



The Elks

Magazine

JUNE
1922



"I pledge allegiance to my flag and to the Republic for which it stands; one Nation indivisible with Liberty and Justice for all."

20 cents
a copy

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE
ORDER OF ELKS OF THE UNITED STATES OF AMERICA

An investment in REST and RECREATION

"Knee-deep in June" is French Lick now; delicious, balmy, sunlit weather—with gentle breezes tempering the eager Summer sunshine. This is the season ideal at

FRENCH LICK SPRINGS

At this season thousands yearly visit French Lick Springs, the home of Pluto Water. The Cumberland foothills are radiant now with early Summer wild flowers. The air is a tonic in itself. Golf and tennis are in full swing. There are two 18-hole golf courses; one of them, opened recently, is the finest in the country. Riding, hiking and other outdoor sports.

Come now. Rest and play. Drink Pluto Water as it comes gushing from the ground, and take the world-famous medicinal baths. Large, fireproof hotel; excellent food; music, dancing—every provision for comfort and enjoyment. A trip now to French Lick Springs will pay you dividends in better health during the months to come.

Wire or write for reservations. French Lick Springs is conveniently reached via the Monon and Southern Railroads. Open all the year.

SEND FOR BOOK OF VIEWS

On request we will send a beautifully printed 48-page book descriptive of French Lick Springs and the French Lick Springs Hotel. Contains 62 actual photographs; large colored panoramic view of hotel, grounds, and two golf courses; 16 views taken on golf courses. We will also send rates and other information. Write today—address Department 12.

FRENCH LICK SPRINGS HOTEL CO.

Dept. 12, French Lick Springs, Indiana

THOMAS D. TAGGART, *President*

The Home of Pluto Water





"To inculcate the principles of Charity, Justice, Brotherly Love and Fidelity; to promote the welfare and enhance the happiness of its members; to quicken the spirit of American patriotism; to cultivate good fellowship. . . ."

—From Preamble to the Constitution, Benevolent and Protective Order of Elks

The Elks

Volume One *Magazine* Number One

Features for June, 1922

Salutatory—an Introduction to the Magazine	4
<i>Decorations by Franklin Booth</i>	
A Letter from President Harding	6
<i>Portrait etching by Walter Tittle</i>	
The Grand Exalted Ruler's Message—William W. Mountain	8
The Higher Obligation, a story by Ben Ames Williams	10
<i>Illustrations by Dudley Gloyne Summers</i>	
A Forward Look at Business—by Charles M. Schwab	14
Everybody's Listening—Radio by William Almon Wolff	15
<i>Decorations by Charles Baskerville, Jr.</i>	
The Intruders, a Lad story by Albert Payson Terhune	19
<i>Illustrations by Charles Livingston Bull</i>	
Every Other Man's Business, an article by Amos Stote	22
<i>Decorations by George A. Picken</i>	
Mrs. Proudfoot of Baltimore, by George Kibbe Turner	24
<i>Illustrated by Frank Street</i>	
Behind the Footlights and on the Screen—photographs	29
The Crime of a Bungler, story by Richard Connell	33
<i>Illustrated by Oscar F. Howard</i>	
The Thing That Draws the Crowds, by Bozeman Bulger	36
<i>Illustrations by Herb Roth</i>	
The Trouble Is—With Women, essay by Mildred Cram	39
Elks National Memorial Headquarters Commission	40
A Day for the Flag Itself—The Origin of Flag Day	42
Under the Spreading Antlers—News of the Order	44
<i>Decorations by Edward Ryan</i>	
The National Elks Home	46
Vale! John Galvin	47
The Gentle Art of Doing the Needful—Elk Activities	48
A Statewide Initiation Tour	49
<i>Cover Design by Frank X. Leyendecker</i>	

Copyright, 1922, by the Benevolent and Protective Order of Elks of the United States of America

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA

Published Under the Direction of the Elks National Memorial Headquarters Commission: John K. Tener, Chairman; Joseph T. Fanning, Secretary-Treasurer; James R. Nicholson, Edward Rightor, Fred Harper, Bruce A. Campbell, William M. Abbott, Rush L. Holland, Frank L. Rain, William W. Mountain, Grand Exalted Ruler (Ex-Officio)

50 East 42nd Street

New York City

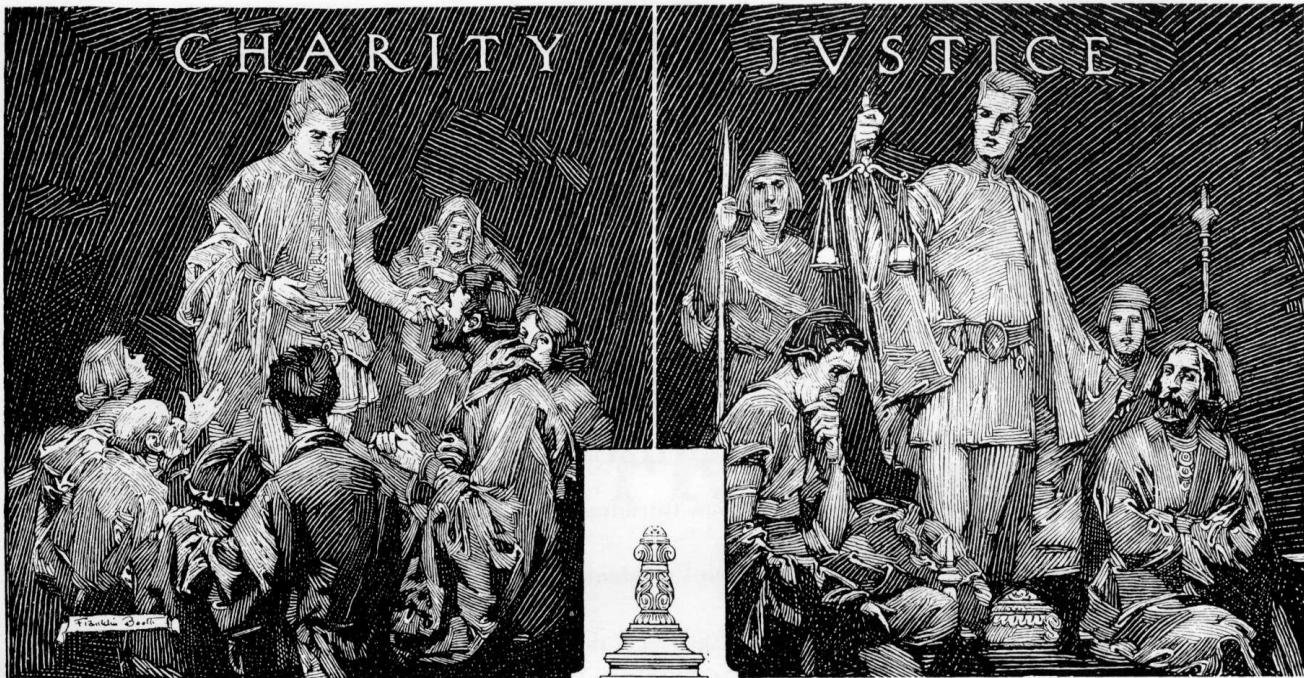
Joseph T. Fanning, *Executive Director*

Robert W. Brown, *Editor*

Charles S. Hart, *Business Manager*

The Elks Magazine is published monthly at 50 East 42nd Street, New York City, by the Benevolent and Protective Order of Elks, U. S. A. Entry as second-class matter applied for at the Post-office, New York, N. Y., under the act of March 3d, 1879. Single copy, price 20 cents. Subscription price in the United States and Possessions, for Non-Elks, \$2.00 a year;

for Elks, \$1.00 a year. For postage to Canada add 50 cents; for foreign postage add \$1.00. Subscriptions are payable in advance. In ordering change of address please allow four weeks' time, and give both old and new addresses. The Editors cannot undertake to return unsolicited contributions unless these be accompanied by stamped self-addressed envelopes.



SALUTATORY

WITH this first number of The Elks Magazine the Benevolent and Protective Order of Elks takes a most confident and, it is believed, a most effective step toward the accomplishment of a great purpose—the establishment and maintenance of a more intimate relationship and a more definite contact between the Order as a whole and its individual members. It has long been recognized as an unfortunate fact that the great majority of the members of the Order have considered lightly, if they did not wholly disregard, such relationship.

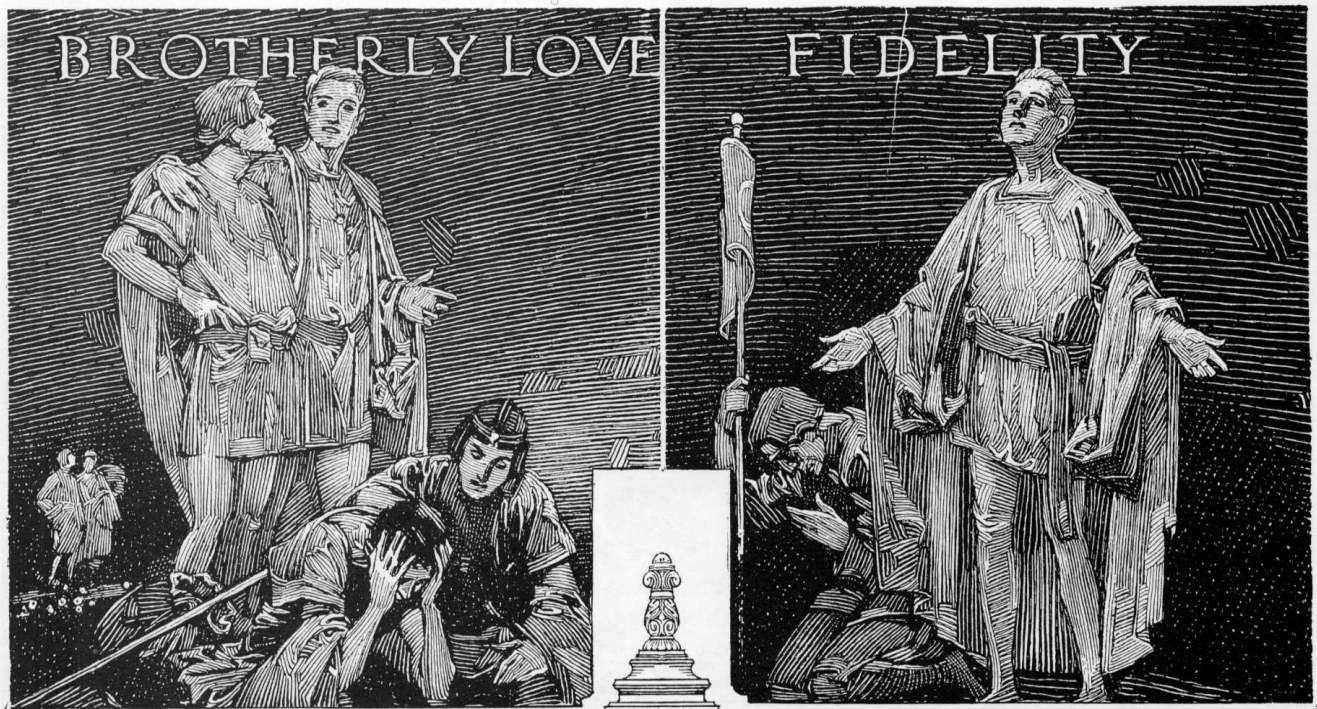
This has not been the fault of the individual Elk. It has been the fault or rather, neglect, of the Order in permitting the continued existence of conditions which have naturally produced this result. As a general rule the fraternal contact of members is local; their associations are largely within the subordinate lodge circle. The great Order of Elks, as an organized entity, has been but dimly visioned because it was brought to their passing attention only upon the infrequent occasions when the District Deputy paid his annual visit, or the Representative related his experiences at the Grand Lodge Session, or when a communication from the Grand Exalted Ruler was read at a lodge meeting. And even upon those occasions it was only the small minority in actual attendance which was reached.

Little was being done to bring directly to the attention of the individual Elk the inspiring history of the Order, its marvelous growth, its splendid achievements, its patriotic and beneficent activities, and its plans and hopes for the future, in all of which he had a definite share and a keen interest. It was but natural for him to drift into the belief that these things were not his concern; that the local lodge was the Order of Elks and marked the real limits of his fraternal association and obligation.

At the annual convention held in Los Angeles, in 1921, the Grand Lodge determined to take measures to bring members into closer touch with the Order generally, and with their brothers in other lodges.

The specific ends sought to be attained were:

- One. To establish a direct contact between the Order and its members—as individuals;
- Two. To provide some medium of communication through which each one could be promptly reached, personally and directly;
- Three. To bring to each Elk a realization that he is a member of the Benevolent and



Decorations by Franklin Booth

Protective Order of Elks of the United States of America, and not merely a member of a subordinate lodge;

Four. To furnish to each member a reliable source of information as to the history of the Order, its notable achievements and splendid accomplishments, to which he has, all too unconsciously, contributed;

Five. To keep the rank and file of the membership advised of the community service being rendered all over the country by the subordinate lodges of the Order, as an incentive to like activities in other localities.

Six. To provide information as to the proposed activities of the Order in the future, and the reasons therefor, so that individual members may form an intelligent opinion thereon and may have opportunity to express that opinion and make its influence felt;

Seven. To provide a means by which the Grand Exalted Ruler and other Grand Lodge Officers may send direct to each member communications which contain matters of interest to the whole Order.

Eight. Generally to encourage and foster that spirit of loyalty and devotion to the Order and its principles which alone can insure the maintenance of that high place in public esteem which the Order has already attained.

As a means of accomplishing these ends it was determined that a national journal should be established, to be called "The Elks Magazine," to be issued monthly and sent to each member of the Order at his home address.

IT IS not to be a mere bulletin or calendar of events, but a vigorous, high class, literary and fraternal journal, of which the contents will render it worthy of a place upon any library table. It is to contain matters of interest and information to all the members of an Elk household. It is designed to be entertaining as well as instructive; but primarily its purpose is to place in the hands of each one of the million Elks in the United States a monthly volume of fraternal information that will insure recognition of the Order's beneficent power, a keen appreciation of its uplifting mission, a deeper pride of membership, and a constant inspiration to a renewal of fraternal obligation and an incentive to greater fraternal activity.

How well this first number of the Magazine may succeed in promoting the purposes in view is for the members of the Order to judge. It is earnestly hoped that it may be accorded a generous welcome in every Elk household; that it may, in some degree at least, fulfill its high mission; and that, with ripened experience on the part of those charged with its administration, and with the co-operation of every brother, which is most earnestly besought, The Elks Magazine may become a most effective instrumentality for the accomplishment of a great and worthy purpose.