skinner will testify that these contrary animals can stand more heat, more cold, and do more work on less food and water than any other creature. But mechanization has trimmed his usefulness and his numbers have been declining. Some experts claim that he is now an endangered species. In fact, things are so bad that the town of Benson, North Carolina, has to import the beasts from other areas for its annual Mule Day celebration.

According to census reports, 1930 was the peak year for mules in this country. There were four million of them scattered from Key West to Alaska and points in between. Their numbers have dwindled so rapidly since that, according to statistics, the breed should have disappeared completely by 1958. But true to their habit of doing the unexpected, they are still around and flourishing.

It was because mules had apparently been consigned to the role of a vanishing species, that nostalgic citizens of Muleshoe, a small town in West Texas, decided this patient beast of burden should be remembered with a fitting memorial.

As a consequence, the National Mule Memorial Association was formed, publicity went out, and contributions began arriving from all parts of the world to help pay for a suitable statue. Most of these were in the form of a few crumpled bills accompanied by a story of a particular mule associated with long-past memories. One gift even came from behind the Iron Curtain.

In no time at all, more than \$5,000 had been received. Old Pete, an 18-year-old, 1100-pound Muleshoe mule was selected as the model, and Kevin Wolf of California was commissioned to do the statue. The Santa Fe railroad

donated a site for the monument. Between the railroad tracks and a busy paved highway—signs of the mechanized age responsible for putting the mule out of business—stands the memorial honoree today, pointing his mealy nose toward the North Star.

The unveiling took place on a hot summer day in 1965. More than 10,000 people came from all across the United States to pay tribute to their long-eared old friend and to listen to the dedicatory address by Texas Attorney General Waggoner Carr. The mule had finally received just recognition.

Rural folks used to sing an old song that went like this:

Oh, the Brown Missouri Mule has a copper-plated throat

And the welkin splits apart when he hits an upper note.

Nothing better describes the ripe and juicy flavor of his blasphemous bray, which has echoed nearly everywhere that Americans have toiled or fought—from the Georgia cotton fields to the borax mines of California, and from Flanders Field to Panmunjom. It can still be heard ringing out across the fields of Pennsylvania where the Amish people, because of their religious beliefs, use mule-power instead of tractor-power.

The fiercely independent beasts, in great, straining teams of 18 or 20, helped win the West. Steady and sure-footed under fire, the stubborn creatures served the United States Army on every battlefield it fought through the Korean campaign. More than 5,000 of them were killed in action in World War I. The last 31 Army mules were mustered out of service in 1957.

"The mule never has a disease that a good club won't heal," said Josh Billings, a 19th-century humorist. This has generally been his treatment down through the ages, although just recently the Lockwood Home of Rest for Old and Sick Donkeys was established near Godalming, England. The latest report indicated that 140 of these obstinate animals were contentedly convalescing in this mule heaven.

If the mule really is becoming a vanishing race, the late novelist William Faulkner did not feel it was a matter of great concern. Writing in "The Reivers," he said: "Free of the obligations of ancestry and the responsibilities of posterity, the mule has conquered not only life, but death too, and hence is immortal. Were he to vanish from the earth today, the same chanceful biological combination which produced him yesterday would produce him a thousand years hence, unaltered, unchanged, incorrigible still within the limitations which he himself had proved and tested; still free, still coping . . ."

Faulkner was probably right. ■

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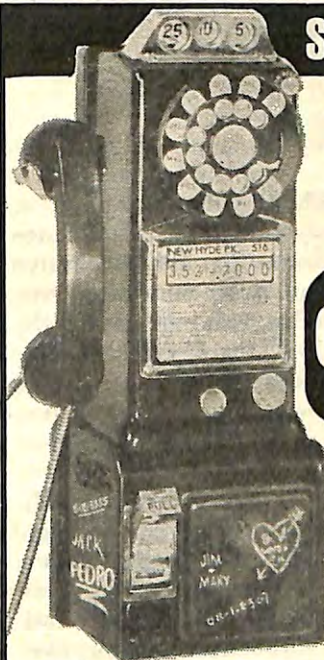
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The Acceptance Speech of H. Foster Sears

Grand Exalted Ruler Grafton, Reverend Erpen, distinguished Past Grand Exalted Rulers, Officers and Members of the Grand Lodge, Brother Elks, ladies and guests:

You have conferred upon me a very great honor. I accept the post you have tendered me with the deepest gratification, that you should have thought me worthy to hold the highest office of our distinguished Order in this stirring time of economic strife.

Even more than the great honor of your nomination, I feel the deep responsibility it imposes upon me, for responsibility is proportioned to opportunity.

It is always refreshing to review our Order's record of achievement through the years. The statistics are impressive. Always charitable, always American, this fraternity stands tall on the horizon of the American way of life. But achievement and success are the fruits of labor, with each new year bringing new challenges for each of us dedicated to the principles of our Order. This year is no exception. If we are to continue our great tradition of "Elkdom" we must prepare to meet the challenge. I welcome the opportunity to meet this challenge this year!

I welcome this opportunity on behalf of all the fine American gentlemen who are proud to call themselves members of the Benevolent and Protective Order of Elks of these United States of America.

You see me here before you, standing alone . . . but I am not alone. As my predecessors before me, I too feel blessed to have shared through the years a love for Elkdom with many fine Americans. I call them friends; men of character, of tried integrity, of wide views, of Christian principle. Yes, I stand alone before you, but I am not alone. This moment, and this year, I share with my Brother Elks. I am confident that together we will "Reach out with Elkdom" with success unsurpassed in the history of our Order!

To the Past Grand Exalted Rulers of this order, I pay tribute to you all for your dedication and service. I am proud to call each of you my friend, and I am grateful for the contribution each of you has made to my career in this great fraternity.



Presented at the
Grand Lodge
Convention
following his
election to office
of Grand Exalted
Ruler on
July 21, 1980

To PGER Glenn Miller, my sponsor, thank you for your faith and guidance these past years. To Representative Bruce Richmond, who nominated me, and Larry McBee, who delivered the seconding speech, thank you both for your trust and friendship. Glenn, Bruce, Larry—it is gentlemen like yourselves that make me extremely proud to be an Elk.

To the Past Exalted Rulers, the officers and members of my lodge, Macomb, No. 1009, and to the officers and members of the Illinois Elks Association go my sincere thanks and gratitude for their enthusiastic support over the years I have been engaged in the affairs of Elkdom. And particularly for the support they have given and the sacrifices they have made in connection with my candidacy for this office. Thank God for the men and women of Illinois.

To my devoted wife Marguerite, thank you for sharing my love for Elkdom and thank you for your ever present support, patience, inspiration, and encouragement.

I also thank God Almighty for allow-

ing me to live in this moment of history and granting me this opportunity to make a significant contribution to Elkdom.

In a recent issue of *The Elks Magazine*, business editor John C. Behrens, speculated on what's ahead in the coming decade. He said: "You can find new and different theories every day in the National media. Marketing people believe that the coming decade will offer challenges and issues that will take the best business minds—experience, common sense and compassion—to resolve. Computers can offer instant answers, but it will still take 'Doers' to carry out the decisions. It was and will continue to be the small business person whose resourcefulness and earnings help pump life into communities."

As it is in business—so it is with Elkdom. It is not a computer, government, or a handful of men at the Grand Lodge level that control the destiny of Elkdom. The present and future successes of our Order rest with the "Doers"—dedicated Elks, at all levels, who work tirelessly for the good of the Order.

This year the Grand Lodge program slogan asks simply, "Reach out with Elkdom."

The method of achieving success with this slogan is outlined in the Grand Lodge Program booklet. Each of you will be getting a copy.

But it is not a slogan, nor words printed in a booklet that will determine the success of the Grand Lodge program this year. On the contrary, it is the "Doers"—those dedicated Elks who read and understand the goals of the Grand Lodge program, and then with bulldog tenacity, with iron determination to succeed, get the job done successfully!

Some years ago financial writer Sylvia Porter completed a study of why people succeed and fail in business. In the study she revealed several vital necessities for success in business.

I find merit in Porter's study and believe her vital necessities for success in business could just as easily be labeled vital necessities for success in Elkdom, or maybe even vital necessities for success in life!

The first vital necessity is to have a compelling desire to be successful.

1980 Convention Highlights and photo coverage will appear in the October issue

Someone once said, "Successful people are just ordinary people who won't quit."

On the wall of a music professor's office at Western Illinois University in Macomb is a poster which reads: "The only limitations you will encounter in life, are those you place upon yourself!"

No one limits you, but yourself!

There is the story of the famous jockey who won all the horse races. And when a jockey wins all the races people become suspicious. And so his fellow jockeys, followed him into the barn one night. They thought maybe he was giving the horse some injections. But they overheard him whispering in the horse's ear:

*"Roses are Red
Violets are Blue,
Horses that lose
Are made into glue."*

Maybe we need some of that kind of desire, too.

What do you want out of Elkdom? Perhaps here is the best key to motivating yourself. Success in Elkdom can be measured proportionately by your desire to be successful in Elkdom.

It all has to come from you!

Along with a strong desire to be successful comes another important attribute. It is personal discipline.

All of us have obligations. Job and family probably hold the highest priority with most of us. Where we place Elkdom on our priority list is a personal matter.

To attain success in Elkdom though, one must be willing to find the time to devote to the work of the Order in fulfilling the needs of the Grand Lodge Program.

Often the work is not as competitive as playing golf, tennis, or racquetball, nor as exciting as skiing, fishing, or hunting.

Often the work needs to be done when we would rather watch television or relax in our favorite chair and read a good book or magazine. Personal discipline. Being able to say no to some of these pleasures will take personal discipline on your part.

A poet said it a nice way:

*"Ideals are like the stars;
You will not succeed in
touching them."*

*But like the seafaring man
on the desert of waters
You choose them as your
guide;
And following them reach
your destiny."*

Translated, this means simply: The Grand Lodge Program has outlined the goals for the year. The desire and discipline to see them through to a successful resolve will be up to each of us.

This brings me to the third element of our "Success" formula. Along with the desire and discipline you will also need sustained effort; work, if you will.

Success in Elkdom does take effort—sustained effort, because it is a constant challenge.

Our forefathers mastered the lessons of hard work and sustained effort when they settled this great land. That was before the days of foreign aid and the welfare state—when men had to rely on their own resourcefulness to survive.

Elks, like the hearty pilgrims, have demonstrated time and again through the years the fruits of sustained effort, of hard work. During the course of this convention you will hear many impressive statistics. Statistics that were born out of sustained effort. Statistics that reveal the strength of the heartbeat of our Order. The role call is manifold—*The Elks Magazine*, the National Foundation, Youth leadership, Veterans Service, to name a few.

The fourth element of our success formula is "Action."

Tomorrow is the greatest labor saving device ever invented. Tomorrow is the day when idlers work, when fools will reform. Anyone can do things tomorrow, that's no problem. But success in Elkdom is not achieved tomorrow; it is achieved today.

This brings me to the fifth and final element of our "Success" formula. Along with the strong desire to be successful, the personal discipline, the sustained effort and the willingness to take action, comes the need to maintain an optimistic attitude.

Some people are born pessimists. They are so sure nothing is going to work out—that it never does.

There is a great connection between your mental attitude and the results of your actions. Take for example the two

drunks standing in front of the Washington Monument. One had built a fire at the base since it was a little chilly at night. The other stood back and said, "You'll never get it off the ground!"

Then there's the story of the drunk who was barely able to keep himself upright by holding onto a Montreal lamppost. He kept muttering, "It can't be done. It can't be done." Finally, a man came by and said, "What can't be done?" As he fell to the ground, the drunk pointed to a sign across the street, it read, "Drink Canada Dry."

Pessimism . . . There is no room for pessimism in Elkdom.

I firmly believe a sign should hang above every office door. It should read, "I can do as much as I think I can."

Every religion teaches that man is an unlimited being and can accomplish anything he believes he can. Faith is an affirmative state of mind, a positive mental attitude.

New York University finance Professor Frank J. Angell has written, "There is a golden thread running through success in anything. This thread is faith, belief, positive thinking, affirmative mental attitude, psychological expectation—call it anything you like. With it you can accomplish anything; without it, you will accomplish nothing of great value."

The person who says: "It can't be done," will always wind up watching someone else doing it.

The success or failure of the Grand Lodge program this year will be measured by the effectiveness of the subordinate lodges and the state associations in implementing it.

Remember—the best leadership is an informed leadership.

Our formula for success includes a strong desire to be successful, personal discipline, sustained effort, action, and an optimistic attitude.

Without a doubt, we are members of the finest fraternal organization in these United States and the world.

This year it is but ours to do . . . if we are to continue the rich successes we have known through the years.

I challenge you—as I challenge myself—*To Reach Out With Elkdom* in your community and touch the hearts of everyone you meet! ■

by Betty Steele Everett

When the members of your lodge have done something outstanding, have you ever said, "I wish we could show the whole town what else we're doing?" Or have you heard a new member say wistfully, "I wish I could remember everything you've told me about this lodge?"

Experts have estimated that in our audio-visual world we remember only about 18 percent of what we hear, and about 26 percent of what we see. But when we can see *and* hear, we remember close to 50 percent.

Your lodge can both tell and show what you are doing in the community, or tell and show new members what your particular lodge is all about. The

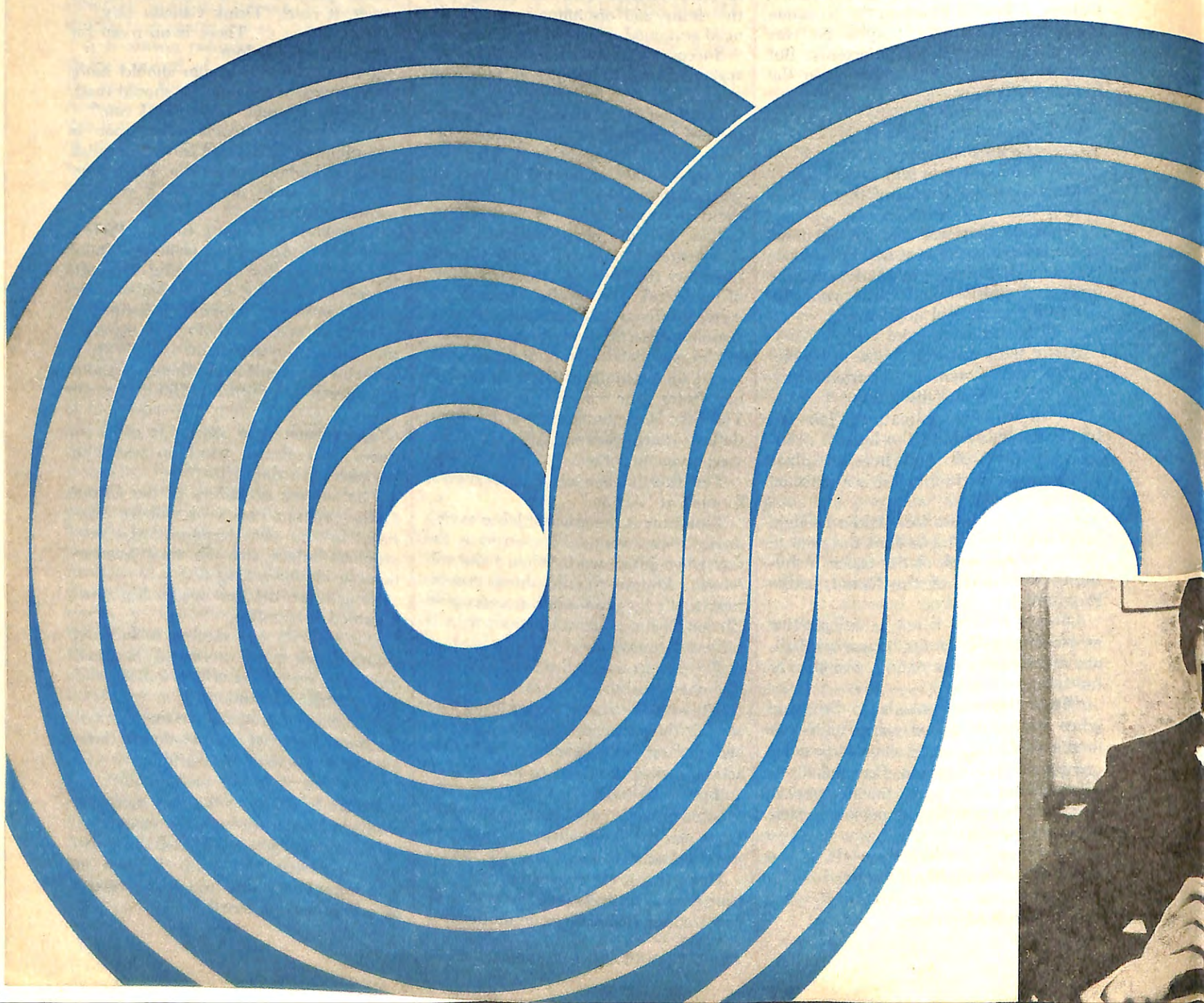
answer is a slide/sound program using 35 mm color slides and a taped narration on a cassette.

Using 35 mm slides has several advantages over video tape or 16 mm movies. It is cheaper and easier to make. It is much simpler to revise and update. And because 35 mm is a world standard, you can find projectors to handle it almost any place.

If your lodge would like to have a slide/sound program to dramatize some of its activities and services, you could hire it done. Firms making these programs are found in most larger cities, or a local college may have staff people willing to do it.

But most Elks lodges have the poten-

Tell *And* Show Your Lodge Story — **With A SLIDE/SOUND Program**



tial for making their own productions—right in their membership. The advantages of making your own program are two-fold. There is the obvious saving in money since commercial producers charge from \$200 to \$300 per minute. Your production may not be as technically perfect as those done by professionals, but it will tell your story adequately and acceptably.

Perhaps even more important than the dollar savings, though, is the extra camaraderie that will spring up as your brothers work together on the project.

Your first step is also your most important step: planning. The difference between an outstanding slide/sound program and a “so-so” one often lies in this step.

One brother should be in charge. He is the “producer,” and may choose his own aides or ask for volunteers to help him in each phase of production.

The first question in planning is: “Who will be seeing our program?” Among professionals, this is called “audience analysis.” Will your audience be only Elks, Elks and their families, or the community at large?

Next consider “What is the objective

of this program?” Write your aims down. Having them in black and white gives you an exact idea of where you are going and a standard to compare the finished program with.

Your objectives are the reactions you want from your audience. Do you want viewers to come away with a better understanding of the history of your lodge? To be entertained? To get a better appreciation of your lodge’s charitable contributions to the community?

Once you know for whom you are making the program and what you want it to do, you can decide what length you want it to be. Fifteen minutes is a good length. It is long enough to convey a lot of information, but not long enough to get boring. You will leave your audience wanting more if you keep the program short.

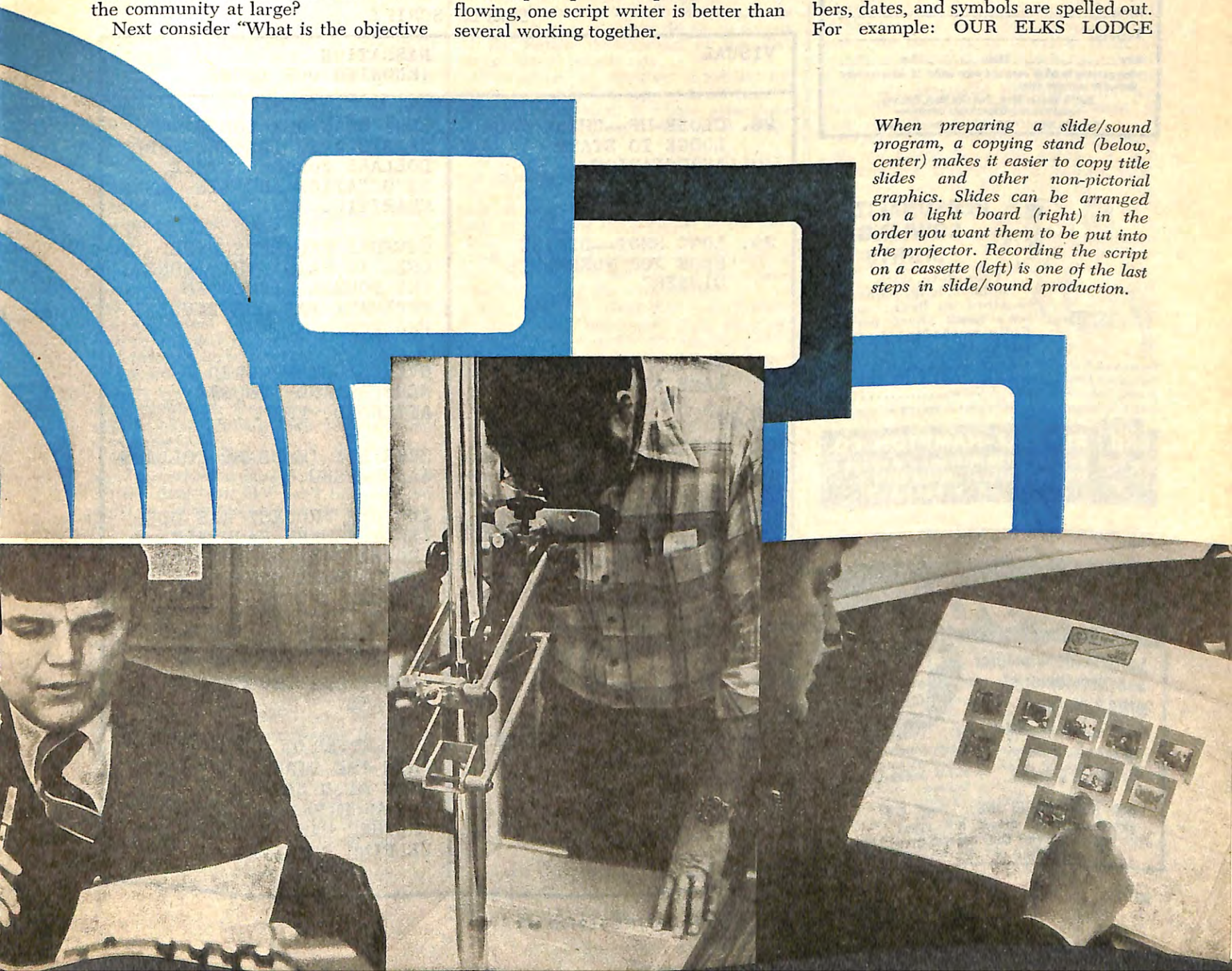
Now you are ready to write the script, or narration. Your lodge may have a journalist, or a public relations or advertising writer. If not, choose a brother who can handle written language well—a teacher, salesman, or executive, perhaps. To keep the continuity flowing, one script writer is better than several working together.

Your script writer must be able to “see” the pictures that will go with his words and be able to think in terms of a combination of pictures and narration to make a complete thought.

The preferred form for the script has the narration and any sound descriptions on the right hand half of the page, and the visuals on the left. The visual description can be a stick-man type of hand drawing or a word summary. For example: LONG SHOT—LODGE BUILDING—MEMBERS GOING IN. The aim is to give the photographer a definite idea of what you want that particular picture to be.

The advantage of using a script with visual and narration side by side is that the photographer can take the right picture for each part of the narration, and can see the order they will be shown on the screen.

The script should be double spaced and typed to make it easier for the narrator to read. Some scripts are typed the normal way, but many narrators find it easier to read for recording if all capital letters are used, and all numbers, dates, and symbols are spelled out. For example: OUR ELKS LODGE



When preparing a slide/sound program, a copying stand (below, center) makes it easier to copy title slides and other non-pictorial graphics. Slides can be arranged on a light board (right) in the order you want them to be put into the projector. Recording the script on a cassette (left) is one of the last steps in slide/sound production.

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GAVE TWO HUNDRED AND FIFTY DOLLARS TO THE ELKS NATIONAL FOUNDATION LAST YEAR.

Let the pictures do most of the "talking." Using short words and sentences, and varying the length of narration for different slides, will help you get the message across to the audience.

Don't try to say too much with one picture. Keep in mind that no slide should stay on the screen more than 8-10 seconds.

Since 8-10 seconds does not give the narrator much time to speak, several slides may be needed for some points. Close-up shots of various parts of the scene can be used as the narration continues.

When the first rough draft is finished, read it aloud with a stop watch. Some of the narration may not sound as good to the ear as it looked to the eye.

Change it. You are not writing a composition for an English class, so write as you talk.

Timing a script lets you know if you have to add or cut to meet the time limit set.

Don't be afraid to have some slides with no narration. These can be flashed briefly to emphasize a point made by the slide before it.

Once the script is written and approved, the work of taking the visuals starts. This phase will take the most time. If your lodge has a professional photographer, he may be willing to supervise this part of the production. Other brothers who are proven amateurs can do the actual camera work.

While most visuals are regular photographs, you will need some other forms to make a professional looking program.

(Continued on page 35)

SAMPLE SCRIPT

VISUAL	NARRATION (KNOWING OUR LODGE)
28. CLOSE-UP—CHECK FROM LODGE TO STATE ASSOCIATION	LAST YEAR OUR LODGE RAISED OVER TEN THOUSAND DOLLARS FOR OUR STATE ASSOCIATION AND ITS CHARITIES.
29. LONG SHOT—DINING ROOM FOR FORMAL DINNER	SEVERAL PROJECTS WERE USED TO RAISE THIS MONEY. THE FORMAL DINNER IN FEBRUARY WAS OUR BIGGEST PROJECT.
30. MEDIUM SHOT—SAME SCENE	OVER EIGHT HUNDRED MEMBERS AND SPOUSES ATTENDED, AND . . .
31. CLOSE-UP—SAME SCENE	OVER SIX THOUSAND DOLLARS WAS RAISED.
32. MEDIUM SHOT—MEMBER DROPPING COIN INTO BANK	ANOTHER PROJECT WAS OUR PENNY BANKS. EACH ELK BROTHER AND HIS FAMILY SAVED THEIR PENNIES FOR US.
33. CLOSE-UP—PILE OF PENNIES	AND PENNIES ADD UP TO DOLLARS! IN THIS CASE, ALMOST ONE THOUSAND DOLLARS.
34. CLOSE-UP—LETTER OF APPRECIATION	THE LETTER OF APPRECIATION FROM THE STATE ASSOCIATION WILL BE A PART OF OUR ARCHIVES—A PART EVERY BROTHER CAN BE PROUD OF HELPING RECEIVE.

DIGEST OF ANNUAL REPORTS



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

Robert Grafton



Grand Exalted Ruler

No matter what expectations I had upon my election last July in Dallas, the experiences of this past year far exceed anything I could have hoped would occur.

My wife Pat and I traveled this country from one end to the other, and always found warm, hospitable members of our Order, and their ladies, waiting to greet us; no matter that we might be weary when we arrived, their exuberance was transmitted to us, and it was as though the sun suddenly broke through the clouds.

The Grand Exalted Ruler spends a great deal of time during his year in office in travel throughout this country. In view of that fact, once he prepares a program for the year, it becomes a matter of necessity for the Grand Lodge Committeemen to assume the full responsibility for prompt and effective action to assure the success of the program.

I am very happy to report that the men who comprised these committees did a superb job, achieving goals and recording accomplishments.

It was our objective this year to encourage the Lodges to expand their community service programs. We must recognize, in order to merit the support and respect of our communities, that new programs of community service must be initiated and old programs supplemented.

The early reports of the response to this important objective are very stimulating. As we continue to broaden our range of community service, we will improve our appeal to men who have hesitated to join with us in the past.

As the year progressed, it was my observation that our country is in the midst of a swing of the pendulum—a revival of patriotism. It makes me happy to report that our fellow Americans have an increasing awareness that we face tremendous problems at home, and dangerous problems abroad. The result has been a closer identification with our country and our government, and a firm resolve to assist in satisfactory solutions to the situation.

Everywhere in our travels, Elks were in-

involved with the youth of America. The range of activities was so great that I shall not attempt to enumerate on them.

The goal we seek in youth activities is personal contact with the boys and girls, rather than simply providing them with funds, equipment or facilities.

An absent donor, no matter the size of the donation, is still something faceless and unknown. While we can be proud of the work we do, there is still ample room for more personal participation with our youth. With our guidance they can mature into useful citizens, who are practitioners of our four Cardinal Principles.

Special mention is made of this activity because it was so enjoyable to be a part of the further development of the Elks Hoop Shoot competition.

Too often in sporting activities for youngsters, only the big, or the strong, or the swift can hope to attain championship status; our Hoop Shoot is an exception.

It does not take size, muscles, or blinding speed to make a basketball free throw shot. But what the competition does require is great desire to excel and the fortitude to overcome the pressures of the moment.

All participants enjoy the experience, learn from it, and will become better citizens because of the opportunity.

The Advisory Committee of former leaders of our Order made their immense knowledge and insight into Elkdom available to me. It was comforting to know the years of experience of these men was at my disposal.

I did call on them, and their suggestions were instrumental in successfully handling any problems that arose. I turned to my good friend and sponsor, PGER William A. Wall, quite frequently, and always received sound and considered advice.

In order to attain the position of District Deputy or Special Deputy Grand Exalted Ruler, it is obvious that a man must have made important contributions to our Order.

It can be anticipated that men with a background of service will perform well in their assigned areas of responsibility. I am proud of the District Deputy and Special Deputy Grand Exalted Rulers for their devotion to their duties, ability to overcome obstacles and outstanding performance.

I cannot say enough about the Exalted Rulers of 1979-80. I felt a strong rapport with them, and a great pleasure in sharing their company.

In order to progress in Elkdom's programs, there must be teamwork on every level. The State Associations, through their Ritual, Youth Activities, National Foundation, Americanism, Veterans Service, Hoop Shoot and other committees, made impor-

tant contributions to our success this past year.

Every state which had a strong united State Association recorded improvement in all aspects of our work, and my gratitude is extended to them.

The final judicial authority of our Order is vested in the Grand Forum. It is composed of five men who excel in their profession, and who give willingly of significant amounts of their valuable time to accord justice to all Elks. Their deliberations and reasoned decisions set an example that is not exceeded by the judiciary at any level.

The Board of Grand Trustees is entrusted with the primary responsibility of fiscal management of the Grand Lodge. It is an important responsibility, particularly in the days of high inflation.

We are fortunate to have successful business men managing our affairs. They bring to this responsibility a long background of knowledge and experience in their chosen business activities and professions, plus many, many years of familiarity with Elkdom. Their work has been outstanding and should be recognized and applauded.

The Elks National Foundation under the direction of Nelson E. W. Stuart, The Elks Magazine, under the direction of John R. Ryan, the Elks National Service Commission under the direction of George M. Hall, the Elks National Convention Commission, under the direction of Bryan J. McKeogh, and the Elks National Home, under the direction of Doral E. Irvin, all performed valuable and much appreciated services for our Order. The men mentioned are primarily responsible for our continued progress and achievement in their respective fields of endeavor.

It has been a pleasure to work closely with our Grand Secretary, Stanley F. Kocur, and his energetic and willing staff. The efficiency of his office has made my work much easier this year; the close communication that existed between my office in Florida and his office in Chicago has provided the Order with rapid response to any problems which arose.

Prior to my election as Grand Exalted Ruler, I gave a great deal of thought concerning my choice as Secretary, if I was elected.

I was most fortunate to find a man with all of the qualifications, who provided me with ability, dedication and responsibility to the point I was able to travel for extended periods and not have great concern for the operation of my office.

Carl Vaughn, my close and respected friend, provided Elkdom with outstanding service as my Secretary, and I thank him on behalf of our Order.

Recommendations

1. The program of Community Service instituted this year be continued.
2. Adequate means be sought to effectively communicate our humanitarian activities to the people of America.
3. Continued emphasis and greater funding (if possible) be given to the program of Government Relations.
4. That an in-depth study be made to ascertain the possibility and desirability of development of one program of charitable giving for funding by the Elks National Foundation.
5. That a study be made of the possibility of having the Grand Lodge Year end on March 31.

I consider myself a very fortunate man for the year of service as Grand Exalted Ruler. It was a tremendous experience for which I shall always be grateful.

William J. Jernick
Chairman



Elks National Service Commission

The members of the Elks National Service Commission offer a special tribute to the thousands of Elks and their wives whose tireless and dedicated efforts are the real reason for the success of the many Benevolent Programs for which this Order is so well known. They deserve the gratitude and thanks of every Elk—yes, even every American citizen—and none more so than those who, year after year, have carried on the work of our Commission on behalf of the sick and wounded patients in our Veterans Hospitals.

All Elks have a part in this work through the Grand Lodge per capita assessment of 20¢ they pay to finance it.

The year 1979-1980 was truly a banner one for the programs of the Elks National Service Commission. It was a year in which 31,485 visits to VA Medical Centers were made by Elks who gave 110,631 hours of their time bringing comfort and cheer to the patients and hastening their recovery. It was a year in which the National Service Commission provided supplemental donations totaling \$273,000 to Elks committees in 169 hospitals.

As has been done in previous years the services of the District Deputies were enlisted to implement the programs of the National Service Commission. Once again they proved themselves to be effective tools in getting the message to the lodges. There is documentation in the files that testifies to the emphasis placed on veterans activities during official visits and clinics.

The Veterans Remembrance Report enjoyed its best year ever with 167 District Deputies achieving 100 percent participation. This is a manifestation of their determination to succeed in this noble Grand Lodge undertaking. They will receive well-earned recognition by having their names placed on a special roll of honor which will be published in *The Elks Magazine* and they will be presented with an appropriate plaque listing their accomplishment.

Not to be forgotten are the Deputies who approached 100 percent participation and, in many instances, missed by just one lodge. Their efforts are also appreciated because they have laid the groundwork for the future and accelerated the drive to 100 percent participation in all districts.

The Veterans Remembrance Report for 1979-80 was conducted under the supervision of Grand Lodge State Association Committeeman Marland Deen of Waldorf, Maryland.

The results this year were gratifying as every state submitted reports, 21 of them achieving 100 percent participation. A new high of 167 districts also recorded 100 percent.

The National winners in the three membership categories were judged by Mr. Harold Russell, Chairman of the President's Committee on Employment of the Handicapped.

The Elks National Service Commission

DIGEST OF ANNUAL REPORTS

(Continued)

is truly grateful to Brother Marland Deen, the State Chairman, and the District Deputies whose dedication and determination is directly responsible for the success of the Veterans Remembrance Report for 1979-80.

Our slide/tape presentation can serve as an effective addition to the lodge indoctrination program as it accurately depicts the involvement of our National Service Committees. Candidates for membership will be deeply impressed when they learn of the compassion Elks across the land display for hospitalized veterans. Members will enjoy viewing it on lodge meeting nights and it can be shown at meetings of other interested organizations. This presentation has a proven record of enhancing Elkdom's image wherever it is shown and should be included in every lodge library. It is available from the Grand Secretary's office for the nominal cost of \$15.00.

In 1970, the Elks inaugurated Arts and Crafts Contests in all VA Medical Centers. The response was beyond all expectations. Patients confined to beds, to wheel chairs, to crutches, grasped the opportunity to involve themselves in projects that would divert their thoughts from pain and suffering. Entries included painting, ceramics, art forms, metal products, textile creations, model boats, cars, planes and trains. The lodges and State Associations donated more than \$32,000 in awards the first year.

The program for the fiscal period April 1, 1979 through March 31, 1980 was furnished through revenues totaling \$394,246 from the following sources: Grand Lodge per capita assessment collections, \$331,283, and interest income realized from Certificates of Deposit, Time Deposit Accounts and Savings Accounts \$62,963.

For the same fiscal period, Veterans Hospital Service Programs totaled \$383,862. The difference between total revenue and total expenditures reflects a gain for the year of \$10,384 which, added to funds available on April 1, 1979 amounting to \$592,152, leaves a balance on hand as of March 31, 1980 of \$602,536.

Our warm congratulations and grateful appreciation are extended to our Hospital Committees, State Associations and all Lodges throughout the country for our continuing programs.

The possibility of an emergency in connection with our National Defense or a major disaster always exists. To provide for such an eventuality, the delegates at our National Convention each year approve the adoption of a Resolution authorizing the Board of Grand Trustees to levy an assessment not exceeding \$1.00 per year per member.

The members of this Commission deem it a privilege to be associated with our Brothers and their ladies who are solemnly keeping our Elks pledge never to forget hospitalized veterans. For over 61 years they have brought entertainment, cheer, comfort and new hope to the bedridden, the mentally ill, the crippled, the blind and the indigent sick veteran. They deserve our profound gratitude and highest praise.

John L. Walker
Chairman



Elks National Foundation

Increased contributions, a conservative investment program, and sales of securities have resulted in another record year financially for the Elks National Foundation. The Foundation's annual report for the fiscal year April 1, 1979, through March 31, 1980, reveals contributions totaling \$3,270,640.83, bringing the 52-year cumulative figure to \$38,919,230.00 in donations. Sales during the year brought the cumulative gain on sales of securities to \$4,205,610.00.

During the 1979-1980 fiscal year the Foundation experienced its second largest year of contributions in the history of the Foundation, an indication that the individual member is becoming apprised of the importance of the benevolent agency which has been created in our Order.

The following report of disbursements, made possible through the gifts of members and philanthropic-minded individuals outside our Order, contains no item of expense for administrative purposes. The Foundation emphasizes again that as the Order's principal benevolent trust, it makes no deduction from income to defray administrative costs which amounted to \$405,203.62 and were paid by the Grand Lodge.

Disbursements from Foundation income in 1979-1980 totaled \$1,700,014.29 and were distributed in the following manner:

State Association Projects—\$511,200.00. Foundation Funds annually assist State Associations with established major projects and those being organized.

Scholarships Allocated to States—\$385,211.74. Scholarship awards to students nominated by State Association Scholarship Committee judges.

"Most Valuable Student" Awards—\$435,691.82. This program provided scholarship awards, ranging from \$700.00 to \$3000.00, to outstanding students.

Emergency Educational Fund—\$259,710.73. This fund makes scholarship assistance available to the children of any Elk in good standing who lost his life or has become totally incapacitated.

"Hoop Shoot" Free Throw Competition—\$100,000.00. The Foundation made this sum available to the Grand Lodge for its youth program recognizing boys and girls in younger age brackets.

T. L. Bear Fund (Grants for Vocational Training) \$1,000.00.

Nathan O. Noah Scholarship Trust Fund \$7,200.00.

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

We invite our members to read the statistics of the Foundation's annual report, particularly those holding office and charged with leadership, and decide for themselves whether they and the areas under their Elks guidance are supporting the Elks National Foundation as generously as they should.

Frank
Garland
Chairman



Board of Grand Trustees

Following the close of the Grand Lodge Session and Installation of Officers in Dallas, Texas, July 19, 1979, the Board of Grand Trustees met, organized and elected Frank O. Garland, Chairman; A. Lewis Heisey, Vice Chairman; Marvin M. Lewis, Approving Member; Alex M. Harman Jr., Secretary; Larry McBee, Home Member; John T. Traynor, Pension Member; Alfred J. Mattei, Building Application Member-East; and Robert L. Smith, Building Application Member-West.

The Board held meetings during the year as follows: October, 1979, Elks National Home, Bedford, VA, February, 1980, Palm Springs, CA, May 1, 1980, Elks National Home, Bedford, VA, and beginning July 17, 1980, at the Fairmont Hotel, New Orleans, LA. The last meeting will adjourn at the conclusion of this Grand Lodge Session.

By direction of the Grand Lodge in session in Dallas, TX, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler, Leonard J. Bristol; retiring Chairman of the Board of Grand Trustees, H. Foster Sears; and retiring Vice Chairman of the Board of Grand Trustees, Edward M. Schlieter.

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

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

The New England Merchants National Bank of Boston, MA, continues to act as investment counselors for the investments of the Grand Lodge.

The Employees Pension Trust is completely funded by the Grand Lodge for the benefit of the employees of the Grand Lodge working in the following five departments: Elks National Home, National Foundation, Service Commission, National Magazine and the Office of the Grand Secretary. The 1979 contribution to the Trust was in the amount of \$97,356.00.

In addition thereto, the Grand Lodge pays all of the expenses of administration of the Trust, amounting to over \$15,000 annually.

In an effort to insure the careful management of the Trust assets and administration, the Board of Grand Trustees has employed professional assistance. The National Boulevard Bank of Chicago acts as custodian of the funds. Alexander & Alexander perform the actuarial duties required by the Internal Revenue Service and direct the payments to our retired employees. The investment counsel selects and manages the fund portfolio and reports regularly to the Board. An attorney versed in the highly specialized field of pension plan law oversees our Plan operation. The investment counsel is Stein, Roe

& Farnham and the plan attorney is Michael D. Sullivan of Chicago.

Since the Grand Lodge Convention in July, 1979, approval has been received from the IRS for certain required changes to be made to the Plan necessitated by governmental and statutory changes. A new Summary Plan Description for employees and other interested parties has been developed by the Board, with the assistance of the professionals; and the same will soon be published and distributed.

The Board wishes to recognize the fine efforts of former Board member Edward M. Schlieter in guiding the Third Amendment to the Pension Plan to the goal of approval by the IRS. Brother Schlieter continued to work in this endeavor after his term on the Board of Grand Trustees had expired, under a special resolution of authorization by the Board.

From May 1, 1979, to May 1, 1980, the Board received and reviewed 285 applications from Subordinate Lodges requesting approval to purchase, sell, erect new buildings, make alterations or additions to existing buildings, purchase new furnishings, and to place mortgages upon their property. Authorization was granted by the Board and concurred in by the Grand Exalted Ruler for all of said applications in an amount totalling \$55,547,363.98, of which \$27,409,221.71 was for capital expenditures.

The Board has continued its efforts to guide all Subordinate Lodges to prosper and to avoid the undesirable pitfalls of indebtedness.

Wade H. Kepner
Chairman



National Memorial and Publication Commission

During the past year, 75,193 people visited the Elks National Memorial Building. Since its erection in 1926, the total number of visitors is over 3,000,000.

The Fidelity Appraisal Company of Milwaukee, Wisconsin, in its report of March 1, 1979, has appraised the Memorial and Magazine Buildings at a combined replacement value of \$18,249,927, and at a sound value of \$12,329,915. Appropriate insurance coverage is maintained at all times by the Commission.

Each year, the magazine's computer department reviews the membership list of every Lodge. A computer print-out is sent to each Lodge Secretary with an urgent request to add new members, delete those dropped, and make necessary corrections in names and addresses.

This annual update saves the magazine thousands of dollars in Postal Service change-of-address fees, and provides each Lodge with a convenient control list of its membership.

The Memorial and Publication Commission greatly appreciates the efforts of each Lodge Secretary in this project.

May 31, 1980, concluded the 58th year of the publication of *The Elks Magazine*. During the year ended on that date, there were printed 20,239,031 copies of the magazine. Total pages in the 12 issues for the

period being reported, including covers, totaled 664, an average of 55 pages per copy.

The Elks Magazine, in its constant efforts to service advertisers with information as to market characteristics of our membership, frequently calls on the officers and members of subordinate lodges to supply such information. Their cooperation is of immeasurable value and has enabled the magazine to maintain a healthy, competitive position in the publishing field.

A total of \$1,427,816 was realized from the sale of advertising space during the past fiscal year. Comparable advertising revenue for the preceding five years was as follows:

1974-75:	\$ 894,099
1975-76:	\$1,084,316
1976-77:	\$1,055,243
1977-78:	\$1,181,169
1978-79:	\$1,269,600

The Elks Magazine was established for three purposes: To publish news of the Order's activities on local, state, and Grand Lodge levels; to provide articles and features, both interesting and informative, for its readers so as to encourage their interest; and to maintain the best production standards in the interest of its advertisers by providing them with a suitable medium in which to display their messages to full advantage, thereby obtaining revenue over and above subscription income, to defray costs and produce a surplus.

"News of the Lodges," a regular monthly feature in picture-story style, presents news of local Lodge activities. However, the growth of the Order has made it necessary for the editors to be selective in choosing material for these pages.

Coverage of Grand Lodge news includes reports of the visits of the Grand Exalted Ruler and results of various Grand Lodge programs and competitions.

During the early months of the year prior to the National Convention, the magazine prints the official proclamation, the convention program, the nomination petitions for Grand Lodge offices, and general information on convention activities.

In the October issue, there is a detailed report of the Grand Lodge convention with extensive photographic coverage.

During the past year, *The Elks Magazine* has continued to strive for the highest standards in its articles and feature material. Our editors, in reviewing scores of manuscripts per year, seek material of greatest appeal to Elks and their families.

In the fall of 1979, a full page reader questionnaire was published in the magazine. Readers were asked to evaluate both general and fraternal editorial and also asked to indicate preferences for guidance in the future. Over 4,000 of these questionnaires were returned and they have been invaluable to our staff in terms of guidance and planning.

Emphasis in articles during the past 12 months continued to be on such areas as business, human interest, medical technology, sports and current events. In the area of current events, for example, the magazine carried articles such as "High Speed Police Pursuits," "Violence in American Schools" and "Coping with Hostage Terror." Reader mail was heavy following these features.

The editors chose articles such as "Crimes Against Business," "Crucial Issues Facing Businessmen in the '80's" and "Bad Paper is Costing You Plenty" because of their interest to and impact on the businessmen in our audience. Articles of fiction, humor and history were selected to add variety.

DIGEST OF ANNUAL REPORTS (Continued)

The monthly travel feature, "For Elks Who Travel," by Pulitzer Prize nominee Jerry Hulse, remains popular, while reader input continues to make "Its Your Business" by John Behrens and "You and Retirement" by Grace Weinstein, responsive and informative monthly departments. "Medicine and You" by Larry Holden keeps the reader up-to-date on new developments in the medical field.

In its 58 years of existence, *The Elks Magazine* has earned an aggregate surplus amounting to \$14,397,205. Of this sum, the Commission has turned over to or paid out for the Grand Lodge a total of \$11,798,766, or an average of over \$203,000 per year.

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

We desire to express our sincere appreciation and thanks to our entire staff of *The Elks Magazine* and the Memorial Building for the loyalty, energy, and ability with which they have discharged their duties throughout the past year.

Stanley Kocur



Grand Secretary

During the year ended March 31, 1980, our Subordinate Lodges added to their membership rolls 111,871 by initiation, 23,385 by dimit and 13,610 by reinstatement. In the same period, 85,396 were dropped from the rolls for non-payment of dues, 509 expelled, 33,668 granted dimits and 24,522 lost by death. The total membership of the Order as of March 31, 1980 is 1,649,267, showing a net increase of 4,771. The total number of Lodges on March 31, 1980 is 2,253. We have instituted 18 new Lodges since the publication of the last Annual Report.

Our gain in membership, while smaller than usual, does represent the 41st year of continuous membership gain for our Order. We are still plagued with the perennial problem of Lapsation. This problem demands the attention of the Exalted Rulers, Secretaries and Committeemen for it is only in the Subordinate Lodge that it can be solved. I urge the Exalted Rulers, Secre-

taries and Committees to analyze the membership tables contained in this report and endeavor in the coming year to improve upon this year's membership record, not only by adding to their rolls but by devoting an intensive effort to saving the delinquents.

The net assets of the Subordinate Lodges have reached the total of \$746,847,245, an increase of more than \$61,702,579 over last year. The reports indicate that while some Lodges are experiencing financial difficulties, many others are enjoying a healthy financial condition due to the establishing of good business practices.

The Lodges are annually increasing their contributions in Charitable, Welfare and Patriotic Work. This year \$17,725,618.00 was expended in these worthwhile endeavors.

Our record to date is truly impressive and we can and do aspire to greater things in the years ahead. As membership is the basic ingredient in the success of any of our endeavors we must continue to introduce Elkdom into new communities in the form of new Lodges. We must, by increasing patriotic endeavors and community service, maintain and enhance the public image of all our Lodges, thus attracting new members and strengthening pride in membership which is so important a factor in keeping members off the delinquent rolls. Membership in its various phases—Procurement, Indoctrination and Lapsation should be of paramount concern to all.

New Lodges

GRANTED DISPENSATION NAME AND NUMBER OF LODGE INSTITUTED

Granted by Grand Exalted Ruler Leonard J. Bristol

8-28-78	Ocean Shores-North Beach, WA No. 2581	6-2-79
12-29-78	Battle Ground, WA, No. 2589	6-23-79
3-8-79	Cape Coral, FL, No. 2596	6-16-79
4-17-79	Lake Taneycomo, MO, No. 2597	6-10-79
5-10-79	Dyersburg, TN, No. 2598	6-3-79
6-6-79	Clovis, CA, No. 2599	

Granted by Grand Exalted Ruler Robert Grafton

8-27-79	Clovis, CA, No. 2599	9-8-79
8-31-79	Land O'Lakes, FL, No. 2600	10-21-79
9-4-79	Tahlequah, OK, No. 2601	9-15-79
10-22-79	Lehigh Acres, FL, No. 2602	11-4-79
11-20-79	Camden, SC, No. 2603	1-12-80
11-26-79	Sterling Heights, MI, No. 2604	1-5-80
1-11-80	Orange Park, FL, No. 2605	12-9-79
1-28-80	Punta Gorda, FL, No. 2606	3-30-80
1-21-80	White Lake Area, MI, No. 2607	3-22-80
1-21-80	Broadneck, MD, No. 2608	5-4-80
1-21-80	Wappingers, NY, No. 2609	5-4-80
2-20-80	Russellville, AR, No. 2610	3-22-80
2-29-80	New Scotland, NY, No. 2611	4-27-80
3-4-80	DeFuniak Springs, FL, No. 2612	4-26-80
3-18-80	Millstone, NJ, No. 2613	
3-31-80	South Chicago Heights, IL No. 2614	
5-8-80	Cameron, MO, No. 2615	
5-23-80	Estes Park, CO, No. 2617	

Benevolent Activities

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with the total monies expended for the same during the Lodge year from April 1, 1979 to March 31, 1980:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 967,640
Summer Outings, Camps and Health Resorts	775,005
Cerebral Palsy	2,279,553
Crippled Children	2,300,364
Medical Aid and Hospitals	936,866
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,483,242
Elks National Foundation	1,354,651
Youth Work (except for scholarships, free textbooks, etc.)	2,893,198
Scholarships, Free Textbooks, etc.	1,240,054
Red Cross, Salvation Army, etc.	403,026
Veterans' Relief	741,855
Miscellaneous	1,786,676
Flag Day, Constitution Day, Fourth of July, etc.	563,488
Total	\$17,725,618

Membership Gains And Losses By States

Lodge Year ended March 31, 1980

State	Gain	Loss
Alabama		220
Alaska		190
Arizona	876	
Arkansas	379	
California	116	
Canal Zone		52
Colorado	740	
Connecticut	254	
Florida	4,491	
Georgia		737
Guam		26
Hawaii	301	
Idaho	308	
Illinois		1,548
Indiana	1,307	
Iowa		2
Kansas		807
Kentucky	201	
Louisiana		177
Maine	539	
Maryland, Delaware and Dist. of Columbia	282	
Massachusetts	1,757	
Michigan		70
Minnesota		262
Mississippi	137	
Missouri	1,035	
Montana		840
Nebraska	259	
Nevada		353
New Hampshire	179	
New Jersey	416	
New Mexico		36
New York		97
North Carolina		40
North Dakota		11
Ohio		55
Oklahoma	1,005	
Oregon	1,287	
Pennsylvania		1,051
Philippine Islands	59	
Puerto Rico	20	
Rhode Island		65
South Carolina		132
South Dakota		984
Tennessee	306	
Texas	191	
Utah		31
Vermont		3
Virginia		65
Washington		1,024
West Virginia		522
Wisconsin	325	
Wyoming		117
TOTALS	15,529	10,758
NET GAIN	4,771	

Charitable Activities By States

The following table shows the amount expended in Charitable work by each State and Special Jurisdiction, during the period from April 1, 1979 to March 31, 1980:

State	Amount	State	Amount
Alabama	\$ 146,062	Nebraska	\$ 139,289
Alaska	222,005	Nevada	92,604
Arizona	315,558	New Hampshire	110,083
Arkansas	62,674	New Jersey	1,308,455
California	2,699,486	New Mexico	210,593
Canal Zone	24,857	New York	1,152,979
Colorado	575,433	North Carolina	135,412
Connecticut	298,092	North Dakota	456,090
Florida	934,058	Ohio	451,890
Georgia	116,340	Oklahoma	263,341
Guam	3,970	Oregon	762,408
Hawaii	80,933	Pennsylvania	723,643
Idaho	213,706	Philippine Is.	1,662
Illinois	469,388	Puerto Rico	8,552
Indiana	331,434	Rhode Island	102,160
Iowa	129,379	South Carolina	84,176
Kansas	99,259	South Dakota	126,422
Kentucky	72,988	Tennessee	162,784
Louisiana	71,433	Texas	462,594
Maine	136,252	Utah	140,524
MD/DE/DC	269,079	Vermont	156,376
Massachusetts	1,083,919	Virginia	163,542
Michigan	540,820	Washington	612,451
Minnesota	165,064	West Virginia	80,664
Mississippi	65,668	Wisconsin	221,974
Missouri	255,994	Wyoming	79,133
Montana	131,966	Total	\$17,725,618

The foregoing Digest of Annual Reports was prepared by the staff of *The Elks Magazine* from texts of the official reports involved. Each of the reports was published separately in its entirety. In addition, The Grand Exalted Ruler, The Grand Secretary, and the several Chairmen presented supplementary remarks at the Grand Lodge Session held in New Orleans, Louisiana, July 20-24. These remarks appear in the printed Proceedings of the Grand Lodge Session.

Slide/Sound

(Continued from page 30)

Lettering for titles can be done several ways. If a brother is skilled in lettering, he can do it by hand. Using colored inks on contrasting shades of paper or colored chalk on a dark background give dramatic results. Dry transfer letters are inexpensive, and you will find a good selection of sizes and styles in art and drafting supply stores.

Other graphics will be determined by your script. An easy way to prepare them is to put them onto poster board first, remembering that the size must be in a ratio of 2 to 3 to correspond to the ratio of the 35mm transparency.

Make these visuals as interesting as possible. If you want to show how your lodge increased its contributions to a charity over the years, you may want to show it with a graph. Growth in membership might be shown with stickmen, each representing 2, 5, or 10 members.

Once the graphics have been made, they are photographed using a copying stand. This is an easily used device designed to give proper alignment for taking a photo of a picture.

Photographers classify pictures by the distance they stand from the subject. Your program should have a mixture of long, medium, and close-up shots for variation.

Have your photographer take plenty of pictures. The cost of film now is not as high as having to spend both time and money later to re-shoot.

Have the picture show your members in action. You are not after 'mug' shots!

In making the visuals, keep the same format. If you start with horizontal slides (the most popular and easiest to project), stay with them. Bringing in a vertical slide among the horizontals can be distracting to the audience.

When the slides come back from the processor, your committee should view them all, using a projector and screen rather than a small viewer. This way you will see them exactly as your audience will. Put the ones you want to use on a light board. From here it is easy to put them into proper order.

With the photographs and graphics done, you are ready for the last step in your production: recording the narration.

Your Exalted Ruler may be a good choice. If he is reluctant, you can ask a broadcaster or speech teacher in your lodge, or anyone with a good speaking voice. You can use one narrator for the whole script, or two or more voices for contrast.

The recording can be done in a professional studio if you want to pay for

a professional job, or you can do it yourselves. Find a quiet room and record the narration on a cassette. If you want music, either as a background for the entire program or only at the beginning and end, the easiest way to record it is to play the music while the narrator reads the script. One person operates the music record or tape, fading it in and out with the volume control. This leaves the narrator free to concentrate on what he is reading.

If your lodge has a brother with the proper equipment, you can put non-audible electronic impulses on the tape that will automatically trigger the next slide. If you don't have access to such equipment, the projectionist can follow a copy of the script and change the slide at the right time.

Eastman Kodak Company (343 State Street, Rochester, NY 14651) has printed material that goes into more detail on each step of slide/sound production. Two pieces you might want to look at are: *Planning and Producing Slide Programs* and *Speechmaking—More Than Words Alone*.

With the recording, your program is finished. Make sure the slides are in the proper order, clean, and right-side up in the projector. Check that the cassette is on the recorder and set at the beginning. Put up the screen and invite the audience. You have something to show them! ■

You and Retirement

(Continued from page 10)

The report as a whole, however, despite this dismal note, is fairly encouraging. Overall, two-thirds of the surveyed people over the age of sixty have strong self-images and always feel useful. More than half report a high degree of optimism about life. Among the key findings:

◎ More than half of those surveyed are in contact with family members almost every day. Even more maintain frequent close contact with friends and neighbors. These contacts, however, are not as important as marriage to a sense of well-being.

◎ Very few of those surveyed participate in any organized groups or social organizations. Most, however, report enthusiastically about individual special interests and hobbies.

◎ Perceived good health is the single strongest predictor of the senior citizen's ability to maintain optimism.

◎ Most older adults are self-reliant and prefer to be self-reliant.

The report concludes: "In itself, old age need not be dreaded. Someone may become a casualty, but people also may anticipate becoming survivors or even enjoyers." The senior citizen's ability to cope with the problems of aging depends on resources accumulated and maintained throughout life. Perceived health, financial security and marital companionship are key factors in separating those who fare well and those who don't. ■

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NEWS OF THE STATE ASSOCIATIONS

The 51st annual convention of the **New Mexico Elks Association** was held at Farmington April 17-19. In attendance were 254 delegates, 33 alternates and 240 ladies.

Distinguished guests included then-GER Robert Grafton, PGER and State Sponsor Robert Boney, and Howard Nunez, Chairman, GL Committee on Credentials.

The association's fall meeting will be held at Grants October 17. The next annual meeting will be held at Roswell, with the dates to be announced.

Newly elected officers of the New Mexico Elks Association are President Earl Phillips, Jr., Roswell; First Vice-President Stuart Rucker, Gallup; Second Vice-President Wandel Massey, Clovis-Portales; Secretary Howard Nunez, Albuquerque; Treasurer E. H. "Dutch" Jahraus, Albuquerque; Tiler Jack Bryan, Roswell; Chap. Joe Dominguez, Tucumcari; Organist J. Gibbs Spring, Albuquerque; and Sgt.-at-Arms George Melton, Los Alamos.

New trustees are T. J. Williams, Jr., PSP, Albuquerque, chairman; Richard Graham, Silver City, one year; Bill Potter, Tucumcari, three years; Dwight Ray, Los Alamos, four years; and William Davis, Carlsbad, five years.

In ritualistic competition, at the Class AA level, Albuquerque was first and Carlsbad second. At the Class A level, Rio Rancho placed first, with Roswell second.

Cerebral Palsy winners were first, Silver City, \$14.03 per capita; second, Raton, \$13.94 per capita; and third Gallup, \$9.53 per capita.

The Robert E. Boney Outstanding Lodge Trophy and the Horace Wisely Membership Trophy were both captured by Alamogordo Lodge

Winners in the Best Lodge Youth Program were Alamogordo, lodges 301 to 600; Carlsbad, lodges 1,001 to 2,000; and Farmington lodges 2,001 and over. Carlsbad was declared the overall winner.

Veterans Services winners were Carlsbad, first; Artesia, second; Silver City, third; and Farmington, fourth.

Champions in the New Mexico Lodge Bulletin Contest were Albuquerque, Category 2A; Roswell, Category 2B; and Rio Rancho and Los Alamos (tie) Category 2C.

The plaque for outstanding contributions used in the *New Mexico Elks News* was awarded to Brother Jonah Yazza of Albuquerque Lodge.



Dignitaries who attended the New Mexico Elks Association Convention included (from left) SP Earl Phillips, Jr., then-GER Robert Grafton, outgoing SP Willis Claus, PGER Robert Boney, and Howard Nunez, Chairman, GL Committee on Credentials.

The state "Elk of the Year" Award was presented to PSP Walter Gerrells, Carlsbad.

At the final business session, PGER Robert Boney introduced then-GER Robert Grafton, who gave an interesting and inspiring talk.

The **Utah Elks Association** held its annual convention May 16-17 at St. George. There were 210 members present, including special guest SDGER Alton Thompson of Salt Lake City.

A spring board meeting was held March 15 at Salt Lake City. This meeting was attended by GER Robert Grafton, SDGER Thompson, and 138 other association members. The ritualistic finals were held at this meeting, with Bountiful Lodge emerging as the state winner.

The next annual convention of the association will be May 15-17, 1981, at Provo.

New officers are President Dennis McGuire, Cottonwood (Murray); First Vice-President Jerome Wright, Park City; Second Vice-President W. F. Robirts, Price; Third Vice-President Joseph Cronin, Salt Lake City; Treasurer Harry Ellis Johnson, Ogden; and Secretary Frederick H. Shaddick, Cottonwood (Murray).

The "Hoop Shoot" this year was a great success as in the past. Utah had three regional winners and one national winner, Matthew Rollins of Brigham City in the 8-9-year age category.

For its major project this year, the

Utah Elks Association has received approval for the purchase of a Brain-Stem Audiometer and a van to carry the unit for the Utah Schools of the deaf and blind. The association has also bought and distributed prescription hearing aids and purchased four captioned video receivers to be used by the Utah schools for the deaf and blind. The total funds for these contributions amount to \$30,000.

The **North Carolina State Elks Association** held its 41st annual convention in Fayetteville May 30-31, with 340 Elks and ladies attending.

A fall meeting will be held October 31-November 1 at Southern Pines. The next annual convention will be at Wilmington, June 5-6, 1981.

State officers elected for 1980-81 are President O. John Valentine, Southern Pines; Vice-President-at-Large Bill Allen, Newton; VP East A. C. Joyner, Wilson; VP East Central William Oakley, Southern Pines; VP West Blayne Turner, Hendersonville; VP West Central Thomas Wheeler, Greensboro; Secretary A. J. Crane, Kinston; Treasurer Kermit Hoffman, Gastonia; and Chap. George Skinner, Kinston.

SDGER Thad Eure was the principal speaker at the President's Banquet Saturday night. On this occasion the association's annual Distinguished Service Award was presented to J. W. Abernethy of Newton Lodge for his dedicated and untiring efforts in the operation of the state Major Project, the Elks Camp for Boys.

Approximately 500 Elks attended the **Indiana** Elks Association's annual convention at French Lick June 5-8. Dignitaries in attendance included then-GER Robert Grafton and PGERs Glenn Miller and E. Gene Fournace.

It was announced that the next three annual conventions of the association would be held at the same site as the 1980 meeting. The dates for the 1981 convention are June 4-7.

Newly elected officers are President W. A. Booher, Logansport; First Vice-President Robert Gillan, Linton; Second Vice-President Russell Phillips, Jeffersonville; Third Vice-President Pat Blaughner, Marion; Fourth Vice-President Warren John, Auburn; Fifth Vice-President Gordon Mefford, Crawfordsville; Secretary Mel Keith, Anderson; and Treasurer J. L. J. Miller, East Chicago.

Ritualistic competition was exceptionally keen, with Auburn Lodge the state winner, followed closely by Indianapolis.

By written ballot, the association rejected the re-districting of the state from six to eight districts. It was felt that the interest of economy could best be served by not increasing the number of districts.

PSP Thomas Burke, Lafayette, retiring chairman of the Permanent Activities Committee, announced the presentation of a \$50,000 check for cancer research to the Indiana University Medical School. A check for \$42,500 was awarded to Purdue University. The grand total which the association has donated for cancer research over the years now stands at \$2,062,350. The new chairman of this committee is PSP Arnold Fitzgerald of Washington Lodge.

Sam Fitzsimmons, PSP of Ohio, spoke at a meeting attended by exalted rulers and leading knights for the purpose of introducing them to the statutes of Elkdom. As usual, his presentation was well-received.

Another feature of the convention was the retirement of State Secretary C. L. "Speed" Shideler after 41 years of continuous service. Brother Shideler has also retired as secretary of Terre Haute Lodge after 46 years of service. He will be sorely missed but has promised to be available for consultation and assistance if needed.

Nearly 400 Elks, ladies and guests attended the 53rd annual convention of the **Vermont** Elks Association May 2-4. The event was held at the Concord Hotel in Monticello, NY, for the first time.

Scheduled Guest Speaker PGER Leonard Bristol was unable to attend the convention because of a last-minute emergency in his work.

Newly elected officers of the asso-

ciation are President Larry Beswick, Bellows Falls; First Vice-President Charles Lavalla, Brattleboro; Second Vice-President John Carroll, St. Johnsbury; Third Vice-President Gerald Bailey, Springfield; Secretary Peter Hall, Hartford; and Treasurer Owen Williams, Bellows Falls.

Report highlights showed a record year for Silver Towers fund-raising, with a reported total of \$99,735.31. (Silver Towers is a summer overnight camp for retarded children.) It was a second-best year for the Elks National Foundation, with a total of \$22,698 raised.

Ritualistic champions were Hartford Lodge. Bennington Lodge won the darts and 10-pin bowling trophies, Burlington the 8-ball pool and shuffleboard, Brattleboro the table tennis, Windsor the cribbage, and Bellows Falls the candle pin bowling.

Springfield Lodge won the Ray Quesnel Rotating National Foundation Trophy, and Bennington again easily won the membership plaque. DDGER Plaques were presented to the state's two DDs—David Lihatsch and Fred Rocque, and a Past President's Plaque was given to Outgoing SP Allan Merritt.

The installation of officers was conducted at the annual banquet by SDGER Raymond Quesnel.

Over 1,000 Elks and ladies attended the 74th annual convention of the **Pennsylvania** Elks State Association, held June 12-15 at Champion.

Distinguished guests included PGER and State Sponsor Homer Huhn, Jr., PGERs George Klein and Willis McDonald, West Virginia SP Albert Yanni, and Lester C. Hess, Jr., member, GL Committee on Judiciary.

The next meeting of the association will be the annual fall workshop at Downingtown September 4-6. The next state convention will be held May 6-10, 1981, in the Pocono region.

Officers elected to guide the association during 1980-81 are President Harold Sweeney, Lock Haven; Vice-President William Pickett, Butler; Secretary Howard Schran, Etna; Treasurer Harry Stoops, Apollo; and Trustee Dr. John Boerio, Latrobe.

Bangor Lodge won the state ritualistic contest.

The state Major Project is the Cerebral Palsy Home Service Program. Funds raised for the Major Project during the past year totalled \$325,424.62.

The 75th annual convention of the **Kansas** Elks Association was held at Wichita May 1-4, 1980. Approximately 650 Elks, ladies, and guests attended.

Distinguished guests included then-GER and Mrs. Robert Grafton, PGER and Mrs. George Klein, and GL Ritualistic Committeeman and Mrs. James Anderson.

Meetings are scheduled for the coming year at Pratt August 23-24, McPherson October 24-25, Wichita February 7-8, 1981, and the next annual convention at Wichita April 30-May 3, 1981.

Newly elected officers of the association are President Garland "Salty" Mountz, Dodge City; Deputy President Ron Gabbert, Junction City; Vice-President Southeast Robert Findley, Fort Scott; Secretary George Tracy, Manhattan; and Treasurer Raymond Bull, Clay Center.

The ritualistic contest was won by Beloit Lodge; Wellington was the runner-up.

The state Major Project is the Kansas Elks Training Center for the handicapped, located in Wichita. During the past year a record number of more than 800 adults received rehabilitation at the center. In the coming year the center plans to serve more than 850 persons and will require a budget of approximately \$2 million. ■



An Elks plaque was presented to then-GER Robert Grafton (third from left) at the Kansas Elks Association Convention by (from left) Robert Lawrence, Director of the Kansas Elks Training Center for the handicapped, PGER George Klein, and Emie Wood, Major Projects Chairman.



THE JOY OF GIVING

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At Stuart-Jensen, FL, Lodge, the National Foundation Committee and ER Russell Freese presented Brother Conrad Baerman with a Honorary Founder's Certificate in recognition of his gift of \$1,000. From left are lodge National Foundation Chm. Jack Nason, Frank Daneker, Baerman, Ray Weston, ER Freese, and Stanley Mazura.



Ron Barrons (left), National Foundation Chm. for Napoleon, OH, Lodge, made sure that his lodge's donation would not go unnoticed. The oversize check was presented to Nelson Stuart, executive director of the Elks National Foundation, at the Elks National Memorial Building in Chicago.



Maroon Nemer (second from left) PER and National Foundation Chm. of Skowhegan-Madison, ME, Lodge, presents a \$1,000 Honorary Founder's Certificate to Brother John Merrill. Looking on are SDGER G. Anthony Jones (left) and then-ER Carlton Demmons.



Marshall Dunn, then-Vice-President, Florida South District, presented Ray Hackett, a member of South Miami Lodge, his 10th \$100 National Foundation Certificate this year. Brother Hackett has purchased a certificate from each lodge in the South District. Looking on were then-SP Richard Robinson (left) and Norman O'Brien, Chm., GL State Associations Committee.



Colin Neil (right) of Farmington, ME, Lodge has walked 25 miles each of the last four years for per-mile donations to the National Foundation. This year's hike produced \$10.45 per mile. In photo, Brother Neil is congratulated by Paul "Big-foot" Tourigny of Lewiston, ME, Lodge.



Brother Bud Southwick (center), National Foundation Chm. of Pomona, CA, Lodge, presented \$1,000 Honorary Founder's Certificates to (from left) Frank Thoma and his sister Mrs. Kathryn Thoma Fitch, John Caliri, and Don Vincent, who accepted the plaque for the Bingo Committee. A fourth recipient, Sanford Newton, was not present.

by Jerry Hulse



LONDON'S LITTLE-KNOWN HOTELS



Get out the pad and pencil. This month's lesson involves an updated chapter on London's little-known hotels. In a time of high inflation, the small hotels of London have come into their own. Our newest discovery is a super little gem known simply as 11 Cadogan Gardens. Just off Sloan Square, it's a combination of four wall-to-wall townhouses framed by magnificent gardens. We rate it five stars, or among the best of London's little hotels. One of Charlie's Angels found solace here—so have diplomats and art dealers as well as “the more discerning visitors who appreciate our security and high standard of service,” the management proudly announces. If you would believe these same caretakers, 11 Cadogan serves the best breakfast in town.

“Piping hot,” said the young man who earlier answered our knock. “I never miss it!”

He's speaking of a macho English breakfast of bacon, sausage, eggs, juice, a basket of fruit, toast and croissants. And if hunger persists, coffee, tea and sandwiches are available round-the-clock, 24 hours a day. But the real pleasure of 11 Cadogan lies in its oak-paneled public lounge and guest quarters. No two rooms are alike. No. 3 features its own fireplace complete with marble mantel. Others provide dreamy vistas of Cadogan Gardens as well as London's chimney pots and rooftops. Small public areas on each floor are equipped with antique writing desks, and walls are lined with paintings, all originals. Eleven Cadogan is set in a quiet residential neighborhood only a whisper from Chelsea. Service ranks uppermost with the management. Newspapers are delivered to guests each morning and tea is served in the afternoon. Upon departure, visitors are presented gift boxes of chocolates along with the bill which figures out to about \$60 single and \$90 double, including tax and service. In addition, 11 Cadogan provides limousine service to London Airport for \$20 or \$50 to Gatwick.

Next on our list is 16 Sumner Place, another formerly private residence with 20 spick-and-span rooms. Rates for a room with shared bath are \$27 single and \$42 double. Those with private bath start at \$30 single and \$46 double. British hotel critic Egon Ronay described 16 Sumner Place as an “unusually luxurious pension that feels like a comfortable townhouse.” Fresh flowers are delivered daily and refrigerators are restocked regularly with soft drinks. More than 100 years old, this small establishment is just around the corner from the Victoria and Albert Museum and within walking distance of West End, Knightsbridge, Chelsea and Hyde Park. The management tells how 16 Sumner Place was “designed for people

LONDON'S LITTLE-KNOWN HOTELS

who are visiting London for more than just a day or two and who prefer not to pay 'grand hotel prices.' Out back, there's a fine little garden. Inside, guests gather in a cheery, sunny lounge to exchange tips on sightseeing, shopping and the like. (Both underground and bus are just around the corner.)

Operated with similar love and care is the Fielding Hotel at No. 4 Broadcourt—next door to the Royal Opera House and only a short hop from the British Museum. While lacking perhaps the elegance of 11 Cadogan and 16 Sumner Place, nevertheless it's an excellent buy for under \$30 double (about \$21 single). Author Graham Green is in residence on occasion (always in No. 24), as are members of ballet groups and orchestras from around the world. Even foreign diplomats drop in occasionally, registering incognito. At first glimpse the Fielding may appear a bit grubby—and it is—but it grows on you. The mall fronting the hotel existed before Henry VIII, and each evening a lamplighter sets ablaze London's oldest gaslights. Beach trees lend shade to the mall and during summer, window boxes are blood red

with geraniums. And then there is Smokey, the Fielding's mascot—a parrot who rattles off endless questions.

Next door to the hotel, Britain's oldest police station operates around the clock, just as it has since 1657. Indeed, it is the only police station in all of London lacking the traditional blue lights outside its doorsteps. They were replaced by bright, white lights after Queen Victoria complained that the neighborhood seemed too dark to opera goers. Besides the opera house, there are, within walking distance of the Fielding, 15 theaters (including Drury Lane), more than 50 pubs and dozens of restaurants, among them a fine Italian trattoria at the end of the mall and Thomas de Quincy's just a block away.

Other London visitors check in at the funky little 17-room Willett Hotel at 32 Sloane Gardens near Chelsea. Operated by Teresa and Angel Nunez, it features what one writer described as "potluck furniture." But never mind. It's quiet and it's cheap, with singles available for under \$28 a night and doubles for \$37, plus tax. Included in the arrangement is a full English breakfast. Note: Ask for room No. 2 (faces the garden with its own entrance).

One could, of course, drop in on Lady Hartley, the titled proprietress of "London's most elegant bed and breakfast" (No. 10 Doneraile Street), which

is a bit out of a mainstream (below West Kensington), but makes up for it by being blissfully peaceful. To set the record straight, Lady Hartley doesn't make that glowing claim about being "elegant"—her friends do. And it may be they are right. Lady Hartley's pleasant two-story home dates from the turn of the century. It occupies a position in the former orchard of a former palace.

Lady Hartley provides two rooms (\$20 single, \$30 double including newspaper and breakfast) but one must love dogs. She has two, Lollipop and Lupin, a couple of pugs. Her rear door opens onto a garden with apple trees, petunias, geraniums and other blooms. The perfect place to regain one's composure after a strenuous day of sightseeing. While Lady Hartley's home may seem a bit remote, this doesn't deter her guests—not when buses roll by regularly to Harrods and Hyde Park, and with the Putney Underground just down the street. Besides, the neighborhood is a paradise for joggers, who gather each morning in Bishop's Park a block away.

Meanwhile, the Portobello Hotel at 22 Stanley Gardens is still doing business just a stroll from the famous antique stalls of Portobello Road. When I looked in six years ago, the proprietress was a sultry Norwegian blonde, Eva Lofstad. Well, she's still blonde and
(Continued on page 44)

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."



The local VFW post presented Norwood, MA, Lodge with a plaque in appreciation of the outstanding service by the lodge to hospitalized veterans. From left are Est. Lead. Kt. William Phipps, lodge Veterans Chm. 1979-80; VFW Post Commander Frank Sullivan; Vincent Cabana, National Service Chm., East Central District; Harry Hickey, VAVS Hospital Chm. Representative; and ER Bruce Hadley.



The Wisconsin Elks Association made a donation of \$1,750 to the Veterans Administration Center in Milwaukee. The money will be used for recreation activities for the patients. The check was presented by PDD John Pugh (right), Chm. of the state National Service Commission, to Jack Jarrett (left), Chief of Voluntary Service, and Bob Babick, Chief of Recreation Service.

The National Service Committee of Lancaster, PA, Lodge gave a much-needed camera to the recreation staff of the Lebanon Veterans Hospital. The camera will be used to take pictures of various recreation events. From left are Joseph Moudy, Chm. Earl Ames, Hospital Recreation Supervisor Leon Luzzi, and ER Harold Ankrim.

It's Your Business

(Continued from page 14)

"It was a man from SCORE who I met accidentally at a club meeting who helped me sort out a few problems over dessert," Tom remembers. "He obviously had no axe to grind. He had owned his own grocery store for years and his advice in that one evening gave me direction I didn't have before."

Tom doesn't need a development center with formalized planning sessions or time-consuming meetings. He doesn't have time for it. He prides himself on his independence.

Warren C. Keith of SBA's regional office in Chicago provided some other reasons for SCORE's success not long ago. "Probably the most gratifying personal satisfaction any of us can ever have is

the sure knowledge that we are being helpful to others."

Arnold McClernan, a Lansing, MI, Lodge member and a SCORE coordinator in the Michigan District Office, believes it offers Elks two distinct missions.

"We have many brothers who have been successful businessmen and would like to keep their fingers in the business world on a part-time basis. One, it gives counselors a great deal of satisfaction seeing local businesses grow instead of going bankrupt. Two, it is a very important community economic development program which creates a more sound business climate."

A strong SCORE/ACE program certainly sounds more challenging and a part of the American free enterprise system than inviting the government to throw money at the problem in hopes of finding a fail/safe solution. ■

Grand Exalted Ruler's "Star" Awards

The Grand Lodge has established the GER "Star" Awards Program as an expression of gratitude to our Brothers, Exalted Rulers, Secretaries, Lodges and District Deputies who help make Elksdom work. A brochure published by the GL Lodge Activities Committee explains the awards program and has been supplied to each Lodge.

Membership card seals will be presented by your Lodge Secretary, who can obtain them from the office of Grand Secretary Stanley F. Kocur. Secretaries may request lapel pins from your area Committeeman.

This year GER H. Foster Sears has chosen "Reach Out With Elksdom" as his theme. The GL Lodge Activities Committee has prepared leaflets setting forth the program for 1980-1981, as well as the GER "Star" Award Program.

These leaflets were part of the package given to each Exalted Ruler at the April District Deputy Clinic. Please study them, post on your bulletin board and publish parts from them in your Lodge Bulletin so that your members will know how to obtain this beautiful "Star" Award Pin from your area Committeeman, who is:

AREA 1—William F. Dobberstein
Box 505
Elmira, NY 14902
CT, ME, MA, NH, NY, RI, VT

AREA 5—Richard J. Stropes
2117 Sunset Drive
Pekin, IL 61554
IL, IA, MN, MT, ND, SD

AREA 2—Carlton M. O'Malley, Jr.
602-20 Scranton National
Bank Building
Scranton, PA 18503
DE, DC, KY, MD, NJ, PA,
WV

AREA 6—Howard W. Nunez
3020 Jardin Plaza North-
east
Albuquerque, NM 87110
CO, ID, KS, NE, NM, OK,
UT, WY

AREA 3—Olley G. Anderson
6205 Ledge Drive
Austin, TX 78750
AL, AR, CZ, FL, GA, LA,
MS, MO, NC, PR, SC, TN,
TX, VA

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

AREA 4—Quenton P. Hawks
536 Raines Street
Plainfield, IN 46168
IN, MI, OH, WI

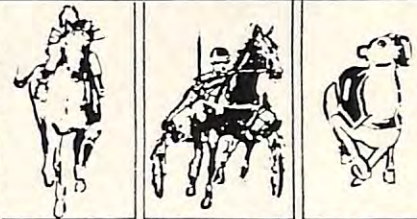
AREA 8—James B. Roberson
Box 587
Bingen, WA 98605
AK, OR, WA

The opportunity to receive awards is offered to every Elk member. Let us reward their "Extra Effort" as we "Reach Out With Elksdom."

Richard J. Stropes, Chairman
GL Lodge Activities Committee

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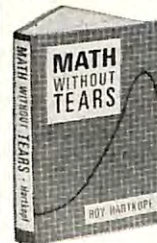
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NEWS OF THE LODGES

(Continued from page 20)



WESTERLY, RI. The annual road race for the benefit of the Youth Activities Committee was held at Westerly, RI, Lodge. It was a highly successful event, with 149 participants. In picture ER Barry Cole (left) and Chm. Rico Federico (right) present a certificate to Brother Larry Hirsch. The event was named in his honor in appreciation of his many years of participation in the race. The lodge Youth Activities Committee is grateful to everyone who participated in the race.



WOODBIDGE, NJ. A testimonial dinner for then-SP Sol Goldberg was held at Woodbridge, NJ, Lodge by the New Jersey State Elks Association. Pictured from left are Goldberg, Guest Speaker William Jernick, PGER, Ronald Loftus, PDD, and (seated) Mrs. Sol Goldberg.



NEW LONDON, CT, Lodge presented \$1,000 to Lawrence Memorial Hospital toward the cost of a CAT Scanner, a sophisticated diagnostic machine. The gift is the third installment of a pledge to donate \$5,000 for the scanner. Receiving the donation from ER Willis Clark is Cris Coen, a scanner specialist at the hospital. Looking on is Esq. Robert Janovic.

DECATUR, GA. An impressive and historic dedication ceremony at Decatur, GA, Lodge concluded as ER Richard Morris (right) turned the keys to the new lodge home over to Ed Price, Chm. of Trustees. Looking on were (from left) Esq. George Clegg and Tiler Dick Warren. With the opening of the new facility, the Decatur Elks have a permanent home for the first time in three years.



◀ **NORTH MIAMI, FL.** Angelo Dundee (right), well-known boxing trainer and manager, was congratulated by then-ER Don Smith upon becoming a member of North Miami, FL, Lodge. Brother Dundee is the trainer for Muhammad Ali and the manager of Sugar Ray Leonard.



STAMFORD, CT. Est. Lead. Kt. James Farrell (right), Chm. of the First Annual Elks Invitational Golf Tournament, sponsored by Stamford, CT, Lodge, presents a \$350 check to PER Paul Sullivan (left), lodge Major Project Chm., for the Newington Children's Hospital. ER William Thompson congratulates both Brothers.



REVERE, MA. At a social gathering and to his complete surprise, PER John Graham (center) of Revere, MA, Lodge was presented a plaque designating him "Revere Lodge 1171 Elk of the Decade." His service to his lodge, to the state association, and to the Grand Lodge has been outstanding during the past 10 years. The presentation was made by ER John Russo (right), with Esq. John Magrath looking on.



LYNBROOK, NY. The local lodge held its third annual Police Awards Night, to honor police officers in the surrounding communities for heroism, dedication and outstanding service. Pictured with the guests of honor is ER Daniel Hueglin (first row, third from left).



◀ **CRISFIELD, MD.** The local lodge honored four Brothers for their work in youth sports programs. From left are Charles Tull, Norris Tawes, Roger Tull, and Jack Morgan. These men have coached Elk-sponsored Little League and Pony League teams and Bidy League basketball, and also helped with the lodge's Youth Fishing Rodeo.



CLEWISTON, FL. The local lodge donated \$500 to the Glades-Hendry Ambulance Service Life-Pak Fund, and pledged another \$500 donation. A Life-Pak is a portable instrument which monitors the heart and can be used for defibrillation. In photo are (from left) Alan Jones, Elks Southeast District Vice-President; Brother Chuck Hall, Hendry County Commissioner; Mike Snyder, ambulance service technician; Brother George Jepson; and ER Emory Thrift.

London's Hotels

(Continued from page 40)

still sultry, but the hotel's rates have risen considerably. In 1974, a single went for \$17.50 a day and a double for \$25. Today, the cheapest costs \$32 and a double nearly twice the old rate. And should someone desire the Round Room with the round bed (mirrored ceiling) and the antique bath, it figures to something like \$100 a day.

Still, the Portobello is a favorite of ours, the wedding together of a couple of elegant old townhouses on a quiet street several blocks from Hyde Park. Scarlet curtains flutter from the windows, cut from the same fabric used for the uniforms of Her Majesty's life-guards. Out back, lovely gardens provide a peaceful moment. And if one is in the mood for a nip, the bar is open 24 hours a day as is the restaurant, which is new and in the basement. At the Portobello the help don't wear uniforms. They dress as they please. Green-eyed Eva asks only that they be friendly and casual. As for guests, beards and long hair are still OK. The Portobello is low-key. And because of this, rooms are frequently hard to come by. So write.

Next there is the Westland Hotel, which we still rate as London's friendliest small hotel. Facing Kensington

Gardens, it is a 30-room gem with a 20-room annex at 154 Bayswater Road, (London W2). I have made the Westland my London home since 1951. It is operated by a couple of transplanted Cypriots, Chris and Bertie Isseyegh. And then there is Una Leaney (assistant manager, housekeeper, receptionist, bon vivant) who is described by Chris and Bertie as the hotel's "mother superior." Rates at the Westland begin at \$40 single and \$46 double, including tax, service and breakfast—a huge, huge English breakfast. Double-decked buses pass the door regularly and the underground is a mere two minutes away. It is a joy to return to this casual, clean and friendly hotel after a long day of tramping about the city. And it is with a touch of melancholy that one bids goodbye to old friends—receptionist Gillian Dodds, bartender Jason Panos, chef Louis Michel, night porter Ted Lancaster and all the others.

While not classed exactly as a small hotel, the famous Claridge's nevertheless offers the same feeling of privacy which these others do. In an era of agonizing insecurity, the renowned hotel stands as a symbol of all that remains great about Great Britain. It is a repository of period furniture, Irish linens, royal suites, handmade carpets and yard upon yard of polished mahogany. For more than a century it has

provided shelter for kings and queens, diplomats and politicians—particularly during the war years when Britain was buzz-bombed nearly to death. It was a haven for exiled royalty and heads of state. King George II of the Hellenes checked in as a "Mr. Brown" from nowhere in particular. A crown prince was born in the midst of a blitz.

Whenever air raid sirens wailed, guests scampered to a shelter beneath the hotel. They huddled together while the earth trembled: The king of Norway, the president of Poland, the queen of the Netherlands. The queen presented a bit of a problem. She snored. Oh, how she snored! Like a bloody screeching siren! It was an outrageous invasion of one's peace of mind. Other crowned heads complained. They'd prefer being bombed to sharing a shelter with this disturbing woman. The concussion of a direct hit could be no more aggravating. True to reputation, Claridge's followed up with an answer. Another shelter was created. This one exclusively for the queen. You see, service has always been synonymous with Claridge's.

One evening during the war years, Sir Hugh Wontner—the high priest of Claridge's—was out strolling when a V-2 rocket sizzled from the skies. The explosion was deafening. The ground shook. Flames shot up. Sir Hugh took

ON TOUR WITH



ROBERT GRAFTON/Grand Exalted Ruler



At the Arizona Elks Association convention at Phoenix, then-GER Robert Grafton (left) presented a special plaque to members of the Memorial Day Committee of Coolidge-Florence, AZ, Lodge. The committee was honored for submitting a first-place Memorial Day brochure to the Grand Lodge and also for being the only entrant in the competition from Arizona. Pictured with the then-GER are (from left) Chm. Roy Mendoza, Dave Aurelius, Lloyd Zeek, and ER Tom Rowe.



While visiting Newport, OR, Lodge, then-GER Robert Grafton (center) was photographed with PGER Frank Hise (left) and ER Jack Keebler.



Then-GER Robert Grafton (center) visited Tillamook, OR, Lodge during a three-day tour of Oregon. Pictured with the GER are (from left) SDGER Robert Tancredi, DDGER Thomas Waud, PGER Frank Hise, ER Hugh Shaw, C. J. Wilkins, member, GL State Associations Committee, and James Damon, member, GL Government Relations Committee.

off on the run, heart pounding, fearing for his beloved hotel. Then, rounding a corner, he saw with relief that Claridge's still stood. Although the rocket had hit nearby, the hotel was undamaged.

Today, a staff of more than 500 employees serves guests who occupy 209 apartments and 57 suites. Once a year the queen pays a visit, heralding the start of the racing season in England. It is a tradition that reaches back across the years. Foreign dignitaries as well as British royalty have made Claridge's their home. Eleanor Roosevelt was a great fan. General Eisenhower paid a visit during World War II. President Nixon arrived once, toting his own mattress. And Henry Kissinger used it to rest the frame during his dizzying hops across the Atlantic.

Legions refer to Claridge's as "the most discreet hotel in London." And indeed it is. The protection of privacy is almost a mania among staff members. With a constant parade of celebrities and royal figures, Claridge's fulfills its commitment to fend off the curious and discourage the news media.

In the words of Sir High, "We refuse to make capital of our guests."

As a favorite rendezvous for visiting royalty, Claridge's was the only hotel in which Queen Victoria ever stepped foot. In that earlier era, aristocrats arrived with their own valets, servants and maids. The hotel served as a townhouse for prominent families whenever they were visiting London. With the flow of royalty, Claridge's was frequently referred to as an annex of Buckingham Palace.

To point up the class of hotel that Claridge's is, once when a caller asked to speak to a king the operator replied without humor, "Which king, sir? We have several in residence."

Today as always, an index is compiled concerning the likes and dislikes of each new guest. If one requests a particular sherry or port, that beverage is certain to be available come the next visit. It's the same whether it's caviar or cantaloupes, or even African orchids. Service remains a hallmark of Claridge's. One may have a full-time valet, or his or her cook or maid. Under ordinary circumstances, two valets are assigned to each floor along with half a dozen waiters. They provide 24-hour service, 365 days of the year, year in and year out. Many of Claridge's sitting rooms feature open fireplaces, priceless antiques and those high ceilings that were so much a part of British hotels during the last century. If a guest wishes to make a big splash, there's the royal suite with its own entrance.

Note: Due to inflation, prices quoted in this article are subject to change.

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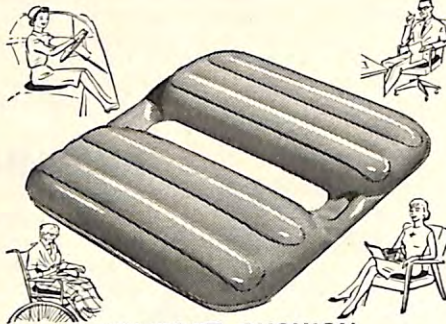
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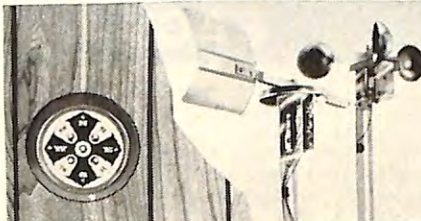


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REMARKABLE INVENTION RIPENS FRUIT naturally and uniformly to fullest flavor and aroma. The Fruit Ripener is based on principles of circulating and venting right amounts of carbon dioxide, ethylene gas and water vapors, just as nature herself does in ripening fruits on the tree or vine! \$15.95 ppp., 2 for \$30. Send check or Master Charge/Visa number & exp. date to The Ace Hardware Store No. 10, Dept. E., 1746 Second St., Highland Park, IL 60035



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For only 25¢, get all your favorite characters on seven colorful Postage Stamps. We'll also send you information on how to get a different collection of Disney Stamps - FREE. Plus selections to examine. Buy any or none, return the balance. Cancel our service anytime.

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SWING BINS ARE MADE TO HANG FROM WALLS, and are designed to store and organize household items, cosmetics, craft and hobby items, sewing supplies, etc. Bins rotate 180° for easy access to contents. Each bin measures 2½" wide x 9" long x 1" deep and may be partitioned into sub-compartments by furnished dividers. Made of sturdy, easy-to-clean polystyrene. Yellow or White. 5 Bin Model \$7.95 + \$1 pp; 10 Bin Model \$12.95 + \$1.50 pp. Holst, Inc., Dept. EK-80, 1118 W. Lake, Box 370, Tawas City, MI 48763



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Style 70 Brown
Style 77 Black



Style 38 Brown
Style 39 Black



Style 68 Brown
Style 69 Black

EVERY STEP IS LIKE WALKING DOWNHILL

Forward Thrust shoes make every-step easier--by taking advantage of a simple law of physics. The tapered design of their unique sole creates an easy "rocking chair" motion that takes the effort out of walking. Try a pair for 30 days--and see for yourself!

Genuine Leather

The select buffalo-grain leather uppers look great at the office, around the

Patented FORWARD THRUST sole is designed for walking ease.



Unique arch support assures proper distribution of body weight.

Forward taper reduces creasing, helps shoes keep that "new" look.

Taper begins here--lets foot "rock" forward to extend and quicken step.

house, anywhere. They're fully lined for softness. Even cushioned with a thick layer of bubbly air-foam heel-to-toe. Plus a springy, shock-absorbing Cush-N-Crepe sole.

30-DAY HOME TRIAL OFFER

Wear your shoes for 30 days on approval. See if they aren't your most comfortable ever. If not 100% satisfied, return them for full refund--including return postage.

Style 70 Brown Chukka Boot
Style 77 Black Chukka Boot
Style 38 Brown Oxford
Style 39 Black Oxford
Style 68 Brown Slip-On
Style 69 Black Slip-On

All Styles \$29⁹⁹ Sizes: C 8 to 12, D 7 to 13, EE 8 to 12, Half sizes except 11½, 12½.



A Stuart McGuire Company
Comfort innovators since 1904.

Make checks to:
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115 Brand Road
Salem, VA 24156

YES! I want to enjoy the extra comfort of FORWARD THRUST shoes. If not 100% satisfied, I may return them for full refund.

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Apt. _____
City _____
State _____
Zip _____



DIVISION STUART MCGUIRE, INC.

Dept. 017-6, 115 Brand Rd., Salem, VA 24156

Style#	Color	Size	Width	Price
017--6				
Total Price of Shoes				
Add Sales Tax (Va. & Calif.)				
Shipping & Handling Charge				2 50
TOTAL				

Check enclosed (Make payable to LEATHERCREST)

Charge: American Express Visa Master Charge Diners Club

Give FULL card number _____ Expiration date _____

Cardholder's SIGNATURE _____ (Required for charge orders only)

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Adjustable Caps

WITH EMBLEMS

Choose the cap that fits your need. Send us a copy of your logo or a rough pencil sketch and we'll do the rest. Your emblem expertly made and sewn on the best caps available.

Please furnish the following information:

- Style No. _____ How Many _____
- Copy For Emblem _____
- Color _____ Royal Blue, Navy Blue, Red, Black, Orange, White, Gold, Kelly Green.

Price includes one 1-color emblem sewn on front of cap. (Minimum Order — 72)

72	144	288	432	864	1728
\$3.65 each	\$3.10 each	\$2.95 each	\$2.85 each	\$2.75 each	\$2.65 each

FREE Jackets

- Buy 72 Caps (Style 524, 526, 518 or 527) and receive absolutely FREE one jacket, Style 436B, plus an additional FREE jacket with each extra quantity of 72.
- Jacket will have same emblem as used on Adjustable Caps.
- Please state jacket size and color.
- Additional jackets may be purchased separately (see below).

OFFER EXPIRES OCT. 31, 1980

Nylon Jackets

WITH EMBLEMS



Sizes: Adult S - M - L - XL - XXL - XXXL.
Youth S - M - L - XL.

Colors: Available in same colors as Caps.

Price includes one 1-color emblem sewn on front of jacket.

Quantity	1-35*	36-99	100-399	400 & Over
STYLE NO. 436A Unlined	\$13.95* ea.	\$11.95 ea.	\$10.95 ea.	\$9.95 ea.
STYLE NO. 436B Flannel Lined	\$18.95* ea.	\$16.95 ea.	\$15.95 ea.	\$14.95 ea.
STYLE NO. 436C Heavy Pile Lined	\$22.95* ea.	\$20.95 ea.	\$19.95 ea.	\$18.95 ea.
STYLE NO. 436D Sherpa Lined	\$27.95* ea.	\$25.95 ea.	\$24.95 ea.	\$23.95 ea.

*ADD \$20.00 Set-up Charge on quantities under 36. NO Set-Up Charge if we use the same emblem used on your adjustable cap.

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Offer Void Where Prohibited

FREE OFFER TO COLLECTORS

People who collect plates, bells, sculpture, figurines, stamps, and coins now can have free no-obligation membership in Calhoun's Collectors Society.

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To obtain information about your free no-obligation membership, mail the coupon below to:

Calhoun's Collectors Society, Inc.
Calhoun Center, Dept. EBAE
Minneapolis, Minnesota 55435

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PLEASE PRINT CLEARLY

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City _____

State _____ Zip _____

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NEW LOW PRICE only \$17.95

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Rockwell 16" EXTRA POWER LAWN TRIMMER

FACTORY NEW! FACTORY PERFECT!

Torque booster switch doubles the power to a full .8 hp. that manhandles your toughest weeds!

MODEL 7380

Adjustable auxiliary handle slides up, down, around the shaft for maximum comfort in all cutting positions!

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DUAL POWER MOTOR: Normal power for regular trimming; extra power for edge trimming and tough weeds!

Powerful 5 amp. motor develops .40/.80 hp.

Automatically trims cord for operating ease!

Sturdy guard for operator safety; helps prevent accidental cutting of flowers and shrubs!

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Big 16" diameter cutting swath!

Spool holds 40 ft. of .080 line.

Famous Rockwell Quality!

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Send _____ Rockwell Lawn Trimmers at \$28.00 each plus \$4.50 each for shipping, handling. (Approx. 2 weeks delivery. Add extra 2-3 weeks if paid by personal check.)

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Charge to my: VISA Mastercharge Am. Express
Acct. No. _____ Expires _____

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6 MONTH FACTORY WARRANTY!

From Sherwin Williams,
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All factory new! Factory perfect! It needs NO air compressor! Just plug it in to a 110V socket, pull the trigger and spray!

Sure you've seen paint guns advertised before at all kinds of prices. But this one — Flomatic — is really extra special! It's made for a division of Sherwin Williams . . . largest paint company in the world! And who can know more about painting than they do? They wanted an excellent paint gun so they chose famous Swiss engineering, Swiss precision and Swiss quality. But excessive devaluation of the U.S. dollar made it too costly to continue producing more sprayers. So they cancelled the entire project. Now you can buy one at an amazingly low liquidation price!



The multi-purpose sprayer. Ideal for farm and home use!



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Spray oil on farm machinery as a rust inhibitor or to lubricate hard-to-reach parts.



The handy way to spray fertilizer or insecticide solutions on flowers, plants, shrubbery.



Ideal for fussy jobs like shutters, furniture, radiators, etc.



Perfect for repainting your car, truck, van farm vehicles.



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Simple, fast for big jobs like a house, barn, garage.

Faster than a brush, roller or air sprayer! (And up to 30% paint saving over an air sprayer.) No bulky compressor to lug around. Just plug into 110V outlet. The powerful little motor sprays a wide variety of liquids at high rate of speed for fast, smooth coverage and a professional looking job! Simple cleanup and easy maintenance, too.

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- Hardened steel cylinder and chromium plated piston for smooth operating efficiency.
- Gun body of cast aluminum with 10% silicon. Tough and rugged! Unharmed by solvents.
- High power pump section can be easily replaced.
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IT'S MULTI-PURPOSE!
Use with latex, primer, varnish, stain, wood sealer, lubricating oil, auto enamel. Spray insecticide, weed killer. Apply liquid wax onto floors. Spray liquid fertilizer on flowers, shrubs. Or spray wax on cars, trucks.

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Charge my credit card: VISA Mastercharge Am. Express
Acct. No. _____ Expires _____

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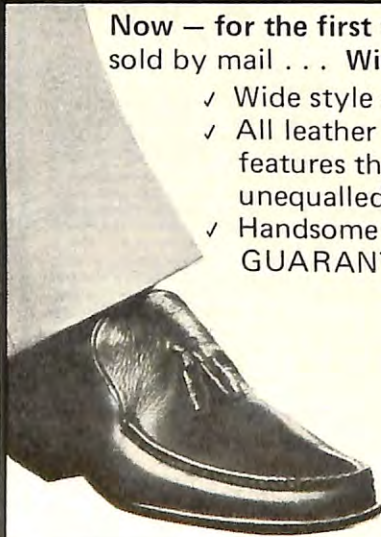


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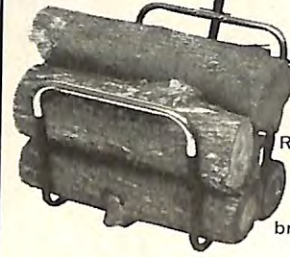
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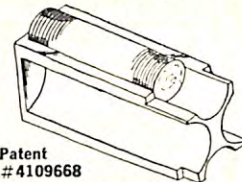
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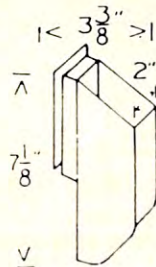
Now—Get low cost protection for cash, jewelry, passports, sentimental items and other valuables with the new WALL-IT. It's a patented, clever home hideaway that'll give you peace of mind, because once installed, it looks like any ordinary electrical outlet in your home, apartment, office, even your boat or motor home.

There's a special key to lock and unlock it...and only you know it's a secret, protective hideaway for your valuables. Yet your possessions are always near when you want them—protected by a special snap-on-cover when WALL-IT is closed.

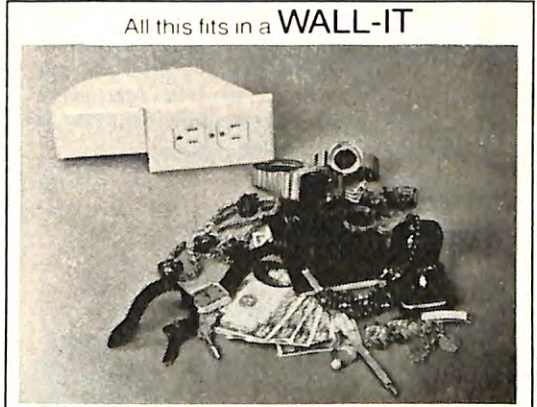
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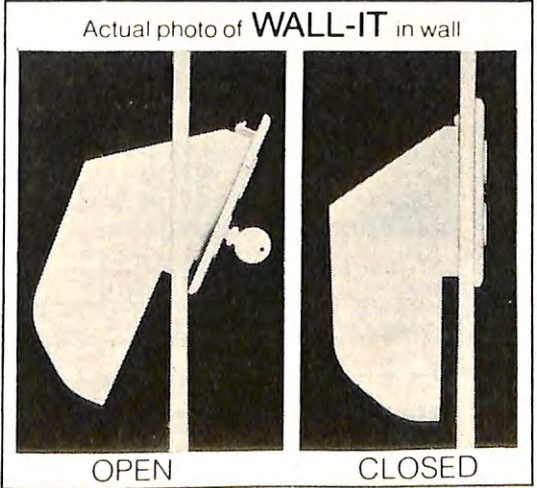
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WALL-IT defies detection — looks just like an ordinary electrical outlet. You can use the switch plate provided or any standard switch plate to match your others.

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Check enclosed for \$ _____
 Charge Visa Master Charge

ACCOUNT # _____
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ADDRESS _____
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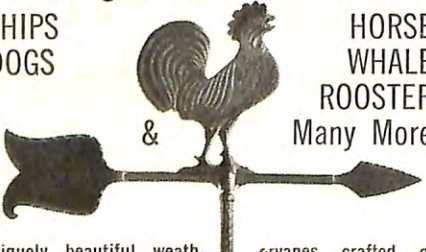
Quantity
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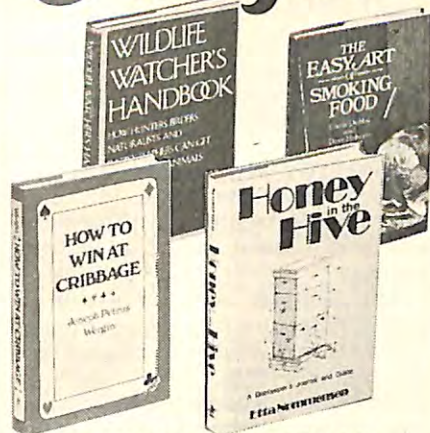
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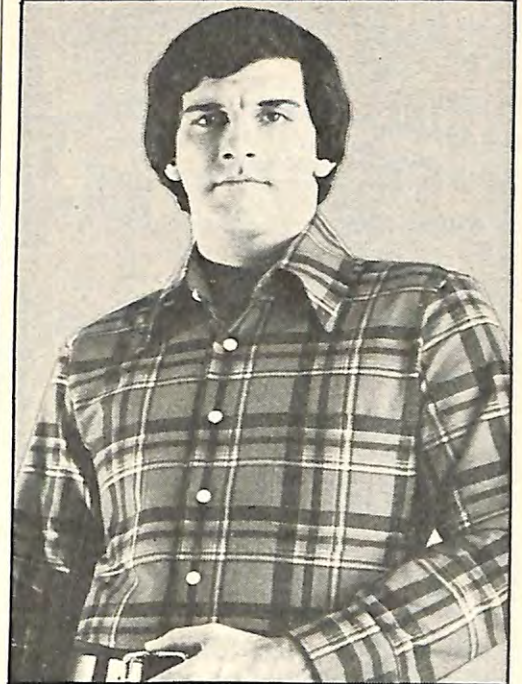
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Departed Brothers

PAST DISTRICT DEPUTY Orville E. Shurtleff of Van Wert, OH, Lodge died June 14, 1980. Brother Shurtleff served as District Deputy Grand Exalted Ruler for the Northwest District of Ohio in 1938-39.

PAST GRAND LODGE COMMITTEEMAN Richard W. Collins of Lusk, WY, Lodge died June 24, 1980. Brother Collins was District Deputy Grand Exalted Ruler for the South District of Wyoming in 1963-64. He served as president of the Wyoming Elks State Association in 1972-73 and was a member of the Grand Lodge Americanism Committee during 1973-75.

PAST GRAND LODGE COMMITTEEMAN Leonard A. Krebs of Indianapolis, IN, Lodge died recently. Brother Krebs served as District Deputy Grand Exalted Ruler for the South Central District of Indiana in 1945-46. He was also a past president of the Indiana Elks Association and in 1954-55 served on the Grand Lodge Committee on Credentials.

PAST DISTRICT DEPUTY R. Roy Probasco of Ontario, OR, Lodge died June 11, 1980. In 1963-64, Brother Probasco served as District Deputy Grand Exalted Ruler for the Southeast District of Oregon.

PAST DISTRICT DEPUTY Charles Bethel, Jr. of Arcadia, FL, Lodge died June 21, 1980. Brother Bethel was appointed District Deputy Grand Exalted Ruler for the Florida Southwest District in 1973-74. He also served the Florida State Elks Association as Vice-President for the Southwest District in 1972-73.

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