

Ruler was escorted by the band, mounted guard and drill corps to Independence Hall, where he placed a wreath at the base of the Liberty Bell. From thence he journeyed to the home of Betsy Ross, maker of the first American Flag of Stars and Stripes and presented to the Betsy Ross Home Association a framed copy of the Elks Allegiance to the Flag. These resolutions are conspicuously placed in this building, the shrine of all lovers of the Flag, and will be seen and read by thousands who visit the home every year.

From the Betsy Ross home, the Grand Exalted Ruler journeyed to the grave of Benjamin Franklin and placed thereon a wreath which contained a touch of the colors of the Order.

Philadelphia Lodge has prepared for presentation to each and every school in the city, numbering close to 400, with annexes, a framed copy of the Elks Allegiance to the Flag, on Flag Day, June 14, 1922, and is planning a fitting observance.

The latest patriotic activity of the Lodge is the formation of a Philadelphia Legion of Honor, membership in which is composed of service men who are Elks. The purpose is to provide employment, and to render homage to the Flag, and for participation in all patriotic demonstrations.

Quaker Latchstring Hangs on the Outside

Bidden to tarry awhile in historic Philadelphia, elaborate plans for the entertainment of Elks on their way to the Grand Lodge reunion, at Atlantic City, have been perfected by Philadelphia Lodge. Under seal, a letter has been addressed to every Subordinate Lodge, and conveying a cordial invitation to those who anticipate attending the Grand Lodge meeting, to arrange a stop-over in Philadelphia for as long as they can be tempted to remain.

Says Exalted Ruler Grakelow: "Philadelphia Lodge having gone to Los Angeles last year with the largest delegation of a non-military character that ever crossed the continent, and, despite the fact of our size, having been royally entertained by the various lodges en route, we naturally feel a keen desire to reciprocate the wonderful time enjoyed.

"Automobile trips and other forms of entertainment, governed entirely by the time of arrival and the length of stay, will be arranged for our guests. I ask those planning to visit us to communicate with me, at the Elks Home, Juniper and Arch streets, as to time of arrival, length of stay and size of party, so that complete preparations can be made. Let the stop-over be arranged in your itinerary on your way to the Grand Lodge reunion. Our thought is not to compete with Atlantic City hospitality. It is our desire to have everyone return home voting the Atlantic City Grand Lodge reunion of 1922 the greatest in the history of the Order."

Gala Time Programmed

Syracuse Lodge, numbering 2,500 affiliates, will be host of the New York State Association annual meeting June 4 and for three days following. Among the subjects programmed are Americanization, Ritualistic demonstration, greater charitable efforts, future uses of Elk clubs and social rooms. Syracuse Lodge is offering substantial prizes for ritualistic competition and for parade displays. Special features will be a mammoth banquet, a shore dinner, events at Three Rivers, motor trips through "Finger Lakes,"

also a massive demonstration at Keith's Theater. Music, dancing and cabaret entertainment at Elks Temple will enliven every evening. There will be a block party in front of the Temple with music by massed bands. Various fraternities of Syracuse, notably the Masonic Club, will aid. The Mayor, Chamber of Commerce and all civic bodies will join in the welcome. On the evening of June 4 there will be an address by Col. John P. Sullivan, Past Grand Exalted Ruler and Chairman of the Grand Lodge Selective Membership Committee. At 11 o'clock that night, on the stroke of the City Hall bell, Crouse College and Church Chimes will play "Auld Lang Syne." Throughout this ceremony all lights in Syracuse will be dimmed.

Dispensations Granted to Organize New Lodges

Having qualified applications under formalities of law, and upon proper representations certified by Grand Exalted Ruler Mountain, the following dispensations to organize Lodges have been granted: Madison, S. D., No. 1442; Oxnard, Calif., No. 1443; Iliion, N. Y., No. 1444; Winchester, Mass., No. 1445; Duncan, Okla., No. 1446; Garrett, Ind., No. 1447; Caldwell, Idaho, No. 1448.

President Harding on "Friendship and Memory"

"The greatest gift in God's master bestowal upon man is memory. It is the storehouse of everything in the life worth while. It fashions character and inspires all hope. It takes all of the impressions of human existence, and by some alchemy of love removes the dross and makes the golden cross of faith which is the rosary to every human prayer.

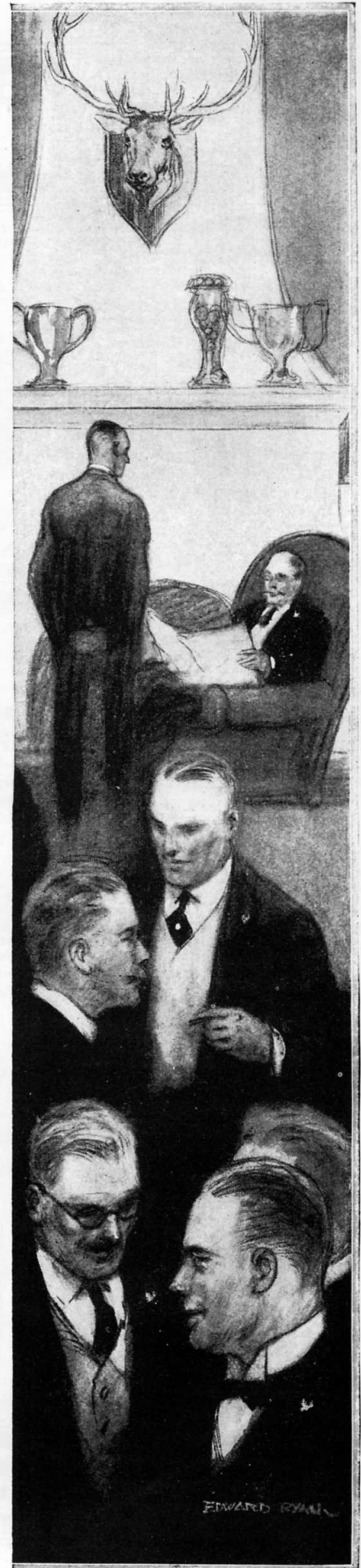
"One cannot fancy a life fit to live without memory's revelations in fellowship and friendships; without love and attainments; without encouragements and endearments; without inspirations and consciousness of achievements.

"We little stop to measure memory's supreme place in life. Friendship and fellowship are as old as creation. In the garden of charity, fidelity, justice and brotherly love we may cultivate everything in life worth while. I believe, with all my heart, we offer the highest memorial today if we resolve in our hearts to practise faithfully the things that Elksdom teaches."

Boston Elks Show the Way

Boston Lodge has undertaken to establish and administer a \$50,000 charity fund. To assure success, Boston Lodge donated from its own treasury \$15,000 as a start. It is interesting to state that the Honorary Committee is made up of Hon. Channing H. Cox, Governor; Hon. Thos. H. Dowd, P. E. R., Judge Municipal Court; Hon. M. J. Murray, Judge Municipal Court; Hon. George Holden Tinkham, Congressman; Hon. James A. Gallivan, Congressman. The spontaneous response of the public indicates that before the campaign ends the total gathered will surpass original expectations. Supplementing the general appeal for assistance, the Lodge is conducting a series of theatrical entertainments, including an athletic carnival and a charity pageant.

(Continued on page 77)



BUY TODAY 10 MONTHS TO PAY



X1—One perfectly cut, blue-white diamond set in "Merry Widow" mounting of white gold. \$45.



X2—Artistic hand-engraved mounting of platinum, 2 blue-white diamonds in hexagon settings. \$125.



X3—Scarf pin with one exceptionally fine, blue-white diamond, set Tiffany style. \$50.



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X37—Seven fine perfect-cut, blue-white diamonds, uniform in size, color and brilliancy, crown set, resembling a \$350 solitaire. Hand-engraved, white gold mounting (looks like platinum.) An unsurpassed SWEET value at only \$57.50



X17—Hexagon-set diamond, in hand-carved platinum mounting. \$100.



X18—Graceful pattern of white gold, 7 perfectly cut, blue-white diamonds. \$85.



X19—Twelve dazzling diamonds, platinum set, surround a beautiful blue faceted sapphire. \$150.



X4—Gentleman's massive, hand-carved Belcher ring, one fine diamond. \$90.



X5—One blue-white diamond set Tiffany style. \$25.



X20—Ladies' Belcher ring, one fine diamond. \$45.



X21—Tiffany style ring; one perfectly cut diamond. \$65.



X22—Platinum set 7-diamond cluster. \$65.



X6—Exclusive scarf pin; white gold hand-engraved mounting, 1 perfectly cut, blue-white diamond. \$30.



X7—Superior diamond, set Tiffany style, solid gold mounting. \$85.



X8—Beautiful mounting of white gold, combined with green gold; one superior diamond. \$50.



X9—Tiffany style set with one fine diamond. \$35.



X10—Genuine, hand-carved cameo in hand-engraved, solid gold bezel. \$6.50.



X11—The "Merry Widow," always popular, set with 5 perfectly cut, blue-white diamonds, in platinum. \$125.



X12—Solid gold, diamond-set tie clasp, Roman finish. \$6.



X13—One fine diamond, Tiffany style setting. \$150.



X14—Festoon of solid gold, set with 4 blue-white diamonds; 15-inch chain included. \$45.



X15—Handicraft design of green gold, one beautiful diamond, hexagonal set in platinum, 2 faceted blue sapphires in diamond mounting. \$85.



X37—"SWEET" indestructible pearls of rich, iridescent beauty and soft, changeable tints. Graduated necklace 16 inches long, complete with solid gold clasp, in handsome grey velvet gift case. \$7.

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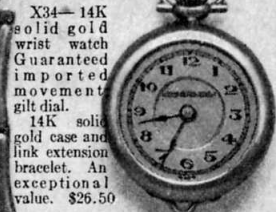
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X35—Same as X34 with 20-yr. guaranteed gold-filled case. \$12.50.



X23—Genuine coral cameo set with two fine diamonds. \$35.



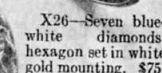
X25—Genuine cameo brooch in hand-engraved, solid gold bezel. \$10.



X24—One superior diamond in tooth setting. \$50.



X27—Twin Belcher ring; two blue-white diamonds. \$100.



X26—Seven blue-white diamonds, hexagon set in white gold mounting. \$75.



X28—Gentlemen's tooth ring, one fine diamond. \$35.



X29—Flat Belcher ring, one superior diamond. \$90.



X31—Beautiful pendant: 47 genuine whole pearls; one blue-white diamond and baroque drop; 15-inch chain included. \$25.



X33—Gentlemen's massive, seven-diamond platinum set cluster ring. \$60.

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Under the Spreading Antlers

(Continued from page 45)

Better Than Medicine for the Soldier Sick

Care of soldiers maimed in war is a problem sometimes difficult to handle, but when approached with the softening touch of fraternity the frown is more apt to shift to a smile. At Parker Hill Hospital, Boston, built by the Elks at a psychological time, and now directed by the United States Government Hospital Service, the task of restoring hundreds still suffering from shell-shock, or from wounds, or from effects of having been gassed, or from any form of disability, proceeds apace. Massachusetts State Elks Association, in staging weekly shows, supplies to these chaps the big idea in banishing depression and restoring a normal condition. Wm. E. Curran of Winthrop is secretary of the Entertainment Committee. Thus far more than half of the Elk Lodges in Massachusetts have sponsored these attractions. The night Boston was host, Mayor Curley acted as master of ceremonies. When Cambridge did the honors, Mayor Quinn was director. One crippled colored soldier disobeyed doctors' orders and slipped away from his cot to look on and laugh. The medical experts reproached him. He answered that, having seen the show, he was ready to die. Rather dubious?

University Scholarships Mark a Progressive Move

First it was Detroit Lodge, then Philadelphia and thirdly it was Rochester Lodge that led the way and caught step in the new procession of practical encouragement for the youth of the land in awarding scholarships. Grand Exalted Ruler Mountain is specially interested in the development and success of this educational movement. In writing Past Exalted Ruler James S. Bryan, of Rochester, he extends his compliments and commendations in these words: "It is a work that is close to my heart. I believe the time is coming when all Subordinate Lodges, or at least all of the larger ones, will have a sufficient number of boys in Universities to represent every Subordinate Lodge in the order. This makes Detroit, Philadelphia and Rochester enlisted to date, these lodges having, since my presentation of the plan, awarded scholarships to deserving boys. You will recall that in my talk at Rochester I did not propose any definite procedure until completion of our National Memorial Headquarters and the publication of the Elks Magazine. It is a great work that seems to have taken deep root with the membership of our Order. It is assuredly one that can not be measured for good, and no one could be more pleased than your Grand Exalted Ruler."

Chimes to Peal on the Stroke of Eleven

A unique feature of the New Home of Philadelphia Lodge of Elks will be a set of chimes with a clock placed somewhere in a tower of the building, as now contemplated, and serving on the stroke of eleven o'clock as an impressive reminder of a sentiment sacred within the Order and becoming rapidly and widely understood and appreciated in a public sense. The chimes will play "Auld Lang Syne" of familiar strain, and also a bit of a hymn or other sacred music equally familiar. Such a ceremonial will have the effect of arresting the attention of every citizen or wayfarer within ear-shot, and the further and unconscious influence of the chime will be to cause a pause in silence and in reverence every night at the eleven strokes, while a relative or dear friend, or relatives and friends, are tenderly recalled from the solitudes.

Columbus Lodge in Rural Environs

The Elks of Columbus, O., maintain a club-house unique in many respects. It is a country estate, none finer in the Mid-West. It combines the attractiveness of rural environs with a completeness of equipment that appeals to men of affairs who appreciate metropolitan ease and comfort amid quietude. The property is an auxiliary of the club-house, in the city proper.

Nestling amid trees, shrubbery and flowers the country club-house, in the event the Grand Lodge meets in Ohio's capital city—but that's a different story.

When the final improvements are made this estate will consist of about 300 acres. It will have a twenty-seven-hole golf course, twelve minutes away from the busy section of Columbus.

Bidding Good-By to an Old Friend

The *Southern Buck*, founded more than twenty years ago in tropic New Orleans by Aubrey Murray, of aromatic memory, announces its discontinuance as a journal of Elk tidings. In saying "Hail and Farewell" Aubrey Murray II does his valedictory with graceful spirit, which is characteristic. At the time the first issue was put to press, statistics showed a total Elk membership of 44,252, whereas today Elks lodge thickly dot the continent, and young Mr. Murray, who has really perpetuated the *Southern Buck* these last few years as a tribute to his father, thinks the Order has, in its national numerals, outgrown the local publication. In speaking his sincere affection for the Order, the talented son again proves himself a worthy successor.

Billy Sunday Asks God to Prosper the Elks

In a sermon preached at Kewanee, Ill., Rev. William A. Sunday offered the following prayer for the Elks:

"And then the Elks; now God, they are a speedy bunch, help them. Thou knowest they are the warmest-hearted bunch in the world and if I were in trouble I would go right up to one of these men who wear the little Elk pin and Thou knowest he wouldn't give me the stony stare and the marble heart but would put out the good right hand and help me. Now God, help them; they have got hearts as big as the dome of the Baptist church. O God, help them all."

Hawaiians Do Honor to Madame Schumann-Heink

Accustomed to adulation, yet mindful and deeply appreciative of the public estimate of her artistry, and appreciated for her devotion to American ideals, Madame Schumann-Heink, upon the occasion of her return from the Orient, received at the hands of Honolulu Lodge a tribute that touched her heart. As she disembarked, members of the Order escorted her to the beautiful home of the Lodge at Waikiki Beach. There a reception was staged.

Madame Schumann-Heink sang brilliantly. At the conclusion of the musical numbers, her shoulders were draped with a purple and white silk lei (Hawaiian scarf). The gift, from the Elks of Honolulu, bore this note:

"To Madame Schumann-Heink:

"This is a small token of Aloha from 'Your Boys,' the members of Honolulu Lodge, No. 630, a real American organization to a real American Mother.

"You can never realize how much we appreciate what you have done for us, and we sincerely hope that we will have the extreme pleasure of having you with us again soon.

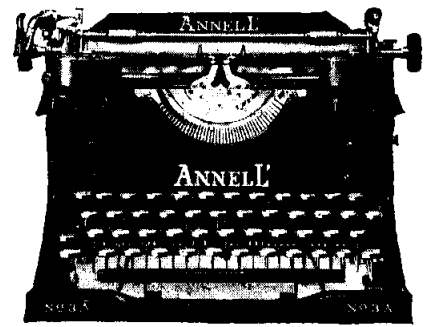
"Wishing you a pleasant journey home and all the happiness in the world.

"Aloha Nui,
"B. P. O. Elks No. 616."

Madame Schumann-Heink, on the visitors' register, inscribed beneath her signature, "God bless the Elks, fine and great people of our blessed country." Three of the Madame's sons are Elks.

United States Senators In the Limelight

Speaking of United States Senators, Boise City (Idaho) Lodge carries both Senator William E. Borah and Senator Frank R. Gooding on its roll of membership. Happily, the same complimentary thing can be said of Des Moines (Iowa) Lodge, which hails Senators Albert Baird Cummins and Charles A. Rawson, both as members of No. 98. And speaking of United States Senators again, Senator Charles L. McNary of Salem,



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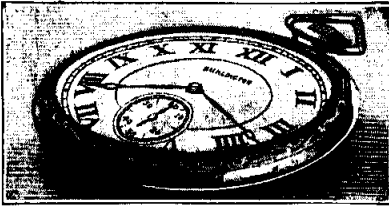
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This faith was based on their knowledge that this great Order has never yet failed in an undertaking to which it has set its hand.

It is our purpose to continue to justify this confidence by so building the service of our advertising columns that our readers will have an equal faith in responding to these as well as other advertisements appearing monthly in The Elks Magazine.

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Oregon, enjoys the distinction of having been Secretary of his Elk Lodge for a considerable period previous to the beginning of his Senatorship.

Senator Harry New Addresses by Radio

Harry S. New, charter member of Indianapolis Lodge and member of the United States Senate from Indiana was the first of public men to utilize the radio in addressing his constituents from Washington.

Bespaking Co-operation for the Grand Secretary

In the service of The Elks Magazine, and in complying with special conditions of law purposed to meet the business necessities of our National Publication, we bespeak for Grand Secretary Fred C. Robinson and his office, prompt and efficient co-operation on the part of Subordinate Lodge Secretaries, to the extent of making of duty a genuine pleasure. The further point is emphasized that, according as Subordinate Lodge Secretaries are alert and responsive in honoring the Grand Secretary's promulgations and requests in these respects, the quicker and more satisfactorily the Grand Secretary will be enabled to oblige the requirements of The Elks Magazine—requirements that are precedent and interdependent in a vitally important manner.

The Minutiae of the Official Emblem

In these days of varied and dissimilar and nondescript Elk emblems, it is well to keep in mind the description of the official standard adopted and authorized by the Grand Lodge in session at Dallas, Texas, in 1908, to-wit:

That the combination of a dial showing the hour of eleven with a white face and red roman numerals circumscribed by a blue circle containing the initials B. P. O. E. on which dial and circle shall rest an Elk's head and antlers, which shall be surmounted by a red star, be adopted as the official emblem of the Benevolent and Protective Order of Elks of the United States of America, and that the same be patented. Such action in no manner to be deemed or held to be a waiver of any rights the B. P. O. E. of the United States of America may have acquired by use, any prior appropriation of any other emblem.

A reproduction of the official emblem, setting forth this detail, is shown at the left corner at top of the cover page appearing herewith.

Wise Way to Stimulate Interest

St. Louis No. 9 some time ago adopted the policy of discussing "Good of the Order" questions of general public interest. For example, Cy Blanke, a member of St. Louis Lodge, having undertaken to provide hot coffee and bread during the winter to all men in St. Louis who are out of work and without money, was appointed to discuss: "The Bread Line; Its Cause and Its Cure." Mr. Blanke, who has been feeding an average of 2,000 persons a day since November,

made an address which caused a number of wealthy and charitable men to co-operate with his charity. The president of a bank made a talk on "Banks: the service they render and their relation to the people." John S. Leahy, St. Louis lawyer, spoke one evening on "The Constitution of the United States: Is it impaired? And does it meet America's modern needs?"

The set addresses are followed by general discussion. In a very true sense, a right understanding of such questions as these does concern the "Good of the Order." That the plan is appreciated by Elks is shown by the marvelous increase in the attendance.

New Orleans Lodge Gymnasium Destroyed by Fire

On Saturday, April 8th, exalted ruler John P. Sullivan was called home from his vacation at Hot Springs by news of the disastrous fire at the New Orleans Elks Home No. 39. Colonel Sullivan spent the first day after his arrival in conference with the lodge officers laying plans for the immediate rebuilding of the home on a more magnificent scale than ever before. A full list of the improvements the new structure will contain is not yet available. The addition, however, will be larger and the wives and daughters of the members will have a swimming pool and Turkish bath for their exclusive use.

The fire started in a fan shaft between the ceiling and the roof of the gymnasium and the social hall, presumably from sparks from a motor. Only the gallant fight of the entire fire department prevented the main building from being destroyed. The rear wing was swept by flames that left it a mass of crumbled brick and twisted iron and resulted in the loss of one fireman's life, Conrad Schwartz, and the serious injury of twenty others. The financial loss suffered by the Crescent City brothers was \$250,000.

The floor of the gymnasium, where a score of men were exercising, unconscious of the danger when the alarm was sent in by a motorist who saw the smoke, broke through immediately over the swimming pool and tons of debris were precipitated through. The Turkish bath and the grill which adjoined the room in which the pool was located were badly damaged by water. The billiard tables in the basement were also drenched. One of the huge art glass windows in the lodge room was broken by the heat from the flames that leaped across the narrow light shaft.

One of the first steps taken by Colonel Sullivan was to notify every member of the Lodge who had demitted or been dropped for non-payment of dues during the past year "that this was no time to quit." The result was the receipt of many applications for reaffiliation.

The Lodge refused to permit the disaster to interfere with any portion of its elaborate program for the summer and within a week held its annual automobile style show at the Fair Grounds, on Easter Sunday, and entertained Grand Exalted Ruler William W. Mountain, Past Grand Exalted Ruler John K. Tener and Grand Secretary Fred C. Robinson.

In addition to rebuilding, the Lodge pledged itself to "do its full duty to the loved ones of Fireman Schwartz," whose funeral was attended by a delegation of Elks led by Colonel Sullivan.

Farewell to Harry S. Sanderson, Past Grand Exalted Ruler

On the morning of April 26, 1922, and in the eightieth year of his age, Harry Schley Sanderson, Past Grand Exalted Ruler of the Benevolent and Protective Order of Elks (Period 1884-85), died at his home in Cranford, New Jersey. Mr. Sanderson was a pioneer of the Order of Elks, and was among the first of the old-timers to emphasize and dignify the spirit of Fraternity as paramount to social entrenchments. He had been ill for more than a year. A widow, three daughters and several grandchildren survive. It was in 1877 that Mr. Sanderson was initiated an Elk. In 1873, he became manager of Tony Pastor's theater. Years afterward he assumed the management of F. F. Proctor's theater, at Plainfield, N. J., where he continued in service until incapacitated by illness. The presentation to him by the Grand Lodge in 1920 of a gold badge, adding honor to honors already done, recalled that it was he who had suggested placing the antlers upon the altar in the Lodge.

The funeral ceremony took place Thursday evening, April 27, at 8 o'clock at his late home. Interment the morning following took place in Plainfield Cemetery. At the ceremony, Past Grand Exalted Ruler Edward Leach represented Grand Exalted Ruler Mountain. A goodly company of old-time Elk intimates was present.

Imminence of press time prevents ampler mention. Suffice it to say that he lived his life in the sunshine, and that his virtues are inscribed on the tablets of love and memory. Authentic or legendary, a story is told in Baltimore that it was Mr. Sanderson's mother who sewed the stars on the flag that flew over Fort McHenry, inspiring Francis Key Scott to write the Star Spangled Banner.



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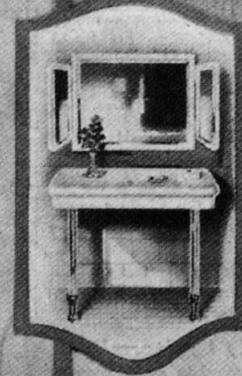
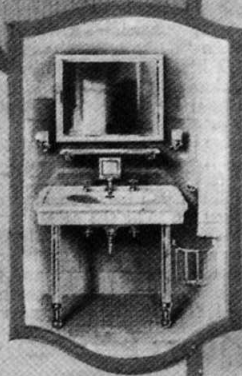
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FINANCE and BUSINESS

(Continued from page 23)

one about you is to a greater or less degree an injury to you.

Statistics gathered very carefully a few years ago gave the average life of our business houses, all classes and kinds included, as seven years. That commercial mortality is one of the most expensive taxes this country has to bear, and the ultimate expense falls upon each of us in proportion to our means, just as surely as water reaches its level. The failure of a retail store, which apparently opens the way to bargains, must eventually increase the price of the goods dealt in, to all consumers; for both the wholesalers and manufacturers who lost through the failure must cover their losses by profits from other sources or they could not remain in business.

In the last analysis there is no such a thing as a bargain, for no permanent gain may be made through another's loss. That loss inevitably trickles back and takes a toll out of each of our pockets. The history of booms and panics, which is another name for high prices and bargains, is that in the end everybody pays.

The increase in trade associations and the efforts of many of them to improve conditions on an economic basis is one good sign of the advance business men have made in viewing conditions from a higher plane than merely that of immediate cash profits. When competitors are ready to get together for the common good, knowing that in serving this good they are also serving themselves, then we have indisputable proof of progress.

There is like encouragement to be found in the development of the farmer, who has forged ahead as a business man at such a pace that we will find the leaders among them holding high places in the future commercial operations of the country. That they have made mistakes, and howled proportionately, is to be expected; but they have not made the greatest of all mistakes, that of standing still. Not only is the farmer taking a broader view of his relationship to the other branches of business but he is systematizing his work, standardizing his crops and merchandizing his wares in a way that will give our increasing population an enlarged service.

What the farmer has done in standardization of stock and crops, the manufacturer has done to a much greater degree in the output from his factories. Standardization not only eliminates or reduces freak design and abortive novelty, but it reduces cost while improving the product.

When we consider that the truth about business involves the fact that the vast majority of people have no real conception of the actual nature, function and extent of the business force, then we must, strange as it may seem, have a great respect for the misguided human. And this respect must be based on his marvellous elasticity, determination and courage. By all the laws of economics the world is today bankrupt and ready to be snuffed out as a failure; and this is largely due to the fact that business has never been business but rather a game in which everyone has taken a chance, with first one and then another winning and losing.

True business must benefit all. Unless it increases the sum total of happiness it is a failure. The late war nearly put business out of business, but that human elasticity, which is forever accomplishing the impossible, often without even knowing it, is right now bringing us back. The result will be a sounder foundation for all commercial operations. The mass of intelligence is improving, and moving in the right direction.

Let us each take the position that business is a force, a force not unlike electricity. That when properly handled it may be made to accomplish almost anything; but when let run wild it has a destructive power beyond reckoning. When we accept business on this basis, we find a wonderful new interest in all that we do, with vastly enlarged opportunities for each of us.

The future of our country depends upon our acceptance of business as an universal force.



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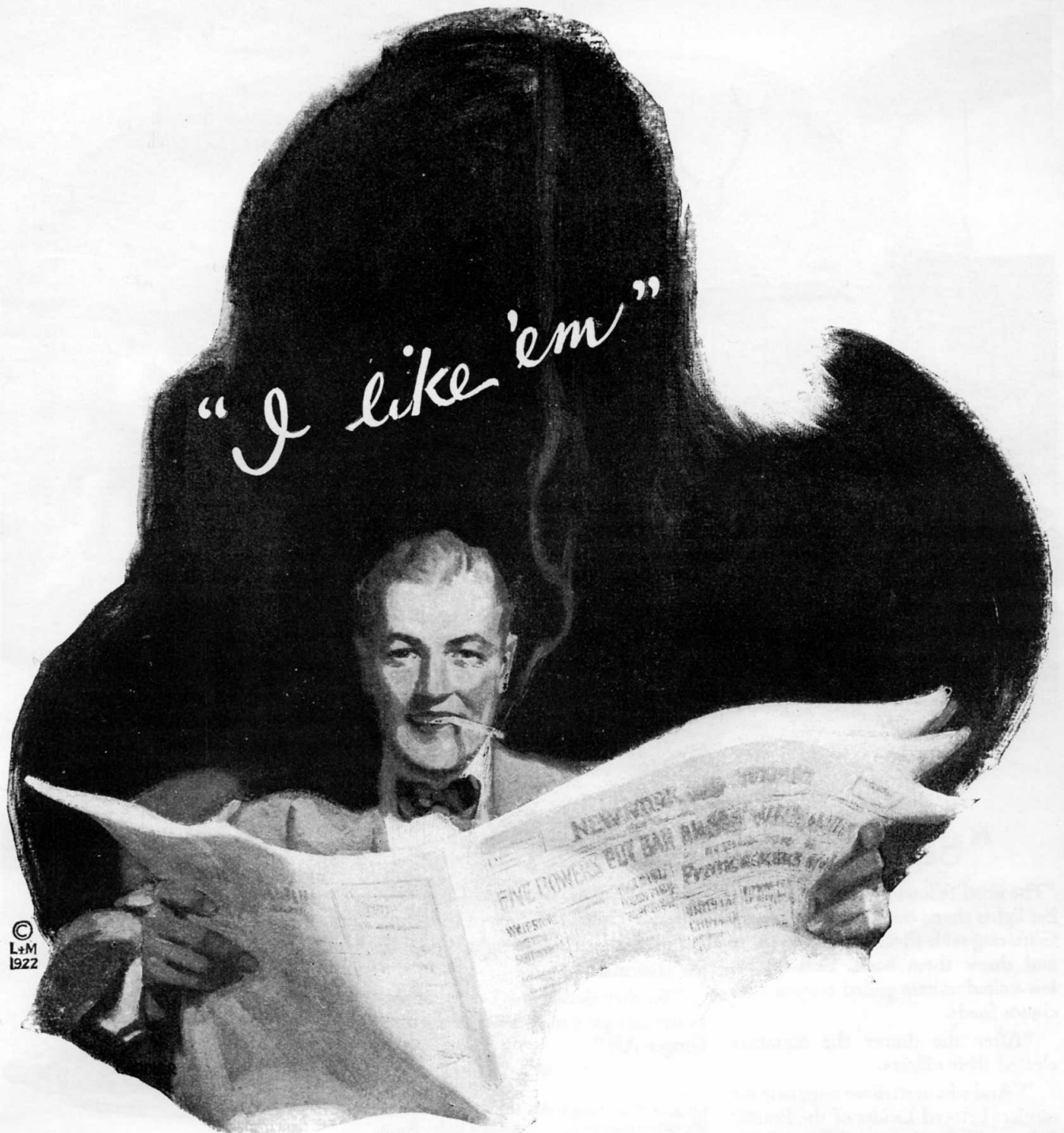


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“The good fellows got together. Amber lights shone on white shirt-fronts. Glittering table silver caught the lights and threw them back. Soft-footed, low-voiced waiters glided around with choice foods.

“After the dinner the members elected their officers.

“‘And whom shall we nominate for our late beloved Leader of the Feasts? Who will take the place of him “who came with vine leaves in his hair”—him whom Volstead killed?’

“In the sudden silence that followed, a voice from the table said to the

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