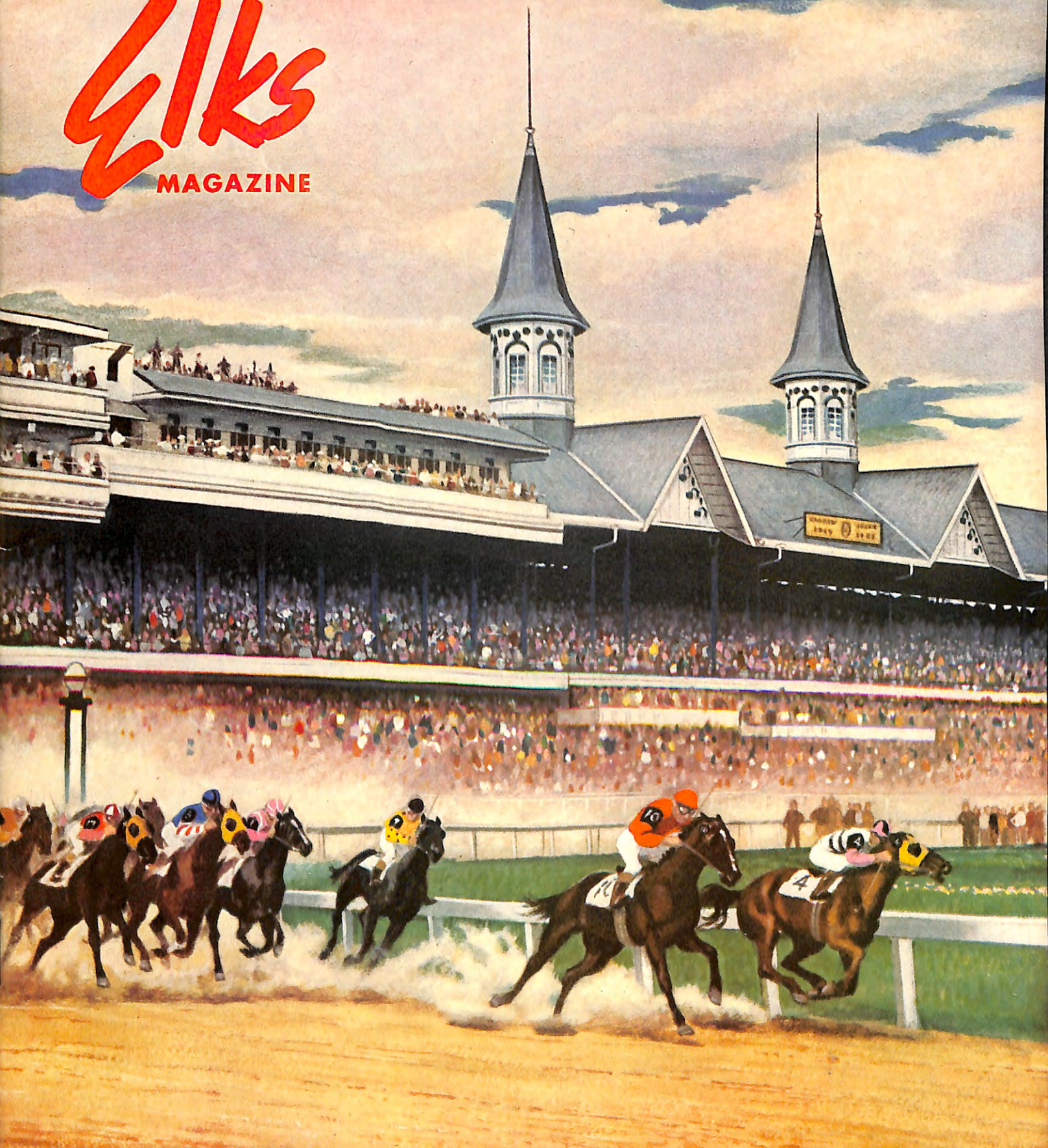


THE
Elks
MAGAZINE



Rounding the first turn—
The Kentucky Derby, Churchill Downs

BOBBY JONES

By Al J. Stump

MAY 1952

C. Monroe, Jr.

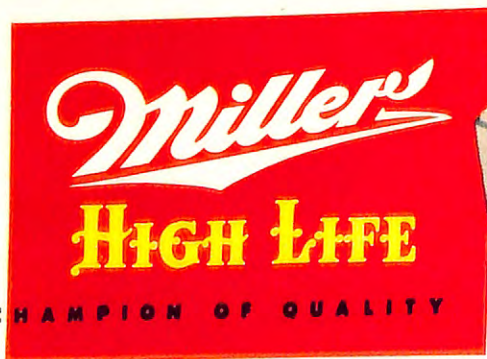
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THE NATIONAL CHAMPION OF QUALITY

support
Know
Your
America
week

JUNE 8-14

The All-American Conference to Combat Communism, of which the Order of Elks is a member, is sponsoring Know Your America Week June 8-14 in communities throughout the country. The article in the April issue of *The Elks Magazine*, entitled "They Let Freedom Ring," described the inspiring Know Your America Week presented by the citizens of Buffalo.

It is my hope that Elks lodges will join with other civic organizations in their communities in staging Know Your America programs that will help to open everybody's eyes a little wider to the wonderful heritage with which we Americans are blessed. Know Your America Week closes on Flag Day which was originated by the Elks. This year marks the 175th Anniversary of our Flag. There could be no finer way for our lodges to cooperate than by making the Elks Flag Day observance the climax to the Know Your America Week program, in addition to participating as fully as possible in the other events during the week.

Lodges can obtain detailed information on how to organize a Know Your America Week program by writing to Past Grand Exalted Ruler Joseph B. Kyle, 1009 Wells Street, Gary, Indiana.

Howard R. Davis
 Grand Exalted Ruler

FLAG DAY REPORTS

Again this year, the lodges are invited to submit reports and photographs describing their Flag Day programs to the Lodge Activities Committee of the Grand Lodge for consideration as to the most outstanding. In a later issue, your Magazine will carry a report of the Committee's decisions on these observances.

Committeeman Chelsie J. Senerchia 4303 N.W. Seventh Avenue, Miami 37, Fla., will handle these reports. All lodges are urged to get their contributions to him as soon as possible after June 14th.



TRAPPED!

To the \$5,000 Man who wants to make \$10,000 or more a year

A year goes by quickly—so quickly that the average man is not discouraged to find himself at the end just about where he was at the beginning.

But, suddenly, middle-age arrives; he awakes to the startling realization that he has been *trapped* by mediocrity . . . by half-way success.

The big jobs and big salaries which only yesterday seemed possible of accomplishment now appear remote and unobtainable. The future that held great promise no longer exists.

Look back over your own business career. Have you made as much progress as you are capable of making? Are you adding to your knowledge of business fundamentals each day? Or are you, too, lying back contentedly waiting for the success that will never come?

Men who sincerely want to get out of the "trap" can turn to the Alexander Hamilton Institute with great hope. Over a period of thirty-nine years, the Institute has re-kindled the ambitions of thousands of men, and has enabled them to turn their dreams of success into actual achievements.

Send for "Forging Ahead in Business"

It is one of the fascinating delights of business to see what a single year can do in the lives of ambitious men working under systematic guidance. The Institute works no miracles, but it does provide a program so complete and scientific that each day carries subscribers closer to their goal.

That program is outlined in a 64-page booklet aptly titled "Forging Ahead in Business". It was written for mature men only; men who seek—not a magic formula—but a sound, realistic approach to the problems they face in trying to improve their positions and increase their incomes.

There is no charge for "Forging Ahead in Business" for the simple reason that it is worth only what you make it worth. Some men glance through it, and toss it aside. Others have found a fortune in its pages.

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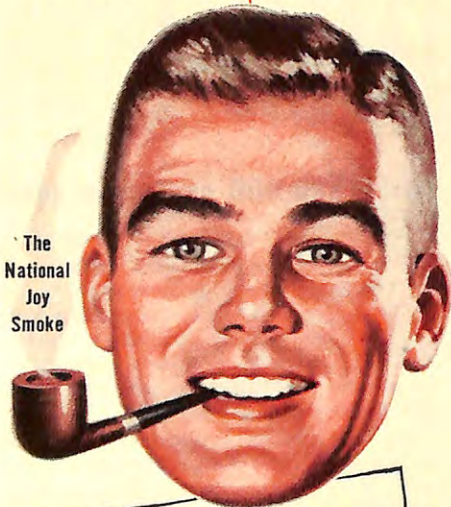
✓ a bit about
"Bite"



SOME FOODS taste better when the "bite" of mustard, horse-radish or sauce is added!



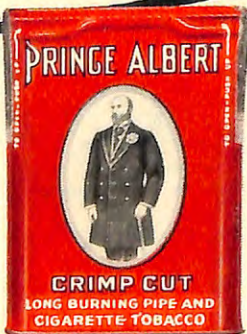
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PLEASURES IN**
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in every tin!*

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*Process patented July 30, 1907

More Men
Smoke

PRINCE ALBERT
than any other tobacco

THE ELKS

VOL. 30

MAGAZINE

No. 12

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

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THE ELKS MAGAZINE, Volume 30, No. 12, May, 1952. Published monthly at McCall Street, Dayton, Ohio, by the Benevolent and Protective Order of Elks of the United States of America. Entered as second-class matter November 2, 1940, at the Post Office at Dayton, Ohio, under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1952. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks, \$1.00 a year; for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this Magazine assumes no responsibility for their safety.

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TENTATIVE PROGRAM

88th GRAND LODGE CONVENTION

NEW YORK CITY: Supplementing this program, additional features are being arranged. These will be detailed in the June and July issues of *The Elks Magazine* and announced in pamphlet form to be issued at the time of registration.

SATURDAY, JULY 12, 1952

- 10:00 A.M. REGISTRATION: Grand Lodge members at Hotel Commodore. RITUALISTIC CONTEST.
- 12:00 N. GENERAL REGISTRATION of visiting Brothers and Ladies at New York Lodge No. 1. OPEN HOUSE: All day and evening at New York Lodge No. 1.
- 2:00 P.M. SIGHTSEEING TOURS: Radio City, Rockefeller Center, Empire State Building, Chinatown, Bowery, Around Manhattan Island in cruiser yacht, Wall Street, United Nations, Statue of Liberty, Coney Island. Special rates have been arranged.
- 2:00 Free tickets to radio and television broadcasts distributed at Hotel Commodore. Information relative to theatres, night clubs, shopping, travel, hotel reservations, convention program, available at committee booths at Hotel Commodore.

SUNDAY, JULY 13

- 10:00 A.M. RITUALISTIC CONTEST continues. REGISTRATION continues.
- AFTERNOON: OPEN HOUSE to Elks and their ladies all day at New York Lodge No. 1.
- 8:00 P.M. OPENING CEREMONIES in Grand Ballroom of Waldorf Astoria. Radio and television broadcasting of ceremonies. Special patriotic extravaganza. All Elks and their ladies invited.

MONDAY, JULY 14

- 8:00 A.M. STATE ASSOCIATION BREAK-FASTS.
- 9:00 RITUALISTIC CONTEST continues.
- 9:30 REGISTRATION continues.
- 9:45 Regular Grand Lodge Sessions commence in Grand Ballroom of Hotel Waldorf Astoria and at this session the election of officers for the ensuing year will take place.
- 10:00 Members and their ladies will be guests of the New York State Convention Committee at the famed Radio City Music Hall.
- 11:00 BAND AND DRILL TEAM CONTESTS at Rockefeller Center.
- 12:00 N. STATE ASSOCIATION LUNCHEONS.
- 2:00 P.M. TRAPSHOOTING CONTEST. Contestants and spectators will be guests of Staten Island Lodge No. 841.
- 2:00 GLEE CLUB AND QUARTETTE CONTEST at Grand Ballroom of Waldorf Astoria.
- 6:00 STATE ASSOCIATION DINNERS.
- 7:30 ELKS NIGHT AT ROOSEVELT RACEWAY—Special features at the trotting races.

TUESDAY, JULY 15

- 8:00 A.M. STATE ASSOCIATION BREAK-FASTS.
- 9:00 RITUALISTIC CONTEST continues.
- 9:45 Regular Grand Lodge Session at Waldorf Astoria Hotel.
- 10:00 A.M. Special "AROUND NEW YORK STEAMER SIGHTSEEING CRUISE".
- 2:00 P.M. Elks and their ladies will be guests of the New York State Convention Committee. Steamer leaves foot of West 40th Street.
- 11:00 MEMORIAL SERVICES — Grand Ballroom, Waldorf Astoria.
- 11:00 BAND AND DRILL TEAM CONTESTS—Rockefeller Center Plaza.
- 12:00 N. STATE ASSOCIATION LUNCHEONS.
- 1:45 P.M. FASHION SHOW sponsored by B. Altman & Co., New York. Program of entertainment for ladies of Grand Lodge delegates at the Hotel Commodore.
- 2:00 ELKS DAY AT JAMAICA RACE TRACK—Empire City Racing Association meeting. Special trains leave Penn Station at 1:00 P.M.
- 2:00 TRAPSHOOTING contest continues at Staten Island.
- 6:00 STATE ASSOCIATION DINNERS.
- 8:30 GRAND BALL AND ENTERTAINMENT. Grand Ballroom of Waldorf Astoria Hotel. All Elks and their ladies will be guests of the New York State Convention Committee. Special surprises planned.

WEDNESDAY, JULY 16

- 9:00 A.M. RITUALISTIC CONTEST continues.
- 9:45 REGULAR GRAND LODGE SESSION AT WALDORF ASTORIA.
- 1:00 P.M. "ELKS DAY AT YANKEE STADIUM" (Tickets by Advance Sale) —Yankees vs. Cleveland. Special pre-game ceremonies. Championship bands, drill teams, glee clubs and quartettes to entertain. Special features, television and radio broadcast coverage. Transportation via New York City's subways. Open House at Bronx Lodge immediately after the game to meet Yankee officials and players. See page 44.
- 8:00 OPEN HOUSE AND SPECIAL RECEPTION AT ALL FIVE ELK LODGE HOMES OF THE CITY OF NEW YORK.

THURSDAY, JULY 17

- 9:45 A.M. FINAL SESSION of Grand Lodge.
- 11:30 Installation of new Grand Lodge Officers.

MORE

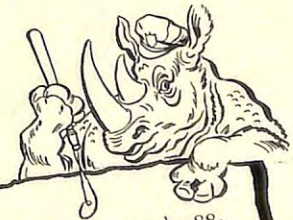
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ARMSTRONG

Rhino
-Flex TIRES

JONES

No other golfer has matched him.

JIMMY DEMARET, tight-lipped Lloyd Mangrum and voluble Sam Snead, three golfers of as varied stripe as you can find in PGA circles, were lounging at a clubhouse table just before the Masters Tournament opened in Georgia last April. With them were several newspapermen. As they sat marking time, a stocky, starting-to-grey man of middle age came slowly into the room.

The first thing you noticed about him was that he moved with the help of a heavy cane.

The pros watched and fell silent. Not so one of the press corps, a youngish fellow as golf writers go. "You know, I've been hearing about Bobby Jones all my life," he said. "The way they tell it, no other golfer could carry his clubs. But just for a day I'd give plenty to see him in his prime again. If he could step out there with you guys, we'd find out just how much of the Jones story is fact—and how much is sentimental hokum."

Mangrum, top PGA money-winner of 1951, snorted. For the Texan that amounts to a speech. But Snead couldn't let the remark pass. "I saw him at his best, when I was a kid breakin' in back in West Virginia," drawled the balding holder of many major championships. "I was so hopped up when they introduced me that my hands shook."

The Slammer shifted in his chair to stare the doubter in the eye. "If Bob Jones was around today it wouldn't be any different. He'd make us all scramble for our dough.

Because what he could do to a golf ball wasn't human. He was the best, brother, and don't ever doubt it!"

Tradition isn't always served in the Professional Golfers Association, a lodge often accused of putting all such considerations several leagues back of the hard cash buck. Time, too, has been chipping away at the Jones legend. In the 22 years since Georgia's favorite son was laying about him at Winged Foot, Skokie, Interlachen, St. Andrews and Merion, new generations of fans have taken over the fairways without knowing any more about him than what they've read or been told. Playing equipment has been vastly improved, courses softened and scores, accordingly, lowered since the Twenties. It's almost a cliché in golf to point out that where Jones dominated the field with scores in the 280's, the modern par-blasters tour 72 holes in as few as 261 strokes. And such admitted greats as Lawson Little, Ralph Guldahl, Byron Nelson, Snead, Mangrum, Demaret and Ben Hogan have taken their best shots at his tournament-winning records.

Yet at 50, ailing in recent years and a grandfather, the quiet, stocky Atlantan remains the golfer by whom all others are measured.

Talk to the old heads whose playing experience spans both periods, men like Lighthorse (*Continued on page 35*)

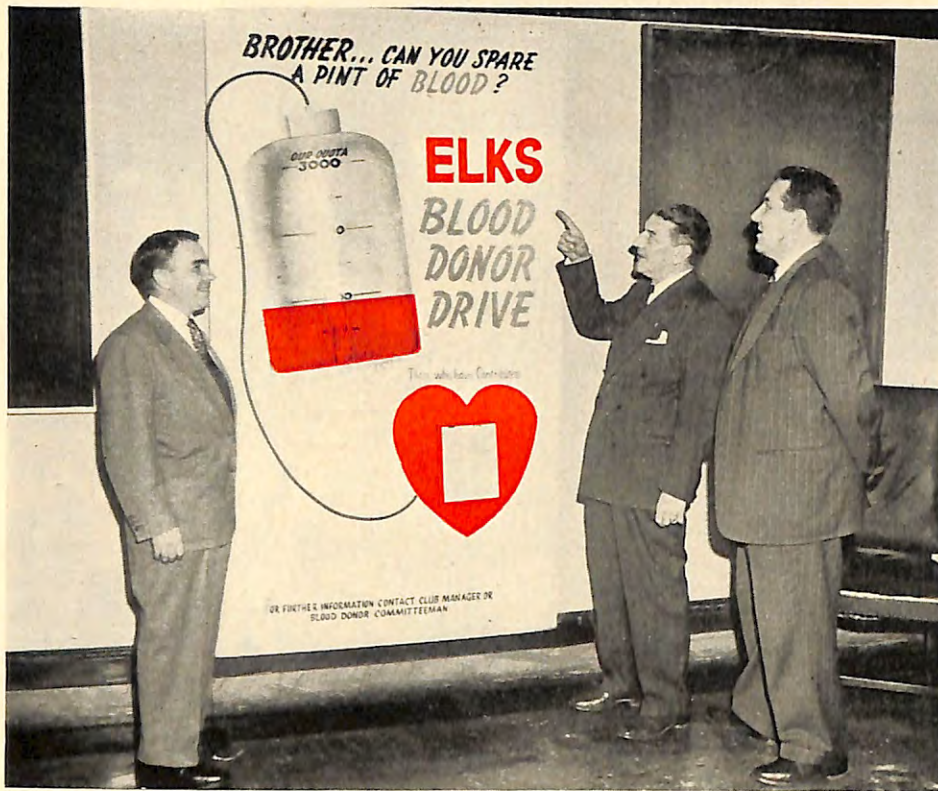
BY AL J. STUMP

ILLUSTRATED BY WOODI





woodi



Md., Dela. and D. C. Elks Assn. officials point with pride to a good beginning in the Blood Campaign the Assn. is sponsoring. Left to right: Pres. W. Edgar Porter, Campaign Chairman Seymour Hall and E.R. Joseph Motyka of Washington, D. C., Lodge which was host to the regional meeting.

more

BLOOD

for our armed forces



IDAHO FALLS, IDA.

THE Order of Elks had collected 251,000 pints of blood for the nation's defenders as of March 31, it was estimated on the basis of incomplete returns from an official survey of lodges. This would represent one-fourth of the million-pint goal of the Elks Armed Forces Blood Campaign. The survey indicated that lodges held pledges for an additional 223,000 pints.

These totals were calculated from reports from 42 District Deputies to Grand Exalted Ruler Davis covering 397 lodges in 26 states. Actual collections totalled 62,925 pints by 272 lodges, and pledges totalled 57,470 pints. Eighty-four lodges were unreported, or reported no collections, and 41 said that there were no facilities for collecting blood in their communities.

LEADERS OPTIMISTIC

Campaign leaders emphasized that the estimates were conservative, and pointed out that the figures represent but five months of effort, since the Campaign, while launched in October, did not get under way until November. They expressed confidence that collection totals will show a tremendous jump in April, May and June, with improved weather conditions and with more and more lodges getting into the Campaign as collection facilities are made available.

Grand Exalted Ruler Davis asked lodges to organize special blood donor days in observance of Armed Forces Day on May 17. There is no better way for Elks to honor our soldiers, sailors, marines and airmen than by giving blood for the protection of the lives of those who are defending us, he said. Among the many blood drive slogans devised by Elks, none points this thought up more forcefully than the one originated by Secretary Al. N. Tisher of Salinas, Cal.: "Your pint of blood may be the difference between a white cross and a purple heart. Give your blood to a fighting man in Korea."

MORE LODGES REACH QUOTAS

Meanwhile, 15 more lodges joined the honor roll of those that have reached or exceeded their quotas of one pint per member, bringing the number of lodges entitled to the Grand Exalted Ruler's Certificate of Meritorious Achievement to 29. Latest additions to the Honor Roll are Albany, Ga., Bellingham, Wash., Broken Bow, Neb., Douglas, Ga., Hastings, Neb., Hickory, N. C., Hillsdale, N. J., Hopkinsville, Ky., Kendallville, Ind., Logan, Utah, Mattoon, Ill., Paris, Tenn., Red Wing, Minn., Westwood, N. J., and Willows, Calif.

Lodges are urged to notify *The Elks Magazine* when their blood collections reach their quotas and qualify them for Certificates.

Some of the recent Elk blood drive activities are shown in the accompanying photo roundup.

(Continued on page 8)



PASCO, WASH.



MIAMI, FLA.



DULUTH, MINN.



HERMISTON, ORE.



BLOOMSBURG, PA.



BRADENTON, FLA.



ELKHART, IND.



GLENS FALLS, N. Y.

More **BLOOD** for Our Armed Forces

(Continued from page 6)



MENA, ARK.



NORFOLK, VA.



PORTERVILLE, CALIF.



TOOELE, UTAH



MEDFORD, ORE.

When Idaho Falls, Ida., Lodge turned over its lodge rooms to a two-day Blood Drive, 775 persons were processed, 651 pints of blood collected. The unit was invited back for a three-day visit in April, when pledges for 900 pints were to be filled, to bring the total well over the lodge's 1,500-pint quota.

WHAT OTHER LODGES ARE DOING

When the Bloodmobile visited Pasco, Wash., Lodge, the Elks' quota was 192 pints, the capacity of the unit. There were 213 donors on hand, and even with 18 rejections, the donations went three pints over the line. Elk Glenn Sickles, Captain of the local Police Dept., was pictured making his contribution as Ben Roscoe of Radio Station KWIE interviewed him and lodge Secy. Glenn C. Admire looked on.

Miami, Fla., Lodge set Washington's Birthday aside for blood-collection and a month earlier began a terrific publicity campaign, utilizing press, radio and television. All donors rode to and from the lodge by Yellow Cab and were given tickets entitling them to a free dinner and a show.

By the end of the day, 278 persons had contributed, among them a decorated hero of the Korean conflict, Sgt. Dean
(Continued on page 34)

Your blood may mean
the difference between
a White Cross or
a Purple Heart

A Message from the Grand Exalted Ruler



TO YOU new subordinate lodge officers now getting comfortably settled in the harness of a new lodge year, let us call attention to a challenging problem.

This is the proper assimilation of the new members you will initiate this year. It is not a new problem. It is one that has plagued your predecessors, just as it challenges you. It is one we have never been able to solve.

We have not yet learned how to make real Elks out of all the tens of thousands of men who come knocking at our doors each year and are admitted to membership.

We fail to assimilate the raw material of Elkdom, and are the losers thereby.

Our Order has more than doubled in size in the last 15 years—from 450,000 to 1,060,000 men. This represents an average net increase of around 40,000 a year. Yet we gross something like an average of 85,000, or 90,000 new members a year. What becomes of the missing 50,000?

Well, we lost between 12,000 and 15,000 a year by deaths, then another thousand or two by dimits. But the great bulk of those missing 50,000—from 30,000 to 35,000 a year—disappear down that ever-yawning chasm labeled:—"Dropped for Non-Payment of Dues."

While some small percentage of these may wander away so that the home lodge loses trace of them, the great bulk disappear from our rolls because they have lost interest in the Elks, or because they did not have a real interest in our Order when they joined. They were lodge members, but not real Elks.

We have questioned, and we have surveyed, and the result is a lot of individual reasons for the loss of interest. But too many of us overlook the real reason.

The fault is primarily ours because we have failed to assimilate properly all those who have cast their lot with our fraternity. This has been our one big trouble through the years. It is the biggest problem that faces us today.

Can we solve this problem? Is it susceptible of solution? The answer to this question lies with the subordinate lodges. That is why we say to you, new lodge officers, that

it is the greatest challenge you face. The answer to this problem must come at the subordinate lodge level.

The Grand Lodge, the State Associations, can provide no overall panacea. Good Elks, the kind that do not lose interest in our fraternity, we make right in their home towns, in their home lodges.

The best way to make a good Elk is to put him to work, give him something to do, as soon after his initiation as possible. You may regard him as a joiner; but make of him a worker. He comes to you as a member; it is for you to make of him a real Elk.

You, 1,600 Exalted Rulers, will initiate many thousands of new members this year—between 80,000 and 90,000, if past averages are maintained. And in the meantime your lodge will eventually lose 40 per cent of those you initiate this year unless you find some way to assimilate them.

So give that new member some kind of a job to do, and don't wait too long before you enlist his services. The task may be small to you, but to him it can be both interesting and important. It may be something for the lodge, it may be something for the club. Get him on a committee—you can't have too many committees—then see to it that the Chairman doesn't overlook him.

Every man has an interest in something. Find out what that interest is, then funnel that interest into its proper channel. You will get returns that surprise you.

The Subordinate Lodge is the one agency which can stop this costly drain in membership due to lack of interest on the part of some members. Are you going to accept the challenge for your own lodge, Brother Exalted Ruler? You are going to initiate, but are you going to hold?

We ask you to give real thought and attention to this ever-present problem of proper assimilation of both our new and our old membership. Put that new man to work today and you will make a real Elk for tomorrow.

**SERVE OUR ORDER TODAY FOR A
BETTER AMERICA TOMORROW**

Fraternally yours,

Howard R. Davis

HOWARD R. DAVIS, GRAND EXALTED RULER

News of the Lodges



At the unveiling of the portrait of Past Grand Exalted Ruler John S. McClelland at Atlanta, Ga., Lodge, were, left to right: Past Grand Exalted Rulers Charles E. Broughton and Bruce A. Campbell, E.R. G. W. Brubaker, Judge McClelland and Past Grand Exalted Rulers J. Edgar Masters, Grand Secretary, and David Sholtz, who was principal speaker.

Dignitaries Join in Atlanta, Ga., Tribute to John S. McClelland

Past Grand Exalted Ruler John S. McClelland, Fulton Criminal Courts Justice, who will retire this year, saw his portrait unveiled by his grandson at the home of Atlanta Lodge No. 78, climaxing activities of the second day in a three-day celebration in his honor.

Past Grand Exalted Rulers Bruce A. Campbell, J. Edgar Masters, Grand Secretary, Charles E. Broughton and David Sholtz; Grand Chaplain Rev. Father James E. King, and former Grand Lodge Committeemen Hugh W. Hicks and Cyril A. Kremser joined the hundreds who paid tribute to Judge McClelland.

Former Gov. Sholtz, principal speaker at the program over which E.R. G. W.

Brubaker presided, lauded Past Grand Exalted Ruler McClelland's courage, philosophy and leadership so needed in these confused times.

The portrait, executed by Atlanta artist Glascock Reynolds, will hang in the lodge hall of the newly completed \$400,000 addition to the home of No. 78.

The first day of this celebration was devoted to the initiation of an outstanding class of 80 men in Judge McClelland's honor, with a Grand Ball concluding the festivities on the third day.

Herrin, Ill., Lodge Honors Former Leaders

Fourteen P.E.R.'s of Herrin Lodge No. 1146 received 21-jewel Lord Elgin wristwatches at special ceremonies recently. A fine dinner began the program, followed by a lodge meeting when the P.E.R.'s who had received similar gifts in previous years made this year's presentation to those men who headed the lodge from 1909 to 1942.

Greybull, Wyo., Lodge Observes Thirtieth Anniversary

With nearly 500 Elks and ladies in attendance, Greybull Lodge No. 1431 celebrated its 30th Anniversary with a banquet, served by wives of the members, during which music was furnished by a new member of Thermopolis Lodge, Ernie Ernst. Following dinner, dancing was enjoyed to the music of an orchestra composed of P.E.R. G. D. Wilson, Est. Lect. Knight Fred L. Gould, two future members of the lodge and Mrs. Marie Ducey, sister of a member of No. 1431.



March of Dimes Fund Raising Committee Co-Chairman Jim Shelton holds the \$859.10 check raised by Grants Pass, Ore., Lodge at its County Fair and Carnival. Left to right: Trustees Chairman George H. Eckstein, Exalted Ruler Walter H. Sergeant, Committee Co-Chairmen William Carlson and Jim Shelton, and County Polio Foundation Director Rev. Leslie Dunton.



Harry Leonhardt, 80-year-old official host for Los Angeles, Calif., Lodge for the past 20 years, receives "adoption degree" from Past Grand Exalted Ruler Michael F. Shannon, left, as E.R. Dr. Clark D. Ryan, right, looks on. Host Leonhardt, Honorary Life Member of New York Lodge, believes he's greeted over 250,000 fellow Elks during his stewardship.

During the program, two members who have done outstanding work in promoting Elkdom, P.E.R. R. L. Dockery and E. V. Dobbins, the lodge's only Honorary Life Member, were honored, receiving special gifts from E.R. Lon G. Stadtfeld.

Greybull Lodge's Band has appeared at many functions during its seven-month existence. This 15-piece group, wearing comedy dress, appeared on the March of Dimes Talent Show.

The basketball team of No. 1431, the only Elk-sponsored quintet in that section of the State, boasting three former college stars and managed by Elk Albert Howell, is making great headway in the Big Horn Basin Independent League.

McMinnville, Ore., Elks Aid March of Dimes

The Elks-KMCM March of Dimes Jamboree, held in the lodge room of McMinnville Lodge No. 1283, gave an \$842 boost in pledges to the community's polio fund.

During the four-hour broadcast, radio listeners kept two special telephone lines busy with requests for entertainment by the talented instrumentalists and vocalists on hand. Along with their requests, came donations and pledges.

Arranged and conducted by Elks Win Fraidenburg and Lou Gillete, the traditional combination effort set a new record in contributions.

Bremerton, Wash., Lodge Holds P.E.R.'s Night

Annual Past Exalted Ruler's Night at Bremerton Lodge No. 1181 found a large group of former leaders on hand to receive the tribute of their fellow members.

An interesting sidelight of the meeting occurred when, with P.E.R. J. E. Adams serving as Master of Ceremonies, amateur entertainment from among the membership was "auctioned off" realizing a total of \$241.25 for the March of Dimes. One of the contributors to the fund was Est. Lead. Knight Irving Allen, a polio victim during the past year, whose courage and fortitude have been an inspiration to his lodge.



Among the many fine young men who were initiated in Tulare, Calif., Lodge's Exalted Ruler's Class were Stanford University football stars, Robert Mathias, Olympic Decathlon Champion, right, whose father is an Elk, and Robert Hoegh, second from left. Left is Past Grand Exalted Ruler L. A. Lewis; and third from left, is E.R. Russell B. Henry. Many Elks from Calif.'s East Central Dist. were guests.



This group of men, foreground, made up the Gail I. Gardner Exalted Ruler Class of Prescott, Ariz., Lodge, initiated by the officers of the lodge, standing in background.



Ely, Nev., Lodge officers and the 25 men initiated in honor of Grand Exalted Ruler Davis, with D.D. S. W. Comish, seated eighth from left, present.

Business Outlook



BY DR. MARCUS NADLER

Dr. Nadler is Professor of Finance at New York University. This article is a follow-up of his forecasts for business conditions in 1952 which ran in our January issue.

BUSINESS conditions in the United States are developing along the lines predicted in my article in the January issue of *The Elks Magazine*. In that article the following comments were made: "Business activity during 1952 will be at a high level. However, the contradictions in the economy . . . will continue. Those industries directly and indirectly connected with the defense effort will continue to operate practically at capacity. . . . The soft goods industries . . . will continue to operate in a competitive market. Competition will be keen and buyers' resistance against any unwarranted increase in prices will be strong."

Events of the past few months have confirmed this appraisal. Employment is plentiful, but more and more industries are rapidly leaving the sellers' market and entering a buyers' market. This not only means keener competition, harder work and lower profits, but also necessitates a re-orientation in management's planning. In a sellers' market the principal function of the sales organization is to allocate merchandise. In a buyers' market proper merchandising, pricing and styling, in order to induce the ultimate consumer to buy, become of prime importance.

The transition from the sellers' to the buyers' market has been brought about by two developments: the stretching out of the defense program over a longer period than was originally planned, and the tremendous increase in the productive capacity of the country. Up to a few months ago it was generally believed that rearmament expenditures would reach their peak in 1952 and then level off. However, in the Economic and Budget Messages delivered by the President early

in the year it became evident that military outlays will be spread over a longer period of years. This means that the demand for metals and other commodities in short supply during 1952 will not be as pronounced as was originally expected. The increase in productive capacity is the result of the huge capital expenditures by corporations since the end of the war. Since Korea, business investment has been greatly stimulated by rapid write-off of defense facilities for tax purposes. The new machinery and equipment are much more efficient than the old and therefore capable of producing more commodities. Because of these factors one may expect that during the next six months, and particularly during the third quarter of the year, some of the shortages will disappear and there will be a better balance between supply and demand in most commodities, which, of course, is most desirable.

PEOPLE ARE MORE THRIFTY

Another important development influencing business activity in general, and particularly the outlook for commodity prices, is the fact that individuals are showing an inclination to spend less and to save more. Savings have continued at a high rate, which indicates not only that the most important pent-up demands have almost been met but also that consumers are unwilling to pay high prices and are expecting either lower prices or better quality goods or both.

As a result of the factors enumerated above, the economy of the United States has remained practically stable during the past several months. Since September 1951 the index of industrial activity calculated by the Board of Governors of the Federal Reserve System has remained virtually unchanged at around 218-219. Commodity prices on the wholesale level have tended to level off, and in January the consumers' price index for the first time in many months showed a decline.

At present the economic forces still indicate a period of stability, but gradually the forces of inflation appear to be giving way to the forces of deflation. The principal inflationary dangers that remain are the Federal deficit and increases in wage rates. The prospective large deficit of the Federal Government may force the

for the Second Quarter

Treasury to borrow about \$10 billion during the second half of this year. In this connection, however, it should be borne in mind that Federal revenues as a rule are higher than anticipated and that genuine efforts are being made by Congress to reduce government expenditures. If these efforts are successful and expenditures are reduced by \$5 to \$7 billion the Treasury will not have to borrow more than \$4 or \$5 billion in the open market. Under these conditions the inflationary dangers emanating from this source will not be great.

The second source of inflation is the constant increase in wages, which will be further stimulated by the steel settlement, resulting in rising prices of commodities. Since supply in many lines has caught up with demand, particularly in view of the strong buyers' resistance, it may be expected that the increase in the cost of production brought about by higher wages will be partly absorbed by manufacturers and distributors, with the result that gross profits will be lower. To some extent this will affect the revenues of the government. While higher costs of production will tend to raise prices of commodities, the increase should be moderate indeed.

THE OUTLOOK

Business activity will continue at a high level during the second and third quarters of this year. In all probability the index of industrial production will witness a moderate increase, rising to perhaps 22.5 as compared with about 21.9 at present. The principal factors that may bring about an expansion in industrial activity are speeding up of military orders and a seasonal increase in construction and farming. Most of the difficulties in military procurement have been ironed out, and for the remainder of the year the output of hard goods should increase materially. Because of high farm prices, one may expect that the acreage under cultivation during the current year will remain large. Moreover, home construction will in all probability be at a higher level than was originally envisaged. At first it was believed that dwelling construction during 1952 would not exceed 650,000 units. This estimate was later

(Continued on page 41)

Elks National Service Commission **ACTIVITIES**



This photograph was taken at the Phoenix Veterans Hospital during the "Punch 'n' Win" program sponsored by the Elks National Service Commission and the Ariz. Elks Assn. Left to right: Quiz Master Alex Clayton; R. A. Johnson, VA Chief, Special Services, and Ed Priebe, serviceman winner.



Harvey, III., Lodge receives a "Meritorious Award for Service to Veterans" from the AMVETS at a special ceremony. The award was made in recognition of the exemplary programs presented by the Elks at Hines and Vaughn Hospitals on Christmas Eve each year. Left to right: AMVETS State Service Officer Chas. Baranyai, E.R. Harry W. Zahler, accepting the plaque, John E. Yates, Veterans Entertainment Committee Chairman.



Left: This picture records the big Bingo Party put on by the Service Commission of the Florida Central District at Bay Pines Hospital. A well-known magician, Roy R. Miller, put on his interesting act for the patients at this affair during which \$150 in prizes was awarded.

Right: When Korean veterans returned to near-by Marine Camp Pendleton, Oceanside, Calif., Elks immediately invited those who resided in the jurisdiction to be their guests at dinner and entertainment. Pictured with E.R. Gordon Duff, in tuxedo, center row, is Brig. Gen. Lewis Puller who led the Marines pictured in Korean battles. Lodge officers are in front row.



Left: Cast of the minstrel show sponsored by Sumter, S. C., Lodge, patients, hostesses and Elks' wives in the recreation lounge of the VA Hospital in Columbia during an Elk program.



WELCOME TO NEW YORK

— and the 88th Grand Lodge Convention

JULY 13-17, 1952



CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK 7, N. Y.

March 28, 1952 c

Hon. James T. Hallinan, General Chairman
88th Grand Lodge Convention
Benevolent and Protective Order of Elks, U.S.A.
88-11 Sutphin Boulevard
Jamaica 35, N. Y.

Dear Judge Hallinan:

The City of New York has contributed much to the growth and development of our wonderful country. We are proud of the great influence that our city has had on the cultural as well as the economic life of our people. One of our city's gifts to the nation, of which I am particularly proud, is the Benevolent and Protective Order of Elks.

I am sure that no one among that small group of men who organized the Jolly Corks here in New York City in 1868, out of which there grew a few months later the Order of Elks, had any idea that it would become the great fraternity that it is today. That our Order has grown to over 1,060,000 members in 1,600 Lodges throughout the country and its possessions is, I firmly believe, due to the fact that the true spirit of America lives in Elkdom. Without regard to religion, political belief or economic status it unites men of all sections in a common faith in God and love of country. It is one of the great, invisible bonds that makes America strong.

So, it is a great pleasure, and a personal privilege, for me as Mayor of New York City and a member of the Order of Elks to welcome the 88th Convention to the Grand Lodge to the city of its birth. Our recreational and cultural facilities, without parallel anywhere, are yours to enjoy, and we hope that all visiting Elks and their ladies will take the fullest advantage of them. I hope that you will have a most successful Convention and a happy stay in New York. I am sure you will.

Fraternally,

Vincent P. Impellitteri

MAYOR

ROD & GUN

BY DAN HOLLAND

The peaceful lake trout is the deep-sea fish of fresh water.



WHEN I was fingerling size and didn't want to do anything but fish, our family spent a summer on a small lake which was located on the eastern slope of the Adirondacks. The name of the lake, Warm Pond, must have been given it by some early advertising man; it had the coldest water not to be stiff that I ever felt. Anyway, being cold and pure and little bothered, Warm Pond contained an ample supply of sunnies, yellow perch, bullheads, crappie and smallmouth bass, plus still another mysterious fish called a lake trout. That summer my two brothers and I did nothing but fish, from the time the mists were still rising early each morning until bullhead time at night. The only thing sufficiently important to interfere was meal call.

We sat records as we went along to shoot at the following days. I still remember my best: a 3½-pound smallmouth, a 19¼-inch crappie, a 14½-inch yellow perch; but no matter how many of these fish we caught we never saw fin nor scale of the phantom lake trout. Once when still-fishing off a rocky ledge one of my brothers hooked something which swam steadily and persistently out into the lake until it broke off. That was a lake trout, we decided, and undoubtedly he was half as long as the boat. The lake trout to us became rather awesome.

We had the lake entirely to ourselves until early in August; then a stranger appeared on our private preserve. We gave him a wide berth, but even from a distance we saw that he was an old man—a man I should now from a more mature viewpoint to have been a middle-aged gentleman in his fifties. We did notice, too, that he acted oddly for a fisherman. Each and every day he still-fished in exactly the same spot, and he never caught anything. If he had asked, we could have told him there was nothing to catch where he chose to fish, half-way out in the lake instead of along a ledge or against the pads. We concluded he didn't care, and we were sure we didn't.

One evening as we cut across the lake toward camp we discovered a strange contraption at the spot where he was in the habit of sitting in his boat. It was a crude wooden float which was apparently anchored to the bottom by a wire, although the water must have been very deep at that point. After much discussion we decided that this device must have

something to do with the mysterious lake trout, but just what we had no idea. The next day when he arrived, we were fishing innocently nearby where we could keep an eye on him, but spying wasn't necessary. The first thing we knew he had motioned us alongside and explained everything. I remember all of the details he explained very clearly.

First, he had sounded the bottom with a bell-shaped lead filled with lard. The lead line measured the depth of water and the lard picked up bottom samples. Lake trout, he explained, fed in deep water on a sandy bottom, especially just below a steep, shelving rock. When he located just such an ideal spot, he buoyed it for future reference. What he needed to complete the program, however, was an ample supply of sunnies and perch to chum with daily. That's where we entered the picture. We could provide some sunnies and perch to be cut up for chum, and in return we might finally see one of these fabulous lake trout.

WE did our part, and the fisherman fished patiently, using a six-inch chub minnow for bait, sitting with his boat tied to the buoy, day in and day out. Why he chummed with one thing and fished with another he didn't explain. Anyway, he didn't catch a lake trout. He didn't catch anything. Finally his vacation was over and he hauled in his buoy, rolled up the long anchor wire, put away his tackle and went home.

That might have ended the lake-trout

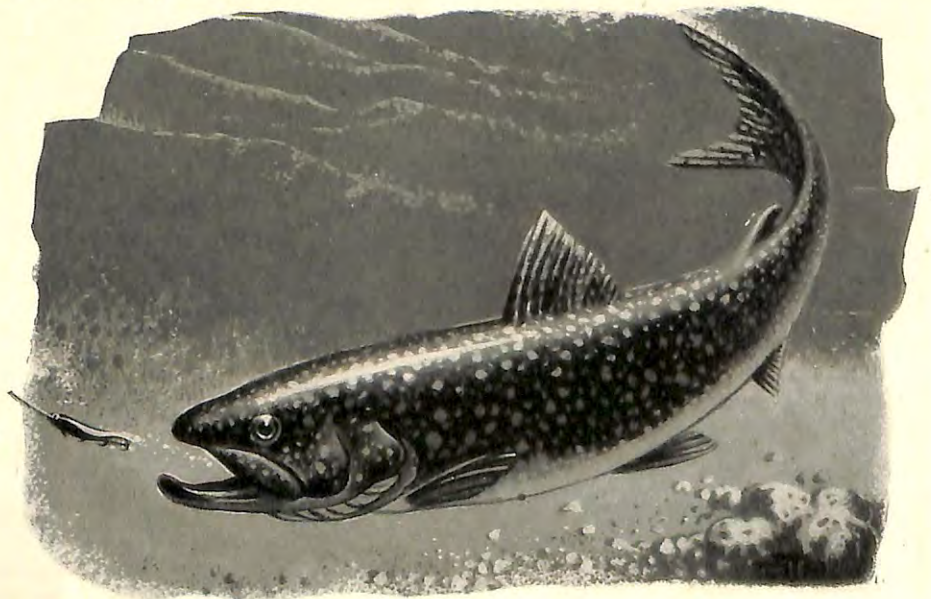
story except that we hadn't been entirely idle during our visits with chum. We had lined up his buoy with pairs of trees on shore, like the sights of a rifle looked at backward, from all sides. We didn't need a buoy to pin-point this lake-trout free-grub station.

The next day was Saturday, the day Dad arrived for his usual weekend visit from the city. We met the overnight train and on reaching the lake wouldn't even allow him time to visit camp and change his business clothes. He sat with us in the boat patiently the entire morning, but at noon made us reel in to go to camp for lunch. My brothers' line came in all right but, as luck would have it, mine was fouled on the bottom. With urgings from my hungry brothers I gave it a good heave and whatever it was stuck to broke loose from the bottom. It was too heavy to reel in, so I commenced hand-lining it the long way up to the surface. My brothers had their tackle put away and were telling me to get a move on, and I was still pulling in line, curiously peering over the side into the clear water to see what manner of debris I was bringing to light. Then I saw it! Coming up on the end of the line, twisting in slow and lazy spirals, its mouth agape, was a fish—a huge fish!

I didn't have much to do with what followed. Dad took over the moment he saw the laker. Somehow he flopped it over the gunwhale; then, without hesitating, he flopped himself on top of the fish,

(Continued on page 39)

Lake trout drawing by Johan T. Polak.



With lake trout, it's the size of the fish that counts; not the method of hauling him up.

LODGE NOTES

SEDALIA, MO., Lodge reports the acquisition of 36 new members, initiated not long ago as the largest class to become affiliated with the lodge in many years . . . **FERNDALE, MICH.**, Lodge gave a surprise party celebrating the 82nd birthday of its Secy., Edwin R. Bayliss. An Elk since 1918, Mr. Bayliss has been Secy. for 17 years. Among the guests were Grand Tiler Irvine J. Unger and State Pres. Jay H. Payne . . . **ROCK HILL, S. C.**, Lodge owns 66 wheelchairs which are loaned, free of charge, to anyone in the lodge's jurisdiction who needs them. Three who are using these chairs now are the three little Ellis girls who were paralyzed mysteriously after they were mistakenly given machine oil by a servant . . . **MORGANTOWN, W. VA.**, Elks are proud of their Est. Loyal Knight, Alex Zeck, who was selected as "Man of the Year" by the local Optimist Club. The honor resulted from Mr. Zeck's untiring efforts toward the development of Little League baseball in which the Elks are deeply and actively interested . . . At the first observance of Brotherhood Week sponsored by **LYNCHBURG, VA.**, Lodge. Abe Schewel, speaking for the Jewish faith, Walter Murphy for the Catholic and E.R. J. B. Hoge for the Protestant, concluded that if the principles of Brotherhood Week be applied to day-to-day life, the entire problem of intolerance would be solved. The various churches, the speakers averred, have the same goal and have no reason for disharmony among themselves, this harmony of various faiths being evidenced in the membership of the Order of Elks . . . The Minstrel Show of **HOUSTON, TEX.**, Lodge, "The Passing Show of 1952", was a huge success during all three days' run. More than \$2,000 was raised for the benefit of the Crippled Children's Hospital at Ottine, erected and maintained by the Texas Elks Assn. . . **JOLIET, ILL.**, Lodge initiated not one, but two, classes in honor of Grand Exalted Ruler Davis, totaling 26 men. One of the candidates was Gregory P. Maltby, son of Past Pres. Willis G. Maltby, who left for Army OCS the following day . . . **DENISON, TEX.**, Lodge has increased its membership over 100 per cent. A class of 18, initiated by Wichita Falls officers, was addressed by D.D. Floyd B. Ford and Chairman C. E. Smeltz of the TESA Children's Hospital Trustees.



These four basketball teams are proudly sponsored by Seattle, Wash., Lodge. Top left are the 12-year olds who won second place in their league; top right, 16-year olds who captured third place in their league; bottom left, the Senior Varsity Team which won their league's championship, and bottom right, 14-year olds who won the King County Championship in the play-off.



Below: Dr. H. B. Hatfield, right, Supt. of the Community Hospital, demonstrates to E.R. M. H. Montgomery, center, and Est. Lead. Knight Frazer Merritt, left, the Oxygen-Air Pressure Lock presented by Long Beach, Calif., Lodge to the baby ward.



Above: Polio victim Duane Hofs, aided by Dr. George Herley, Chairman of the Social and Community Welfare Committee, left, and E.R. Dan English, right, lifts a barbell representing the receipts of the Sports Cavalcade sponsored by Everett, Wash., Lodge for the March of Dimes, totaling \$1,134.86.

NEWS OF THE LODGES



Here are the Murdoch Dancers and bagpiper James Moore, right, who entertained at Great Falls, Mont., Lodge's Annual Bob Burns Birthday Night. The group also performed under Elk sponsorship at the State School for the Deaf and Blind, local hospitals and St. Thomas Orphans Home.



Gov. C. Norman Brunsdale, left, presents "North Dakota's Young Man of the Year" pin, awarded by the State Junior Chamber of Commerce, to Chaplain J. Warren McClure of Grand Forks, N. D., Lodge whose efforts on behalf of Elkdom aided in securing the title for him.



These Elks are pictured on the 1500 acres of forest land owned by Hattiesburg, Miss., Lodge which is engaged in a reforestation program, replanting trees cut selectively as timber in the past two years. The lodge plans to take necessary steps to protect the entire area from fire to get the maximum survival of the 150,000 pine seedlings planted during the winter.



U. S. Senator Carl Hayden, left, receives a Life Membership from E.R. J. M. Gillespie of Phoenix, Ariz., Lodge in recognition of his 30-year affiliation. Fifty other long-time Elks were honored.

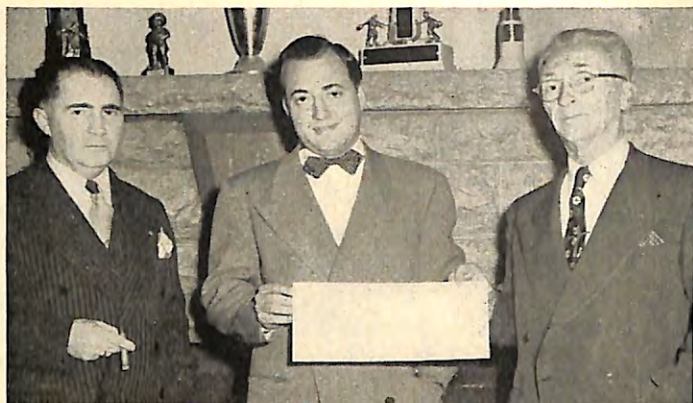


Above are some of the "Stray Elks" entertained by Miami, Fla., Lodge. Right, foreground, is Past Grand Exalted Ruler David Sholtz, who was principal speaker.

Right: Eleven of North Little Rock, Ark., Lodge's 12 P.E.R.'s were honored at a special ceremony when they received diamond-studded pins. Illness prevented Charter Member C. J. Butler from attending, and Dr. J. D. Hayes was called away before the picture was taken.



Below: Welfare Committee Chairman Byron Chappelle receives the VFW Award of Longmont's Most Outstanding Citizen of the Year from Past Natl. Deputy Chief of Staff Bernard Faller in the presence of other VFW officials. The award was made in recognition of Mr. Chappelle's splendid work in connection with Longmont, Colo., Lodge's many fine programs for the entertainment of veteran patients at Fitzsimons Hospital.



Above: Albert Overton holds the outside check for \$1,060 (also the number of Bartlesville, Okla., Lodge, the donor), one of the largest contributions made to the Wash. Co. March of Dimes. Left is Elk Secy.-Mgr. Art Green; right, P. S. Ambrose of the Infantile Paralysis Comm.

Georgia Elks Association Executive Committee Meets

The two-day South-Georgia Meeting of the Executive Committee of the Ga. Elks Assn. took place in the new home of Thomasville Lodge No. 1618.

The first evening had Open House, with a cocktail hour and dinner-dance in honor of visiting Elks and their ladies. The business session the following day was handled by Pres. Owen B. Leverett, with Sgt.-at-Arms J. H. Prickett as Marshal and the invocation given by Chaplain Dr. H. H. Black.

Representatives from 26 lodges heard many important reports, including the one on "Aidmore," the Hospital for Crippled Children maintained by the Assn., which was followed by contributions for the Hospital totaling \$11,659.45.



Minot, N. D., Lodge officers are seated before the large class they initiated recently.



P.E.R.'s of Marinette, Wis., Lodge and class honoring Sr. P.E.R. J. D. Cook, seated center.

Texas Elksdom Mourns Col. Hunter A. Craycroft

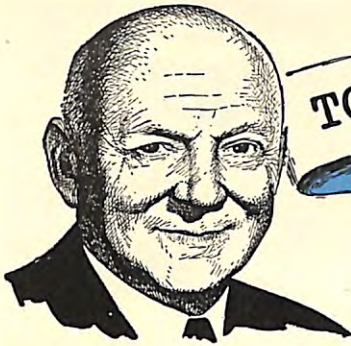
Texas' oldest Elk, Col. Hunter A. Craycroft, passed away Feb. 13th at his home in Dallas at the age of 97.

Born in Springfield, Ky., Col. Craycroft was initiated into Dallas Lodge No. 71 in the first class to enter that branch of the Order after its institution. He served as Exalted Ruler in 1892 and was appointed as a member of the Board of Grand Trustees in 1896 during which time he worked diligently for the establishment of an Elks National Home. His lodge awarded him an Honorary Life Membership in the Order in recognition of his devotion to Elksdom during his 64-year affiliation.

The Colonel, who is survived by his wife, died on their 62nd wedding anniversary. He also leaves a daughter, a son, three grandchildren and seven great grandchildren. To his family and his hundreds of friends, the Magazine staff extends its sympathy.



The officers of Willows, Calif., Lodge with the Exalted Ruler's Class initiated for Chico Lodge with State Vice-Pres. D. E. Geis, District Deputy Paul T. Wemple and 187 other Elks on hand.



TOM WRIGLEY WRITES FROM WASHINGTON



SINCE the March 17 deadline on federal income taxes a roaring protest has rolled into Washington with all the vim and vigor of a western movie or TV show. It has a six-gun flavor, too, with some of the embattled taxpayers yelling "come and get me" while others in comedy roles mail in their shirts. The nation-wide revolt even reaches the roots of social security, with many declaring that insurance for the self-employed should be optional. Senators and Congressmen up for re-election this fall are rolling with the punch. Taxes are always a touchy subject and they hope the outraged settlers will get off their horses and park their guns. Immediate effect of the attack has been a trend to start paring down government costs all along the line. Appropriations and estimates of expenditures are being scanned with a gimlet eye. There is talk of a slash of thousands of government jobs in independent agencies. Over in the Pentagon the huge public information staffs have been pruned. Congress was quick to vote a reorganization plan for the Internal Revenue Bureau and Commissioner John B. Dunlap is now hard at work putting it in effect.

WHITE HOUSE CHANDELIERS

When you are in Washington and visit the new White House (see your Senator or Congressman) take a look at the magnificent chandeliers gracing the formal rooms. They were sent to New York to be reconditioned and they are beautiful. The big sofas and chairs and the huge rugs also were renovated in New York and sure look wonderful. Out in front there's a new hedge of old English boxwood which looks as though it had been growing there for a century. But the chandeliers give the mansion the real touch of elegance—the link with Colonial days, of lavender and lace and gold braid and swords, of powdered wigs and coquettish eyes behind a fan.

BEHIND THE IRON CURTAIN

Rhode Island high school students on a Spring trip to Washington rang the doorbell of the Soviet Embassy and asked if they could see the place. To their surprise, the heavy doors opened and they were invited inside. The Embassy is really marvelous—sumptuously furnished with large portraits of Stalin and Lenin. The students were given information pam-

phlets and told to come again. Function of the embassy, they were told, is to improve relations between Russia and the United States.

FROZEN BILLIONS

With all the talk about new defense fund boosts it is surprising to know that nearly 60 billions of dollars for the armed services lie idle right now in the U. S. Treasury. It includes over 19 billion in army money, 15 billion for the navy and nearly 22 billion for undelivered air force orders. These staggering frozen balances in cash result from making the money available to the armed services as contracts are signed and not when payment is due. For instance, there is about a 20 to 24-month space between ordering and delivering planes.

RUSSIANS ON LEASH

Some 250 Russians, including the Soviet embassy staff and the press representatives, are now on a 25-mile leash in Washington and New York. If they travel beyond that distance from the cities they must have State Department permission. In Washington, even Baltimore is off limits to the Reds. The regulation was passed presumably in retaliation for even tighter restrictions on our representatives in Moscow. United Nations representatives do not come under the ruling and can travel as they please. Thus far there are no reports of unusual diplomatic travel.

HIGHWAY VERSUS RATTLES

Bureau of Public Roads says highways are wearing out faster than they can be rebuilt. It would take 32 billion dollars to meet today's highway requirements because traffic is now what they estimated for 1960. Every rattle in your car can testify that's no exaggeration. If the money motorists pay in gas taxes was all spent on highways there might be less rattles.

AMERICAN COOPERATION

One of the outstanding examples of American industrial cooperation at work is found in the newspaper and magazine industry. Come what may, short of utter disaster, you'll get your newspapers and magazines because cooperation goes with competition. Latest example is the action of the newspaper industry advisory com-

mittee to supply newsprint, given voluntarily by big newspapers, to help the small newspapers in expanding defense areas. Last year large newspapers prevented shutdown of some 800 little papers by providing newsprint.

TIME TO PEAK UP

National Production Authority is still trying to explain what is meant by a material allotment official who said: "We are peaking our program philosophically, but it is naive to assume the allotment program is an equity program unless the allotments are so abysmally low that they permit the agency to relax and allow market determination at percentage of base period, side-tracking the military return with adjustments. This is based on use of levels proportionately and is in the market test sense." That's known as "baffle-gabb" and "gobbledegook."

ECONOMY IN ALASKA

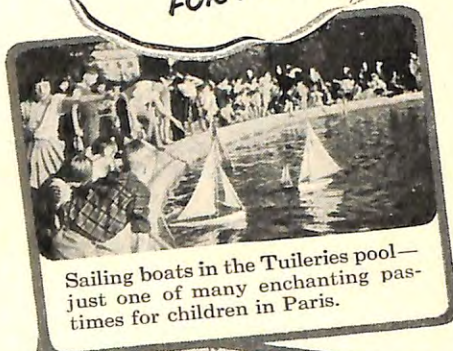
Cost of army housing in Alaska has been cut more than half by eliminating the cost-plus-fixed fee contracts. Uncle Sam now pays \$15,500 for what cost \$35,000 in 1949. Competitive bidding and standardizing is the answer. Army and Air Force now own over 2,100 houses in Alaska and expect to build another 1,000 this summer. People who live in them stay year around instead of being transported back to the states in Winter, which is the biggest saving.

POTOMAC POTATOES

. . . . Headquarters for Taft issues press releases with the heading in bright green ink. Eisenhower releases have a red and blue top. Government restrictions on building new stores, office buildings, hotels and factories will be eased this Fall. People here can't remember their own addresses and 17,000 auto license tag applications had to be returned for corrections . . . American Automobile Assn. says auto travel this Spring and Summer will break all records. . . . A Veterans Administration doctor has invented a method of filling tooth cavities by plastic, using an artists brush instead of packing . . . Business population of the U. S. is four million firms. . . . Washington has daylight time again. Congressional argument over it, says Rep. Klein of New York, cost the taxpayers of the country \$100,000.



Golfing at Chamonix, in the magnificent French Alps.



Sailing boats in the Tuileries pool—just one of many enchanting pastimes for children in Paris.



You'll find everything on the Riviera: warm sun, cool breezes—water sports—cafés and casinos!

Touring by train, bus, or car is easy . . . you'll find many comfortable hotels where costs fit your budget. Make your steamship or air reservations now. Air-tourist rates started May 1st. Plan a vacation in France now!

For reservations and information see your own travel agent. For booklets, maps, etc., write Dept. P-2, Box 221, N. Y. 10, N. Y.

FRENCH GOVERNMENT TOURIST OFFICE

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For ELKS who TRAVEL

Colorado and Wyoming resorts are tuning up for the biggest vacation season yet.

BY HORACE SUTTON

OUT in the wide open West of Wyoming and Colorado, the mountains, fish and cowboys are tuning up for the tourist. There is even some gold left in them hills and the prospecting vacationer will find it all shined up for him, too—*if* he finds it.

Wyoming, which has lots of room and few citizens of its own, can now count 350 better motor courts and some 2,500 hotel rooms, not counting dude ranches and lodges. The state's newest hotel is the Saratoga Inn in Saratoga Valley, down near the Colorado border. It has 70 double rooms, a number of cabins sprinkled in the environs and can put up 300 guests in the mountain-circled prairie land. There is a glass-enclosed, heated swimming pool for dunking and the Platte River for rainbow trout fishing.

But the state is known best for its dude ranches and hunting and fishing lodges of which it has over a hundred. They have Western names like the Four Lazy F, the Flying A, and the P Slash J, and one has the completely unhorsey cognomen of Bluejacket Ranch. There are three types of ranches in the state—operating ranches where they care for cattle as well as tourists, and where dudes can mix in with cattle roundups, breaking horses, and branding calves. The middle-of-the-range dude ranch keeps some cattle around for props and such and, finally, the specialty ranch offers limited activities for guests, but includes hunting, fishing, and pack trips.

Rates for dude ranches vary considerably, but most fees are quoted by the

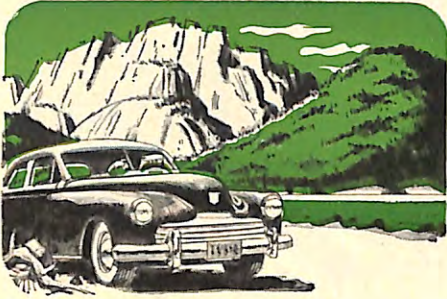
week. Here are a pair, of examples: The Sunlight Ranch, 45 miles northwest of Cody, has room for 35 in bath-equipped cabins, offers riding, fishing, hunting in season, and pack trips, charges \$126 to \$140 per week per person including the use of a horse. The Northern Pacific-Chicago, Burlington, and Quincy has a through Pullman from Chicago to Cody. Westerners can take United Airlines to Salt Lake City and Frontier Airlines to Powell, Wyoming.

In comparison, Saddle Pocket Ranch, 107 miles south of Rawlins on Little Snake River, can take just 18 guests in modern cabins with bath, offers riding, fishing, swimming, rodeos, square dancing. An operating ranch, it charges \$65 to \$80 a week per person American plan.

SPIRIT OF 1876

All Wyoming goes Western-whacky during the annual Cheyenne Frontier Days, which will be held this year from July 22 through the 26. Three hundred cowboys and cowgirls will ride or rope some 600 head of rodeo livestock in what is known variously as the "daddy of all rodeos," or the "World Series of rodeos." The offspring will love the mile-long parades which depict the ways of the Old West, and when you want to be unhindered the youngsters can be deposited in the Frontier Park nursery.

A great chunk of the northwestern corner of the state—3,472 miles of it—is given over to Yellowstone National Park which also overlaps slightly into Idaho and Montana. Yellowstone, a tremendous Federal reserve, is the home of



great Sights to See

great way to see them

Old Faithful, a geyser which shoots a stream of boiling water 140 feet in the air every 65 minutes. It has also a Grand Canyon which, though not as grand as Grand Canyon, Arizona, can still brag about a waterfall that drops 308 feet, or twice the fall of Niagara.

In the middle of the park is a lake with a 100-mile shoreline, one of the largest mountain lakes in the world. No license is required to fish any of the waters of Yellowstone, but there is, of course, no hunting, and bears, tourists, and elk mingle together like friends in this great vacation land.

Accommodations at Yellowstone vary from fine hotels like the Canyon and Old Faithful Inn to a patch of ground designated as a free camping site. In between are lodges, cabins and hotel cottages.

GRAND TETON PARK

Just below Yellowstone is another National Park called Grand Teton which was ordained as recently as 1929 as a mountain preserve. Its range includes a series of peaks that reach skyward some 10 to 13 thousand feet. Mountain guides, fishing boats, saddle horses are all for hire, and there is a wide choice of cabins, ranches, and lodges in the area.

Underneath Wyoming, the state of Colorado this summer will stage no less than 150 western celebrations, among them, 35 rodeos. There is also to be a Koshare Indian Spring Festival June 20-22 at La Junta. Like Wyoming, Colorado deals in mountains, fish and cow-

boys. As far as mountains go, Colorado accounts for 52 of the 81 mountain peaks in North America that measure over 14,000 feet. This altitude assures a sort of natural air-conditioning with June averaging about 67, July 72, August 71, and the maximum never reaching above a high of 85.7. All in all, a climate hard to beat.

IF YOU WANT TROUT

When it comes to fishing, Colorado counts 14,554 miles of streams and 2,401 lakes and over 90 per cent of them are open to the public. A record of 4,000,000 6-inch trout are being planted in Colorado waters this year, about half of them in time for the opening of the 160-day season which runs from May 25 through October 31. The Colorado Sportsmen's Hospitality Committee, 608 Capitol Building, Denver, will send the regulations and a highway map to any interested angler.

The state lists some 41 dude ranches from working to upholstered. Brockhurst Ranch at Green Mountain Falls, 15 miles west of Colorado Springs at an altitude of 8,000 feet, has space for 20 in a modern log lodge plus four modern cabins. Every guest is introduced to his own saddle horse upon arrival and there are the usual steak roasts and pack trips and a heated swimming pool. Rates run \$12 a day American plan, or \$75 a week, including the use of the horse.

Rippling River Ranch, ten miles west of Gunnison on Highway 50, has daily



San Ildefonso
Ko-Sha-Ri dancer

Any one of
Santa Fe's five great trains
each day, each way between
Chicago and California
takes you through the
Southwest Indian country—
most colorful part of America.



R. T. ANDERSON, General Passenger Traffic Manager,
Santa Fe System Lines, Chicago 4.

Ewing Galloway photo



Grand Teton National Park. Peaks viewed from Jackson Lake.



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30 Rooms—with or without bath.

Restful dining room and comfortable grill where finest food is served as you want it.*
Bar service—bowling alleys—television.
*Meals served members in clubroom also.

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For ELKS Who Travel

rates that average about \$8.50 American plan. It features hayrides, fishing trips, pack trips, fishing on a mile of Gunnison River owned by the ranch. There is elk, deer and bear hunting in the fall, and at other times trips to gold and silver mines.

EVERYONE FINDS SCENERY

It was the search for gold that first brought men to the Pikes Peak region. Some found gold, but everyone discovered an area of matchless scenery, of green earth and gray rocks and white-topped mountains in the distance. The Ute Indians called it the Land of the Long Look, and vacationers have been longing for it and looking at it every summer since.

"Pikes Peak or Bust," the first travelers used to say. Now you can ride right up the mountain—all 14,110 feet of it—without puffing too hard, or certainly without busting. You reach it by U.S. 24 to Cascade, west of Colorado Springs and Manitou, then ride a gravel surface road to the top. (It costs 50 cents per passenger to ride the Pikes Peak highway, and most mountain roads are open from June to October.) En route to the top you'll pass The Bottomless Pit, a chasm with a 1000-foot yawn; Boulder Field, a pasture land of massive chunks of red granite; and finally, Summit House. From here Colorado Springs looks like a small splash of green, and looking west you can see the white caps of the Continental Divide. It is a picture which is said to have moved Katherine Lee Bates to write "America the Beautiful."

From Colorado Springs it is a 2½ hour return trip up the Broadmoor-Cheyenne Mountain Highway along a magnificent route from the toll gate at 6,490 feet to the top, above the clouds, at 9,200 feet. On the way is the Shrine of the Sun, a memorial to the late Will Rogers.

To get to the Colorado Springs area in the first place one can catch the Colorado Express of the Santa Fe out of Chicago and Kansas City. The route cuts across Kansas into La Junta, Colorado, whence travelers bound for the Springs take the north spur. The Santa

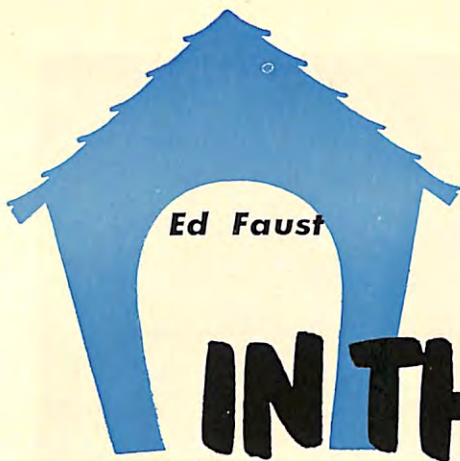
Fe's south spur out of La Junta drops down to Trinidad—Colorado, that is—then crosses the Raton Pass at 8,000 feet and makes tracks for Albuquerque, then west till it strikes water.

For those who would prefer not to rough it at all, Colorado also can offer the magnificent Broadmoor Hotel at Colorado Springs with rates beginning at \$13 a day American plan per person and the famous Jerome Hotel in colorful Aspen, site of a yearly summer festival of the arts. Rates at the Jerome run \$8 to \$16.50 per person, per day American plan.

PACK TOUR PROSPECTORS

Some pack tour trips in Colorado which take adventurous city dwellers out along the trails and under the stars, make explorations for gold along likelier-looking streams. And some tourists come home with a flake or two. Up in north-central Wyoming they're still talking about Lost Cabin gold mine, a lode which is still hidden in the hills and may be discovered some day. Seven Swedes found it in 1865 and took out \$7,000 in a few days. Indians knocked off five of them, but two others escaped with the gold in a can of baking powder. Ten men went out the following spring to locate the lode and were never heard of again, and both official and unofficial parties have searched since then without any success. Some of the records of the original discovery were filed at Fort Laramie, and many a tourist looks out now on Big Horn mountains and wonders just where it was the Swedes found the gold. Wild flowers bloom in the mountains from June through late August, and to some they prove just as sweet as gold. Besides they're much easier to find.

PLANNING A TRIP? Travel information is available to *Elks Magazine* readers. Just write to the Travel Department, *Elks Magazine*, 50 East 42nd St., N. Y., stating where you want to go and by what mode of travel. Please print name and address. Every effort will be made to provide the information you require, but kindly allow two weeks for us to gather the information. Because of seasonal changes in road conditions, if you are traveling by car be sure to state the exact date that you plan to start your trip.



This month Ed Faust offers some sound advice about helping your pup get through the summer.

IN THE DOGHOUSE

WHEN I was a whole lot younger, Old Man Winter was my favorite, even though he was accompanied by what then seemed an endless sentence to the confinement of school. Winter meant snowball time, sliding ponds and a confection peculiar to boys momentarily stricken by poverty—a handful of snow tastily flavored by as much condensed milk as could be borrowed while no one was looking. But today finds those ideas gone with other illusions. Now, one snowflake makes a winter for me. I find my appreciation of Old Lady Summer increasing with the years and it's a source of never-ending astonishment that anyone would prefer the rigors of winter to the many gifts that spring and summer confer. But then I realize that this is just one man's opinion. I've even known dogs that I'm sure would go along with me on this winter-summer question. In fact, I've owned dogs that seemed to have seasonal preference, and I'm not funning. True, for the dog that isn't properly looked after, summer can be anything but pleasant. This goes for any season but particularly is the neglected dog's condition made the more miserable during extremes of both seasons. But what to do about Fido now that the thermometer has begun to climb? Actually, he needs little extra care, but that little means a lot. Suppose we see what should be done to make your dog's summer more comfortable.

Of all times of the year, in summer his food should be carefully managed. It should always be fresh and never should any uneaten portions be permitted to remain on his plate or food dish. This is fly time and fly time is disease time when the dog eats spoiled food. Your dog should always have access to cool, clean water. Whether he's kept indoors or out the water should be renewed several times a day for the sake of cleanliness, because the water dish kept close to the floor or the ground soon accumulates a film of dust. Besides, when the days are warm this water isn't exactly a refreshing drink for the pooch. This is the time of the year to cut down a bit on your dog's din-

ner pail, a time to eliminate the fats in his diet as much as possible. If you feed your dog meat you should avoid giving him veal or pork. If you depend upon one of the better commercial foods, then you'll see that it always is fresh. If it's a canned food and your dog doesn't require an entire can at a meal, be sure to restore the remainder of the food to the ice box. Here let me raise a voice of caution: when taking this, or any other food for the dog from your refrigerator, don't give it to the dog immediately; let it stand sufficiently to take the chill off. Ice cold food can have the same bad effects on your dog's stomach as on humans.

IF YOU feed a dry food the temperature factor is of little importance, but if you make it into a mash and keep it on ice for future use then see that it isn't given to the dog as soon as it is taken from the ice box. Along with many other rankiboo beliefs about Fido, and you'll be surprised to learn how many there are, one still persists to the effect that to feed a dog raw meat is bad, particularly bad in summer. You can put that in the file-and-forget department if you happen to think that way. The dog is strictly a carnivorous

animal—meat eater from 'way back. True, he'll eat vegetables and like some of them, but meat is his main dish and it does him no more harm in summer than it does in winter, which is no harm at all. To be on the safe side it's best that mutton or lamb be cooked first. Beef can be given raw and it won't turn the dog into a ravening wolf. With prices what they are it may do things to your disposition, but not the dog's. When you add vegetables to the diet, avoid beans, potatoes and root crops generally. These are difficult for the dog to digest.

At the risk of seeming to play around with double talk, I'll say "yes" if you want to add a small piece of ice to your dog's drinking water, but don't over-do it—and only if the day is very warm.

Now is the time of the year when I get the oft-repeated question about bathing a dog. When the weather is cool or cold Fido needn't be dunked more than once a month, if that often. At this time of the year an occasional bath supplemented by a regular, vigorous brushing are all that are needed, but during the warm days your dog won't suffer if you bathe him at least once a month. While on the subject

(Continued on page 46)

Photo by Ylla.



Like children, these lively boxer puppies enjoy a simple toy.

The Grand Exalted Ruler's Visits



Above: During his stay in Lake City, Fla., Mr. Davis visited the local Veterans Hospital. He is pictured here greeting one of the patients.

Right: A delegation of Baltimore, Md., Elks, led by E.R. John S. Wyatt and his officers, greeted the Grand Exalted Ruler and his party at the city line. In the group were Past Grand Est. Lect. Knight Charles G. Hawthorne and P.E.R. Daniel E. Sullivan, P.D.D. and former Pres. of the Md., Dela. and D. C. Elks Assn.



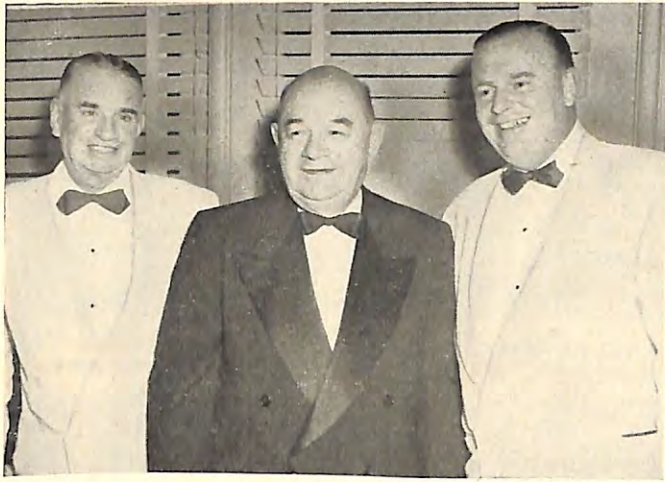
Below: Grand Exalted Ruler Davis, seated center with E.R. M. S. Fields on his right and D.D. Finley Moore on his left, and the group of new members the officers initiated in honor of Mr. Davis's visit to Panama City, Fla., Lodge.



At a luncheon meeting at Griffin, Ga., Lodge were, left to right: P.E.R. C. J. Williams, E.R. H. D. Grissom, the guest of honor, Pa. State Pres. H. Earl Pitzer, Past Grand Exalted Ruler John S. McClelland, P.E.R. H. A. Gallagher, Ga. State Pres. Owen B. Leverett, D.D. L. S. Jamison, Edward A. Dutton, former member of the Grand Lodge Activities Committee and State Chaplain Rev. H. H. Black.

ON HIS WAY North again on Feb. 9th, Grand Exalted Ruler Howard R. Davis was guest of honor at the 75th Anniversary of LOUISVILLE, KY., LODGE, NO. 8. Highlight of the day was a banquet attended by 500 members and their ladies. P.E.R. Joseph G. Kraemer was General Chairman of the Committee in charge of the affair at which E.R. Frank M. Hayden extended lodge greetings to the distinguished visitor. Grand Trustee Nick H. Feder was Master of Ceremonies introducing many dignitaries, including Past Grand Exalted Rulers Bruce A. Campbell and Wade H. Kepner, State Assn. Pres. R. B. Pergrem and Secy. Paul Smith, James P. Ratcliffe of the Grand Lodge Committee on Credentials, Floyd Brown, Special Representative for the Elks National Service Commission, and D.D.'s Joe D. Biancke and Charles H. Smith.

Mr. Campbell and Grand Exalted Ruler Davis enjoyed luncheon on Feb. 11th with E.R. Clifford Hammel and members of Grand Trustee Feder's home lodge, BELLEVILLE, ILL., NO. 481, when Belleville Optimist Clubmen were also guests. Over 200 men heard Mr. Davis' address stressing the importance of the Blood Bank Program. Other Elk luminaries present were Mo. State Assn. Pres. Rudolph J. Betlach, and D.D. Francis Karr of Mo. N.W.



Above: Photographed at Fort Lauderdale, Fla., Lodge are, left to right: Past State Pres. Arthur C. O'Hea, Mr. Davis and E.R. George C. Nichols.

Below: On his visit to Bloomsburg, Pa., Lodge, the Grand Exalted Ruler was photographed with E.R. Charles E. Case, seated third and second from left respectively, lodge officers and two Old Timers, G. J. Wiedeman and C. L. Swisher, standing sixth and seventh from left respectively.



That evening, following a dinner arranged by E.R. Charles H. Busch of **ST. LOUIS, MO., LODGE, NO. 9**, the Order's leader addressed 300 Elks and their ladies. Others on hand were Past Grand Exalted Ruler Campbell, Grand Trustee Feder, D.D.'s Karr and Samuel L. Highleyman, and Pres. Betlach and Secy. Dan Tammany of the Mo. Elks Assn.

On Feb. 14th, the Grand Exalted Ruler was the guest of the lodges of the **PA. S.W. DIST.**, and other nearby branches of the Order, at their annual banquet at the William Penn Hotel in Pittsburgh. General Chairman F. J. Schrader, who was assisted by Chairman Lee A. Donaldson of the Lodge Activities Committee of the Grand Lodge, reported an attendance of 1,600 members and ladies at the affair for which Past Grand Exalted Ruler Charles H. Grakelow was Toastmaster. Among the speakers were State Pres. H. Earl Pitzer, Vice-Pres. Harry Kleean, D.D. Frank B. Long and Dist. Vice-Pres. Azor Massey.

Mr. Davis spent the 15th and 16th with the Grand Lodge Advisory Committee and the Board of Grand Trustees at the annual midwinter conference in New York City. The sessions were climaxed on the evening of the 16th with the annual banquet of **NEW YORK, N. Y., LODGE, NO. 1**, commemorating the 84th anniversary of the Order. Nearly 1,000 Elks and their ladies attended the dinner at the Hotel Commodore, with P.E.R. Hon. Benjamin Shalleck, Committee Chairman, acting as Master of Ceremonies.

The Order's leader was welcomed to this outstanding affair by E.R. Stanley Katzenstein of No. 1 Lodge and Mayor Vincent Impellitteri of New York City. Seated on the dais were 14 former Grand Exalted Rulers, four members of the Board of Grand Trustees, Grand Est. Lead. Knight Ronald J. Dunn, Grand Treas. Wm. J. Jernick, Grand Chaplain Rev. Father James E. King, Grand Lodge Judiciary Committee Chairman Earl E. James, Grand Lodge Ritualistic Commit-

(Continued on page 34)



Mr. Davis accepts for the Fla. Elks Crippled Children's Home the \$10,000 proceeds of the 1951 Tangerine Bowl Game, sponsored by Orlando, Fla., Lodge from E.R. G. C. Linder. Seated left, Home Operating Committee Chairman Carl Rose. Standing, left to right: State Secy. J. J. Fernandez, Grady Cooksey, Bowl Commissioner Larry Satariano, Past State Pres. C. H. Talton, Commissioners John Tilden and Ralph Meitin, State Pres. W. J. Matherly, P.D.D. Wm. P. Buning, D.D. W. V. McCall.



Dignitaries who attended the Ill. N. E. District Elks' banquet for the Grand Exalted Ruler, included, seated, left to right: former Chairman Sam Stern of the Board of Grand Trustees, Past Grand Exalted Rulers Floyd E. Thompson and Bruce A. Campbell, Mr. Davis, Past Grand Exalted Rulers J. Edgar Masters, Henry C. Warner and Joseph B. Kyle and Asst. Grand Secy. F. J. Schrader. Standing: Grand Lodge Activities Coordinator Bert A. Thompson, State Treas. Ray Hinch, State Secy. Albert W. Arnold, State Pres. William S. Wolf, Grand Lodge Ritualistic Committeemen George F. Thornton and John E. Giles, Dist. Vice-Pres. J. Paul Ardesser and D.D. Frank Sedlacek.

NEWS OF THE LODGES

Greeley, Colo., Ritualistic Team Initiates Casper, Wyo., Class

The National Championship Ritualistic Team of Greeley Lodge No. 809 initiated a class of 13 men into Casper Lodge No. 1353 at special ceremonies not long ago.

The program began with a stag dinner for 350 members, and following the initiatory ceremony, the Verne Byers orchestra played for the semi-formal dance. Among the distinguished guests were Wyo. State Pres. Fred Houchens, Colo. State Pres. C. J. Williams, D.D. Joseph O. Spangler, Chairman John Stavost of the Grand Lodge Convention Train Committee, and Grand Est. Lecturing Knight L. G. Mehse, the principal speaker.

The following day, Casper Lodge was host to a Ritualistic Clinic and meeting of the Wyoming State Elks Assn., followed by a cocktail and dinner party.

Rochester, Minn., Elks Hold Three-Day Revue

Singing, dancing and comedy were nicely combined in the 1952 monster revue, "Holiday Escapades", produced by Rochester Lodge No. 1091. The show played for three nights in the theater section of the Mayo Civic Auditorium. Colorful costumes and scenery added to the success of the revue which featured over 30 separate scenes divided into two acts—a minstrel revue, and an old-time minstrel.

Approximately 100 local men, many of them Elks, ladies, boys and girls appeared in various roles in the amateur production, profits from which go to the lodge's Welfare Fund and toward new uniforms for its Drum and Bugle Corps.



A class of 13 new Casper, Wyo., Elks with the National Championship Ritualistic Team from Greeley, Colo., Lodge which initiated them, seated, and host lodge officers, standing.



The officers of Stillwater, Minn., Lodge, seated with District Deputy E. Archie Cook, fifth from left, initiated this class of candidates in honor of Grand Exalted Ruler Howard R. Davis.



Wilmington, Dela., Lodge officials initiated this class honoring E.R. C. W. Burns of Havre de Grace Lodge, with Past Pres. John J. Mealey of Md., Dela., and D. C. Assn. as guest.



Pictured here are the officers of Festus-Crystal City, Mo., Lodge, seated before the large class of candidates they initiated recently in honor of the lodge's Exalted Ruler, Paul S. Frye.



Honoring P.E.R.'s of Nevada, Mo., Lodge is this class of 11, seated. The former leaders exemplified the Ritual, led by P.E.R. T. T. Burks whose son, Robert, was one of the initiates.

Englewood, N. J., Lodge Founder William Conklin Passes

William Conklin, a former official of Bergen County and Englewood, N. J., died not long ago at the age of 72.

A native of Englewood, Mr. Conklin served two terms as its Mayor and 18 years as Pres. of the Bergen County Board of Taxation.

A founder of Englewood Lodge No. 1157, Mr. Conklin was a former Exalted Ruler and Trustee. He was President of the N. J. State Elks Assn., and in 1922, District Deputy. He served as Grand Esteemed Leading Knight in 1929 and as Grand Lodge State Associations Committee member in 1931.

The impressive Elk funeral services were presided over by P.D.D. Grover E. Asmus, assisted by P.D.D.'s Joseph F. Bader, Harry H. Smith, Louis Hubner, Charles P. McGovern, Joseph C. Melillo and W. Merle Hoffman, and D.D. Arthur Snyder. Eulogies were delivered by P.D.D. William A. Dittmar and Past Grand Exalted Ruler James R. Nicholson.

Mr. Conklin is survived by his wife, five sons and three daughters.



In financial straits two years ago, this high school band was faced with elimination from participation in the annual State Band Contest. Band director Elk G. F. Rooney, brought this to the attention of Pascagoula,

Miss., Lodge which voted an outlay of \$2,000 for the group. Seated center foreground are Committeeman A. C. Moss, Director Rooney, Charlie Smith, E.R. R. O. Cole, Hollis R. Temple and School Principal V. C. Gill.

New Rochelle, N. Y., Elks Observe Fiftieth Anniversary

E.R. M. J. Traugott, P.E.R.'s and one of the two surviving Charter Members, P.E.R. George P. Forbes, were honored by New Rochelle Lodge No. 756 at its 50th Anniversary Dinner recently.

The ceremonies were highlighted by the presentation of gifts to Mr. Forbes, and to E.R. Traugott.

Among the 400 persons who participated in the celebration were State Sen. Frank D. O'Connor, Pres. of the N. Y. State Elks Assn., State Vice-Pres. Milton Elzholz, D.D. David Condon and P.D.D. James A. Gunn, Chairman of the N. Y. State Elks Scholarship Committee.

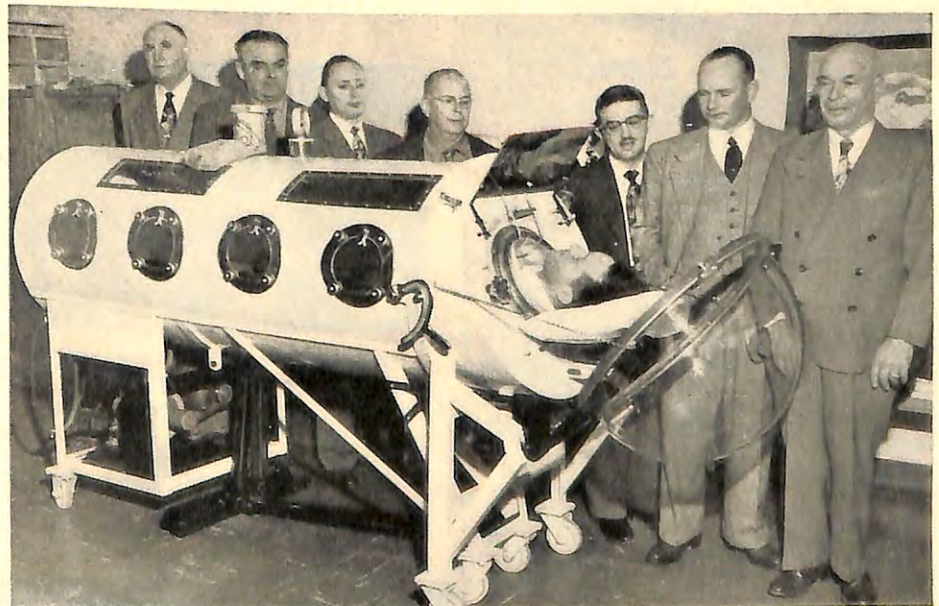


Top-flight billiard contestants in the Illinois Elks Three-Cushion Tournament held in Champaign are pictured here with some of the many trophies awarded the winners.

STATE ASSOCIATION CONVENTION INFORMATION FOR 1952

State	Place	Date
Kansas	Wichita	May 2-3-4
Mississippi	Gulfport	May 3-4
New York	Buffalo	May 15-16-17
Kentucky	Newport	May 15-16-17
Georgia	Brunswick	May 15-16-17-18
Illinois	Chicago	May 16-17-18
Arizona	Winslow	May 22-23-24
North Carolina	New Bern	May 22-23-24
Missouri	Kansas City	May 23-24-25
Nevada	Winnemucca	May 23-24-25
South Carolina	Myrtle Beach	May 23-24-25
Florida	St. Petersburg	May 23-24-25-26
Texas	Galveston	June 4-5-6-7
Minnesota	Alexandria	June 5-6-7-8
Maine	Waterville	June 6-7-8
Oregon	Eugene	June 6-7-8
Nebraska	Columbus	June 7-8-9
South Dakota	Sioux Falls	June 8-9
North Dakota	Jamestown	June 8-9-10
Indiana	Ft. Wayne	June 20-21-22
Massachusetts	Lenox	June 20-21-22
Rhode Island	West Warwick	June 21-22
	(Weekpaug)	
Montana	Great Falls	July 24-25-26
Virginia	Roanoke	Aug. 10-11-12
Md., Del., D. C.	Baltimore	Aug. 21-22-23-24
West Virginia	Beckley	Aug. 22-23
Colorado	Greeley	Sept. 1-2
California	Monterey	Oct. 1-2-3-4

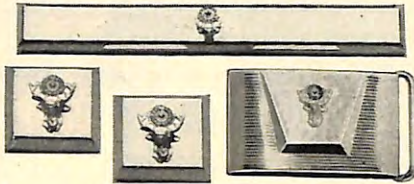
*Date not yet set.



E.R. T. W. Martz and Modesto, Calif., Lodge officers and hospital officials shown with the \$2,700 Iron Lung given by the Elks to Stanislaus County Hospital and immediately used.

FOR LADIES ONLY
(and Elks too, if they want something nice)
IDEAL GIFT FOR DAD
ON FATHER'S DAY
(June 15)

**ELKS TIE BAR, CUFF LINKS
AND BELT BUCKLE**

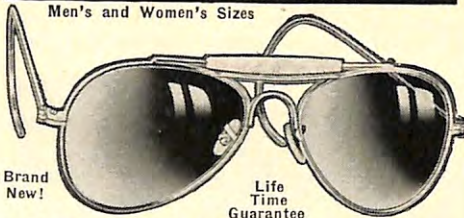


Tie Bar, \$3.50. Cuff Links, \$4.50. Belt Buckle, \$3.00. Belt, \$2.50. May be bought individually or as a set. Special price for a set only \$12.50. (Be sure and state size and color if belt is ordered.—Comes in brown, mahogany, or black—sizes 28 to 48). Made of simulated silver and gold with raised Elks head in enameled colors. Insignia jewelry also available for other fraternal organizations and service clubs. Money back if not delighted. Prices include all taxes and mailing costs.

WALTER'S 234 West Valley Blvd.
EL MONTE 18, CALIF.

BEST BUY UNDER THE SUN
U.S. AIR FORCE TYPE SUNGLASSES

Men's and Women's Sizes



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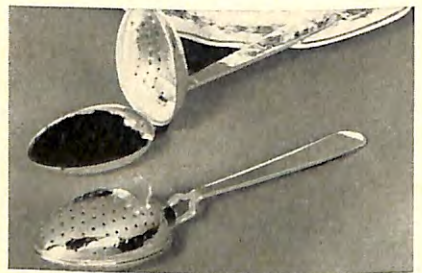
PORTABLE "SPRINKLIT"—50' of Goodrich hose with 5 brass sprayers at 9' intervals, each with on-off control. Close them all—it's an ordinary hose. Light, flexible. 5-year guarantee. Koroseal, \$18.50 ppd. Send for garden catalogue, free gift offer. Howard Sales Co., EFS, 1650 Belmont Av., New Hyde Park, N. Y.



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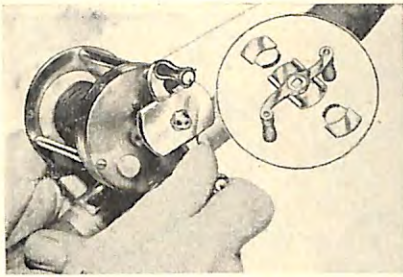
KENRON BAR-B-Q is a steel grill of welded construction, durable, yet light and portable for use indoors or out. You can have a savory barbecue at home, then easily disassemble and pack the grill for hunting trip, picnic or beach party. 12"x18". \$9.25 ppd. Kenron Products, 2132-EFS New York Drive, Altadena, Calif.



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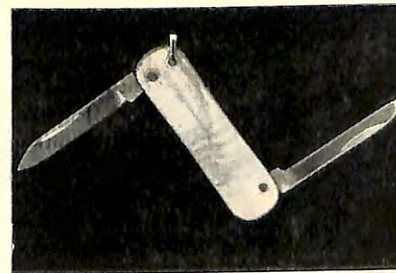
BARBER POLE SHAVE RACK consists of Shaving Brush, Safety Razor and Used Blade Holder. 6" high. Sturdy ceramic, red and white stripes, Nickel plated steel spring handles for razor and brush. Can be hung on wall. \$2.69 with first name. ppd. Crown-Craft Products, EFS, 246-5th Av., New York 1, N. Y.



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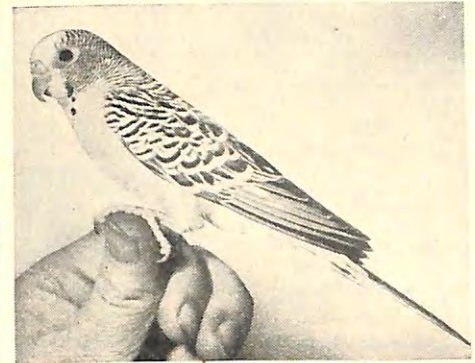


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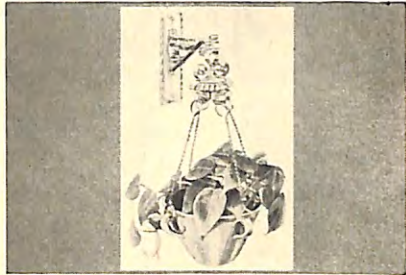
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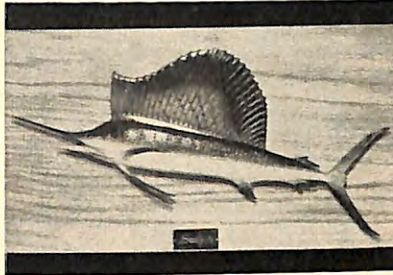
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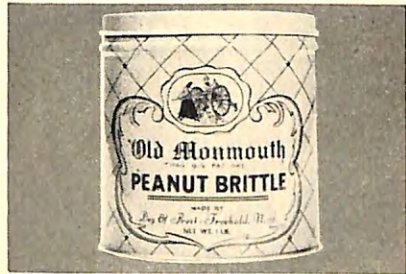
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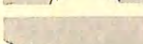
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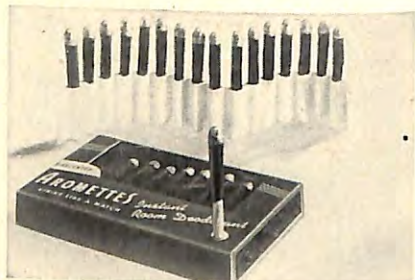
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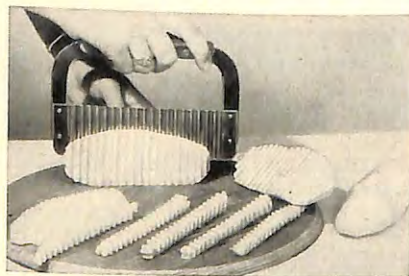
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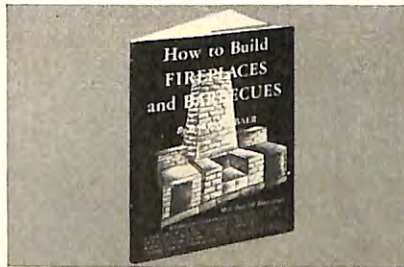
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The Grand Exalted Ruler's Visits

(Continued from page 25)

tee Chairman William A. Wall, N. Y. State Pres. Frank D. O'Connor and N. J. State Pres. Joseph O'Toole.

On Feb. 17th, the Grand Exalted Ruler and his party traveled to Providence, R. I., where, that evening, they were guests of the six lodges of the **R. I. STATE ELKS ASSN.** at a dinner-dance held in the home of **PROVIDENCE LODGE NO. 14.** E.R. James F. McCarthy welcomed the 300 guests, among them Past Grand Exalted Rulers E. Mark Sullivan and Henry C. Warner, Grand Chaplain Father King, D.D. Anthony F. Lawrence, Gov. Dennis Roberts, State Pres. Joseph Mattias, Chairman Edward A. Spry of the Grand Lodge Youth Activities Committee and Hon. John E. Mullen of the Grand Forum. P.E.R. David Fitzgerald was a capable Master of Ceremonies.

Feb. 18th found Grand Exalted Ruler Davis in Boston for the annual dinner at the Copley-Plaza Hotel honoring the Order's leader given by the **MASS. STATE ELKS ASSN.** Over 900 Elks and their ladies attended the banquet and dance arranged by a committee headed by Grand Trustee Thomas J. Brady and P.D.D. James L. Kelleher. P.D.D. Harold J. Field was Master of Ceremonies at the affair to which State Pres. William Burns and state and civic officials extended a warm welcome to the distinguished visitor. Other dignitaries on hand included Past Grand Exalted Rulers Sullivan and Warner, Father King, Mr. Spry, Judge Mullen, Hon. John E. Fenton of the Grand

Lodge Judiciary Committee, J. A. Bresnahan of the Grand Lodge Activities Committee and Sam Stern, former Chairman of the Board of Grand Trustees.

Grand Exalted Ruler's Itinerary*

MAY	LODGE
1	Dixon, Ill.
3	Wichita, Kans. (Kansas State Convention)
5	Bismarck, N. D.
6 (Noon)	Sidney, Mont.
(Evening)	Glendive, Mont.
7 (Noon)	Miles City, Mont.
(Evening)	Billings, Mont.
8 (Noon)	Bozeman, Mont.
(Evening)	Livingston, Mont.
9 (Noon)	Sheridan, Wyo.
(Evening)	Casper, Wyo.
10 (Noon)	Riverton, Wyo.
(Evening)	Jackson, Wyo. (Wyoming State Convention)
11	Jackson, Wyo.
14	Scranton, Pa.
15	Buffalo, N. Y. (N. Y. State Convention)
16	Buffalo, N. Y.
17	Chicago, Ill. (Ill. State Convention)
19	Washington, Pa.
20	Dover, N. J.
21	Newark, N. J.
23	New Bern, N. C. (N. C. State Convention)
24	Myrtle Beach, S. C. (S. C. State Convention)
26	St. Petersburg, Fla. (Fla. State Convention)
27	St. Petersburg, Fla.

*Subject to change

On Washington's Birthday, Grand Exalted Ruler Howard R. Davis was guest of honor at the dedication of the handsome new home of **BEREA, OHIO, LODGE, NO. 1815.** D.D. Harrison Fisher was in charge of the dedication ceremony, with the officers of **LAKEWOOD LODGE, NO. 1350** occupying the chairs for the dedication ritual. E.R. Charles A. Herrmann and P.D.D. Cyril A. Kremser had charge of the fine program.

The Grand Exalted Ruler was guest of honor of the **ILL. N.E. DIST. Elks** at a dinner-dance on the 23rd at the Conrad Hilton Hotel in Chicago, attended by a thousand Elks and ladies. Past Grand Exalted Ruler Floyd E. Thompson was Master of Ceremonies at the affair which was attended by Past Grand Exalted Rulers Bruce A. Campbell, J. Edgar Masters, Grand Secretary, Henry C. Warner and Joseph B. Kyle, Ill. State Pres. William S. Wolf and D.D. Frank Sedlacek. Representatives of all but one of the District's 16 lodges were on hand for this outstanding event handled by a committee composed of State Vice-Presidents J. Paul Ardesser and Anthony F. Nesbet, George F. Thornton of the Grand Lodge Ritualistic Committee, P.E.R. William Abel and Max Ephriam.

The evening of Feb. 28th found Howard R. Davis at the home of **BLOOMSBURG, PA., LODGE, NO. 436,** where he was guest of honor at a dinner attended by 350 members, followed by a lodge session at which E.R. C. E. Case presided.

More Blood for Our Armed Forces

(Continued from page 8)

E. Crawford, pictured with his sister, another donor, and Trustee Bill Shayne, Co-Chairmen Howard Smith and Sam Heiman.

In Duluth, Minn., the Elks turned over their home to the Red Cross for an entire week. One of the first to make his donation in the Elk drive was Ben Gronlund, Vice-Chairman of the Minn. Arrowhead Chapter of the Red Cross, pictured on opening day of the Drive, with Nurse Mrs. Helen Ganaway, E.R. Clarence Wilkinson and Dr. Philip Eckman, Pres. of the St. Louis County Medical Society. A letter received from H. Q. Gronningen, Mgr. of the Arrowhead Chapter, told E.R. Wilkinson his lodge was credited with 951 pints.

ANYTHING'S POSSIBLE

Hermiston, Ore., Lodge was instituted last Dec. 8th. Four days later, on Elks Blood Donor Day, the new lodge had 133 pints of blood to offer from its embryo membership, led by E.R. Frank Wells.

When it started its program, it seemed impossible to Bloomsburg, Pa., Lodge

that it could secure its 1,200-pint quota by July 1st. However, in the first two months over 400 pints were secured. On one of the two Elk-sponsored visits of the Bloodmobile, two units worked at the lodge home at the same time, yet not even this "double-decker" operation could take care of all the potential donors who showed up. Bloomsburg Elkdome is no longer worried about filling its quota.

A total of 92 pints of blood was contributed by Manatee County volunteers when the Bloodmobile made its second visit to the Bradenton, Fla., Elks home, when donors P.E.R. James E. Pratt and E.R. David M. Dickens were photographed.

When the Red Cross unit visited Elkhart, Ind., 24 members of the local lodge were on hand to make their donations at the hour of eleven, so significant in Elk history.

When the Red Cross paid its first call in Glens Falls, N. Y., the Elks took care of the whole operation, contributing 50 pints of blood, the limit of the unit's capacity. Pictured with Head Nurse Mrs.

Garcia are E.R. Robert Byers, Esq. A. J. Prendergast, Wm. H. Aust, Est. Loyal Knight Louis Kaplan and Co-Chairmen W.S. Protero and Salvatore RelRosso.

ALL-OUT COOPERATION

Mena, Ark., Lodge gave complete cooperation to the Red Cross in the local January program when 197 pints were donated during the Bloodmobile's first visit. E.R. James P. Freeman, with the approval of the membership, gave the first floor of the lodge home to the Red Cross for its headquarters. The visiting doctors and nurses said the set-up was the best they'd come across in the State at that time.

Blood donor day at Norfolk, Va., Lodge brought in 100 pints of blood for our Armed Forces. Among the first contributors was F. E. Stevenson, pictured as he made his donation in the presence of E.R. Larry Marsh. Nine sailors, walking past the lodge building, noticed the Bloodmobile parked outside, read the plea, promptly rolled up their sleeves

(Continued on page 40)

Bobby Jones

(Continued from page 4)

Harry Cooper, Tommy Armour and Willie Hunter. No splitting hairs there. They'll tell you that all comparative scores aside, Bob Jones—on sheer ability to win—must stand as the foremost shot-hitting machine of all time. What he did between 1923 and 1930 puts him so far ahead of the moderns that it is safe to bet they will never catch up.

In four tries for the British Open championship, Jones won three times. In seven United States Amateurs, he was on top five times and went to the finals of a sixth before edged out.

In eight U. S. Opens he was a four-time winner and in six of the eight either bagged the title outright or finished in a tie for first, forcing a playoff. In three British Amateurs, he won one.

Totals: 13 major crowns in eight years, a mark no other golfer has approached.

Which is saying nothing about the tremendous exploit of his final season. That's the stupifier, the impossible, the supreme sport achievement rolled into one. In 1930 between May and August and against 50-1 odds quoted by Lloyd's

Wide World photos



Bobby Jones on the Merion Cricket Club course, Ardmore, Pa., at the time that he won the 1924 National Amateur. In spite of sand tees, less effective golf clubs and balls of those days, Jones played some remarkable golf. In the afternoon rounds he played a total of 61 holes and scored one under par, being over par on only 10 holes. This was done in the face of a course that still tests any golfer and was made that year particularly hard because heavy rains had soaked the turf before the tournament.

of London, he clean-swept the British and American Open and Amateur events. It is the one and only "Grand Slam" of golf in history. No one in his right mind will say that it is likely to happen again.

Why did Bob Jones quit in 1930? Partly because he was ground down to the point of nervous collapse. But chiefly because only anti-climax remained. He simply ran out of competition. And in an era that produced the toughest professional wreckers ever to step on a tee—Hagen, Sarazen, Cruickshank, Farrell, Armour, Mac and Horton Smith, Espinosa, Joe Turnesa, Wild Bill Melhorn, Picard, Cooper, Dutra, Barnes and Burke. None of these hardbitten money players could handle the man to whom golf was "far from the most important thing in life", and who remained an amateur to the end.

Fifty is an early age to become a living American legend, yet Jones is that. "I'm an antiquarian," he grinned just recently. "I'm up on the shelf with the other old mugs. Every once in a while they take me down and dust me off." But the Jones way of putting it isn't the public's. As Jimmy Demaret says, "Just walking around the course as a spectator, he still gets the big crowd . . . he's the best drawing card in golf."

Even the Bobby Jones clubs are enshrined, ogled by thousands annually. The driver he used in 1930 is in the Royal and Ancient Golf Club of St. Andrews. The brassie is on display at the James River (Virginia) Golf Museum. The other clubs can be seen at the Augusta National Golf Club, with the exception of one of two "Calamity Janes" he putted with over two decades. One putter is at Augusta; the other, a duplicate made in 1926 when the original wore out, is in the U. S. Golf Association Museum in New York.

Remember Calamity? She could shrivel the stoutest back there in the Twenties. In 1930 at Interlachen in Minneapolis, for example, Bob faced the most crucial putt of his life. He had won the British Open and Amateur, was shooting for an unprecedented triple crown in the U. S. Open. As always, a stampeding, exhorting, worshipful mob of 20,000 pushed and shoved at his heels. By the final hole, the 402-yard 18th, Jones had whittled down every pro but two, Mac and Horton Smith. Hitting his tee shot 260 yards, pitching as only Jones could pitch under pressure, he was 40 feet from the cup.

Between ball and pin was a snake-backed green. The crowd was out of control, praying audibly for him, but the Southerner didn't wait for quiet. Out came Calamity and he smacked the ball hard. Up the slope it climbed, out across the green into the sunlight it sped and into the cup it plunked for a birdie three—and the title.

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fought to touch him and guards literally had to turn battering ram to get him to the clubhouse.

At no time was there anything flamboyant about Jones—in fact, he was a study in retiring, gentlemanly conduct—yet the magnificence of his golf captivated the country. He was the boyish-faced magician who had the most baffling of games down cold. When he concluded his Grand Slam at Merion in the National Amateur, a cordon of 50 U. S. Marines was needed to save him from being torn apart. Fans by the score were hurled down an embankment and many hurt in the frenzy of celebration. Even in a casual exhibition match he needed a brace of burly bodyguards at his side.

Abroad he was just as much “our Bobby.” In one British Amateur at St. Andrews, his drive landed in Cottage Bunker, a pit huge enough to accommodate a three-story building. No links architect today would dare design such a Black Hole of Calcutta among hazards. Calmly, Jones stood over his ball at the bottom of the chasm. He swung with every ounce of power in his 172 pounds.

The gallery froze. Then it went crazy. The crusty Scots whose pride it is not to show emotion joined hands and danced around the green. Soaring straight up, curving in a 160-yard arc, the ball spanked onto the green, bounced, rolled up as if on a string and dropped for an eagle two!

Every shot Bob played from the time he won his first national title at Inwood, L. I., in 1923 at the age of 21 was executed under nerve-shredding tension. No golfer has drawn such galleries. People didn't believe it was possible for him to lose. And more than once their lunatic antics all but cost him an important win.

During a U. S. Open, Jones stepped to the ninth hole deadlocked for the lead. As he started his swing, two fans dashed onto the fairway before him. Some wonderful golfing instinct enabled him to half-smother the shot and save hitting them. The ball struck a lake 40 feet out and to everybody's astonishment did a skip-hop across to dry land, saving the hole, but leaving Jones shaken. Hitting through and around the crowd, he went on to take the tournament.

Nobody suspected that the strain often turned him sick to his stomach. To the mob he was always the soul of courtesy. Yet he had to fight down his tea and toast before a match. “The nausea got me the worst in the mornings,” he reflected recently. “After a while I got so I could play best when I was nervous.”

If the jitters and almost flawless golf sound like an improbable combination, they are only part of the paradox that was Jones. He trained casually, not by-passing the clubhouse bar after a match. He was one of the heaviest smokers in golf, destroying up to a pack of cigarettes a round. Between tournament matches he relaxed in a hot tub—“prefaced by two good, stiff highballs”, as he explains—

and then climbed into bed with a book. No midnight putting on the carpet (paging today's pros) for Jones. Just before the National Amateur at Flossmoor, friends found him engrossed in Papini's “Life of Christ”. He had an abiding belief in predestination, that there was a certain amount of fate involved in his golf over which he had no control. He also had the unusual belief that winning even the big tournaments taught him nothing. “I got my golfing education from the drubbings I took,” he says.

PHYSICALLY he looked like the picturebook player. A powerful 5-foot-10-incher, he weighed as much as 185 pounds. He could tear a pack of cards in two with his hands. Yet the Jones legs gave him plenty of trouble. In 1922 he had four operations for swollen veins and went into tournaments with heavy bandages swathing his left leg. Over the years, the drain on his physique was so great that he retired from tournament golf in 1930, weighing only 164.

Bob Jones (he has always disliked “Bobby”) became one of those rare champions to step down at his peak at the age of 28. Medical science isn't sure whether or not the unholy demands on him to win and keep winning have caused it, but for the past three years he has been a sick man. Two operations for re-



Here is the effortless follow-through that helped Jones to be consistently long and accurate off the tees. This photograph was taken at the Merion Cricket Club when Jones won the 1924 National Amateur, beating two great golfers—Francis Ouimet, 11 and 10 in the semi-finals, and George Von Elm, 9 and 8 in the finals. This was Bobby Jones' first National Amateur and was followed up by four other victories in this grueling match play test.

lief of pressure on the cervical region of his spinal cord have failed to bring relief. Naggng pain and restriction of his mobility—thus the cane—have been the unhappy lot of a Bob Jones who otherwise is in a position to enjoy life to the hilt.

“I can still take care of my business interests, but the illness has caused my playing of golf to become a thing of the past,” he says simply. “I haven't hit a ball in two years, and I doubt that I ever will again.”

Anyone who knows the abiding love he has for the game can appreciate what this costs him.

You can find him today at an imposing residence located at 3425 Tuxedo Road, N.W., in his home town of Atlanta. To Georgians he is as much an institution as Stone Mountain or famed Peachtree Street. Educated as a lawyer, and a good one, he retains an interest in the prosperous firm of Jones, Williams, Dorsey & Kane. His other business activities include management of Coca-Cola bottling works in South America and Pittsfield, Mass. The Spalding Company still sells Bobby Jones golf clubs all over the world. With one of the best incomes of any exports star, he has been able to give his family every advantage.

He married his boyhood sweetheart, an Augusta Belle, Mary Malone, and had three children. His oldest daughter, Clara, has two children; Robert T. Jones III, married and with one child, manages the Pittsfield firm. Mary Ellen, 21, is a junior at the University of North Carolina. When the brood was growing up, Jones was besieged with every promotional offer in the book—cash-in schemes that would have put him on public display around the world.

“No, thanks,” he grew tired of saying. “First comes my family, then my business, the law, and lastly golf, which is where it should come. I'll play it as a game or not at all.”

Always an amateur at heart, he turned down an estimated half-million dollars to turn pro and make a career of following the bounding pill. He could never look upon golf in terms of money. It was a sport, a recreation, a chance to prove that he could lick the pesky pastime without making it his whole life. That he did it is just one of the miracles surrounding Bob Jones.

Today's big names concentrate on the game year around. Jones often went into tours with little or no practice because of the long hours spent over legal books. For six months of the year he seldom touched a club. At 20 he was graduated from the Georgia School of Technology as a mechanical engineer. Later he took a B.S. degree at Harvard and studied law at Emory University. “Don't ask me how he did it,” comments Harry Cooper. “One year he was boning up on Cicero's Orations Against Cataline—during a national tournament!”

His one remaining close link with golf, fittingly, is the Masters Tournament. In

1932 his admirers decided that a proper memorial for Jones would be a "dream" course where he could play far from the crowd's rumble. They built the scenic Augusta National—tailored to his specifications—where each Spring the world's top golfers meet in classic competition. Even staying in the background, Jones can steal his own show. In 1950, when Sam Snead won, he dropped a difficult putt on the final hole for a 67. Nearby, watching from a parked car, sat the ailing Jones.

"I was puttin' and 18,000 were lookin'—but not at me," grouses Snead good-naturedly. "Like I told that writer in the clubhouse, you just can't beat the guy."

Mr. Par's last competitive appearance was in the 1948 Masters. Two years earlier, rusty and 44-years old, he shot a 71 to nose out Byron Nelson, then top dog of the pros, by a stroke. On another occasion when his once-magic putting touch left him, and the now-portly Bob was far down the scoring list, a touching thing happened. Old pros—Bobby Cruickshank, Mac Smith, Walter Hagen—the men he'd cost hundreds of thousands in purses in his time—rallied around to lend advice and encouragement. Smith offered to give his old nemesis a putting lesson, which Jones thankfully accepted. Hagen left his foursome to play around with the struggling Jones. "Two rotten putters like us ought to be coupled anyway," spoke Sir Walter. "Maybe we can find an inspiration in each other."

Bob finished with a respectable 72, but the score meant nothing. He had won the affection of the men who once cursed him as a blight on their bankrolls.

WILL golf ever produce another Jones? Well, will literature ever come up with another Shakespeare, music another Beethoven, art another Rembrandt? Will two people be born with identical fingerprints? Even if you eliminate the Grand Slam as peculiarly a Jones feat, consider this: *For eight consecutive years he was national champion of the United States, either Open or Amateur—or both. In his last 12 Open championships, nine in the U. S. and three in Great Britain, Bob Jones was first or second eleven times. The golfer most mentioned as "a second Jones", icy Ben Hogan, needs still another National Open victory to tie the master in that division. And Hogan never has pitted himself against wind, rough and opponents in the big English classics.*

The other greats versus Jones? Two years ago the Associated Press took a mid-century poll of 392 experts on the subject of the top golfer of the age. It wasn't even close. Jones polled 293 votes to 40 for Hogan, 29 for Walter Hagen, 17 for Byron Nelson, 6 for Sam Snead and 4 for Gene Sarazen.

Robert Tyre Jones, Jr. was a prodigy almost from the beginning, and against some long odds.

He was a fragile child. "My head was

too large for my body and my legs were weak and thin," he goes back to the first years of his life. "I had some kind of digestive trouble and something like seven doctors who paraded in and out of the house couldn't cure it. All that is a sort of blur. I can't remember much that happened to me before I was five or six."

Born on St. Patrick's Day, 1902, the only son of a well-to-do lawyer and ex-Georgia University baseball star, Bobby lived in Atlanta until he was six. Then the family moved to a suburb which was about a four-iron pitch from the East Lake Golf Club. Both his parents became ardent golfers and the pale-faced youngster began following them around. Doctors suggested that exercise might help, so a set of clubs were sawed down to his size. Bobby Jones hit his first golf balls while tagging along behind Sunday afternoon twosomes.

The arrival from Carnoustie, Scotland, of Stewart Maiden as pro at East Lake was a turning point for the youngster. He developed a case of hero-worship for the knotty little Scot with the flawless swing. Without Maiden's knowing it, the boy began to imitate that swing. He had the pro pretty well down cold when an epochal event took place—the great Harry Vardon and Ted Ray of England arrived in Atlanta for an exhibition.

"I was 11 then and I followed them around with my eyes bugging out every step of the 36 holes," recalls Jones. "When Ray hit a fantastic recovery over some trees to the green, people went wild. What an impression that made on me!"

There isn't much question but that tramping over the open fairways gave Bob a fresh start in life. The sickliness gradually faded away. At 11 he astonished East Lake by shooting an 80. The next year he tied the competitive course record of 70.

"I remember they looked at me sort of queerly," Jones says now. "Like I was a strange bug or something."

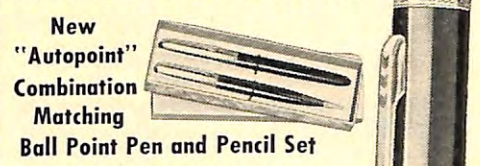
Rarely has golf genius budded so early. At 13 he was club champion, at 14 winner of the Georgia State Amateur and—phenomenally—going to the third round of the National Amateur at Merion. The next year, a solid 165-pounder, he won the Southern Amateur and was sent on tour of the East for the Red Cross. At 17 Jones was runner-up to S. Davidson Heron in the National Amateur and finished with 299 in the U. S. Open, four strokes behind Ted Ray's winning 295. He was the "boy wonder" of golf, the kid who couldn't miss becoming the American champ before he was out of high school.

But he did miss, and it was the years between 1919 and 1923 that forged the steel nerves that eventually made Bob Jones all but unbeatable. Tossed into the big-time at that age, he became cocky, hot-tempered, a club-throwing menace to anybody within 50 feet. In the 1921 British Open he committed the sin for which he never forgave himself. On the 11th

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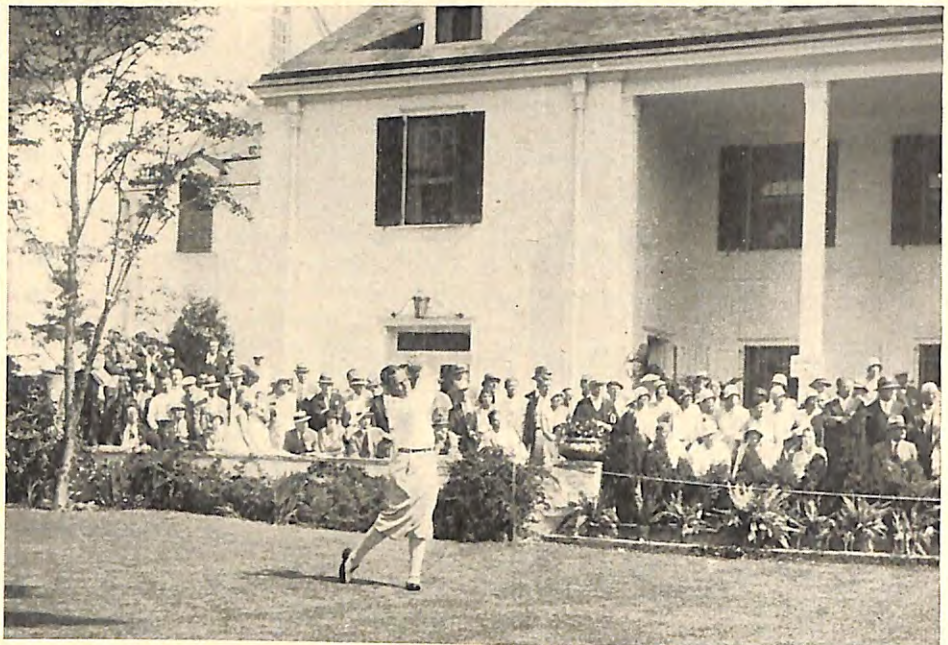


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Completing the Grand Slam—Bob Jones teeing off for the second qualifying round of the 1930 National Amateur at the Merion Cricket Club, Ardmore, Pa. Jones won the qualifying rounds and after that it never was close. Fourteen years before at Merion, Bobby Jones, a hot-tempered, club-slinging youngster of 14, made his national tournament debut and so it was singularly appropriate that he climaxed his golf career on this great course located near Philadelphia.

hole of the third round, disgusted with his play, he tore up his card and stalked off the course. "The only time I ever quit in a competition," he says, "and the biggest regret of my golf life."

Not generally written about Jones is the fact that he went seven years without crashing into the charmed circle of a national championship. In 1920, for example, he was eliminated by Francis Ouimet in the Amateur semi-finals at St. Louis. In '21, Willie Hunter ousted him. In the Open at Columbia he finished a distant fifth and in the '22 Amateur he was chopped down, 8 and 7, by Jess Sweetser. Self-disgust rode the boy wonder hard, and at times he considered giving up the tourney game. Even in 1923, when he finally tied with Bobby Cruickshank in the U. S. Open at Inwood, Jones gave himself no credit. When friends rushed to congratulate him, he brushed them back.

"I'm no champ," he said, thinking of the shaky six he'd taken on the final hole. "I finished like a yellow dog."

The playoff with Cruickshank was the turning point of his career. All even at the 18th, they drove—the crafty Scotsman safely, Jones into the rough. Now he had to make the toughest of decisions. A safe recovery would cost him a stroke. A gambling 200-yard iron to the green might save the day. Without hesitating, Jones picked a No. 2-iron from his bag and flailed the ball from the grass.

"Next thing I knew, somebody was propping me by the arm—the ball was on the green near the pin," he says now. "When I sank that putt that beat Bobby Cruickshank, I knew I was a golfer."

He went on to prove it so often that in 1927 Walter Hagen tongue-lashed his brother pros for failing to beat Jones.

Hagen accused them of having a "complex" about the stubby, smiling Georgian. And well they might. In the clutch, Jones was deadly. In the 1925 U. S. Open at Worcester, he hit a 60-foot recovery out of a weed patch smack into the cup. Somebody asked his opponent, Willie MacFarlane, how the shot affected him.

"It didn't," said the dazed MacFarlane, popularizing the phrase, "By then I was feeling no pain."

A great many experts have analyzed the Jones technique, and in the end they have boiled it down to the equation of a trickless swing plus stamina plus a concentration that only Hogan has equalled plus fierce determination. In short, he had all the ingredients of greatness. He stood with his feet closer together than most golfers, took a full, even exaggerated, backswing and was as long off the tee as any of today's stars. At Scioto, for example, needing a four to win the 1926 Open, his drive on the 480-yard hole carried a measured 310 yards. His No. 4-iron second shot almost hit the pin. It was another example of power and control, distance and direction, under the heaviest possible pressure, when he was dead tired in the stretch. No golfer had such an uncanny touch around the greens. And he was the greatest bunker player ever seen—as, for instance, at Oakmont, when he was trapped four times in five consecutive holes and got three pars and two birdies. Add to that the best judgment of a ball's speed on the green that the old pros can recall observing anywhere, and you have the completed picture.

"But there was one thing else," says an old friend of Bob Jones, "that rarely has been told about him. He had a warmly human quality, an attitude of friendliness

and well-wishing to everyone, that made you want him to win. He never let a trophy or a title get bigger than his regard for his fellow humans. He was just a helluva fine guy who would cheer up a faltering opponent, instead of needling him, and wouldn't take any kind of advantage that went with being Emperor Jones. That sort of class was bound to pay off."

Even after he retired, a worn, nerve-exhausted victim of his own ability, he didn't change. For years he was always available in Atlanta when friends, visiting firemen, golf bugs of every variety of the genus dub, requested the honor of playing a match with Bobby Jones. Some of

the world's worst dufters can now brag about what Jones said to them when they hit that good shot on the 14th. "Nice one, partner," he'd smile, through all the hacking and shanking.

All that is behind him now. The chances are slim that his graceful swing will be seen again, even in a friendly Sunday afternoon pleasure round. Fate has dealt Bob Jones a stiff blow as he enters the second half-century of his life. But the first 50 years put some records in the book that very likely never will be matched. Thirteen of the world's major championships, four of them in one year!

In 1952 it is still Bobby Jones against the field.

Rod and Gun

(Continued from page 15)

business suit and all. That's when the laker first knew it was in a fight, and it put up the best fight I've ever seen from a fish. This was really a fight, man to fish, nothing barred. Actually, it wasn't a fair fight—it was one fish against a man and three boys—but it was a good one. Dad finally reached a knife and put a handle on the laker. That helped, but it made things a little gory. In its excitement the trout lost some of the chum he had been gorging on daily, and I've never witnessed a slimier specimen of fish. Around the whole mess was the line I had hand-lined in so carefully.

However, we won—or at least I did because it was my fish when we got it to camp. I'm not so sure Dad won, not when Mom saw his business suit.

One thing is sure, no fish ever gave me the thrill of that first lake trout. I can't claim that it put up a fine battle on the end of the line. Actually, it never even wiggled a fin on the long trip up from the bottom to the boat, and I hadn't the slightest notion there was a fish on the end of my line until I saw it. Where they can exert themselves without working up a sweat, some lakers put up a respectable battle before being landed but, to be truthful, the lake trout is a very peaceful citizen. Fighting isn't in his nature. But he does have something, something very intriguing. He is the deep-sea fish of fresh water. As such, he satisfies the basic fishing urge completely; he is a big fish and he is handsome, and he is delicious eating. The native desire of a fisherman to come home toting food for the tribe is amply rewarded with a lake trout. Light tackle and the pursuit of those fish which put up a spectacular and lasting battle are refinements of this basic urge; they merely prolong the suspense from first contact to the ultimate goal—possession of the fish.

Some sportsmen deride lake-trout fishing because of the tackle, such as wire lines or chunks of lead which dampen any possible effort of the fish to fight. Lots of lake trout are caught by trolling a large spoon, such as a K-B. Jarvinen, Andy Reeker, McMahon or the like, and

these are inclined to climb in the water out of the trout's domain; thus the wire line to keep them down. I don't like to try to excuse such gear; in fact, I think it is a crying shame to use wire lines on fish capable of such a show as the Kamloops rainbow of the Northwest, but with lake trout it really doesn't make any difference. As in deep-sea fishing it is the size of the creature hauled up, not the method employed, which counts.

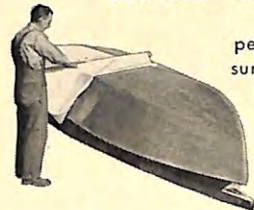
AS MOST of us know him, the lake trout is strictly a deep-water citizen. He's a deep-dweller because he is by nature an arctic fish, and only in the bottom of our deeper lakes can he find things cold enough to suit him. When the ancestors of lake trout originally inhabited our northern states, the glacial ice pack was undoubtedly nearby, and—to such as lake trout and woolly mammoths—a nearby ice pack is a comforting thing. Likely in those days, with all water agreeably near the freezing point, lake trout behaved quite differently from the way they do today; if they felt like swimming near the top, they swam near the top; and, if they felt like swimming near the bottom, they swam near the bottom. Today's lake trout, however, are not so independent. They have little choice but to remain in the dark and solitary depths fanning themselves and complaining about the intolerably hot weather these days.

The reason I surmise all this is that I have caught a good many lakers in the North Country, in the Hudson's Bay region of Canada and in Alaska. There they seem to be at home at all depths. The most surprising was one I caught some years ago in the now famous rainbow river, the Newhalen of the Alaska Peninsula. We were having ourselves a time teaching those big and foolish rainbows a thing or two about fishermen when I hooked and landed one that wasn't a rainbow at all but a laker. Until that moment I would have considered it as likely to see a dog in a tree stealing apples as to find a lake trout in fast water. He struck near the surface in a position typically assumed by the feeding rain-

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bows. The only difference between this lake trout and those we catch here in the States was an exaggeration in color. Living in the shallow stream water, he was as vivid as a brook trout.

As relatively handy to our borders as the northern shore of Lake Superior, lake trout can be found living in sufficiently shallow water to be caught by casting a spoon. A heavy spoon, such as a Dardevle, if allowed to settle a moment before the retrieve, will work fine there. That is also the only area in which I have seen worms used for lake-trout bait. Some years ago when I fished along St. Ignace Island, Ozark Ripley showed me a favorite rig which consisted of a nightcrawler trailed behind a brass one-inch Prescott spinner. Ahead of the spinner a half-ounce dipsey sinker on a dropper gave it casting weight. When dropped along the rocky reefs and retrieved in the manner of a spoon, the lakers ate it up. The strange thing is that there were no native worms in the area, the nightcrawlers being shipped in, so these fish weren't worm-eaters by habit.

Other than in the North, the only situation which permits lakers to be taken near the surface is ice-out time. With the lake water near freezing throughout, and the trout feeling mellow as a result, it's possible to get a brief taste of arctic lake-trout fishing.

In the dead of winter, too, lakers provide a lot of sport. Naturally, they like winter conditions and remain active. The fisherman can sit in a heated shanty and

remain quite comfortable in his element while the lake trout is content in his liquid ice box below. From the dark interior of such a shanty through a hole in the ice, it is possible to see an amazing distance down into clear water, even better than through a glass-bottomed boat. Over a clean, sandy bottom, every movement of the fish can be watched as he approaches the minnow on your line. Occasionally they feel their way slowly to such bait with nose on the bottom as though working out a faint scent, like a hound on a cold trail. Undoubtedly they are doing just this, following a scent of the bait carried along by a current.

It's exciting to make invisible contact with some unknown creature at great depths, but I get an even bigger kick out of this visual fishing from an ice shanty. In fact, now that I'm no longer a kid and like to do nothing but fish, I still get a kick out of one of these lumbering giants.

If we could sit down with pencil and paper and sum up fishing pleasure by some mathematical formula, taking into account the lightness of tackle plus the speed, endurance and jumps of any particular fish, the lake trout would wind up near the bottom of the heap no matter how we tried to pile them. Fishing and mathematics are total strangers, however. That first lake trout I caught scarcely even bothered to breath before he landed on the floor planks of our rowboat; yet no fish will ever give me a greater thrill. That's all that counts.

More Blood for Our Armed Forces

(Continued from page 34)

and made their donations to the drive.

When J. P. Deacon of Porterville, Calif., Lodge made his 20th donation in five years, he was photographed with P.D.D. Harry J. Johnson, Jack Natzke, P.E.R. S. H. McLemore and E.R. Harlan Hughes. The last five donations made by Mr. Deacon were given in the name of Elkdom—all since the present drive started last summer.

The fact that Tooele, Utah, Lodge has reached 75 per cent of its goal isn't surprising. One of its most active members is William Goghis, pictured with E.R. Floyd Baker and his officers at a lodge meeting when Mr. Goghis urged the members to support the blood campaign. He practices what he preaches, too, having just donated his 200th pint of blood.

The efforts of the Medford, Ore., Elks in the campaign have been credited with the record the city made in ranking eighth among 29 Oregon and Washington cities in volume of blood donated in one month. The centers involved include military bases and several large cities. Considering its 20,000 population, Medford really has done a bang-up job,

with the Elks getting credit for 1,200 pints.

Appleton, Wis., Lodge is proud of its campaign to which the families of the more than 1,000 members have been drafted, manning registration desks set up in stores and public buildings to collect pledges.

THEY BEAT THE WEATHER

Hickory, N. C., Lodge sponsored a visit of a unit, and in spite of bad luck with the weather, collected 231 pints, setting a record for the community.

Out in McMinnville, Ore., the Elks have taken in a total of 407 pints toward the lodge's quota of 1,000 pints of the life-giving fluid; no let-up in its drive is in sight.

Four chief petty officers from the Great Lakes Naval Training Center in Chicago, two of them Elks, recently gave blood to help Marion, Ind., Lodge meet its quota of 800 pints. The group included Kenneth Zeigler, member of Marion, Ind., Lodge; Elmer V. Nevius, member and P.E.R. of McKeesport, Pa., Lodge; and Vincent Ryan and Edward Patterson, both of Philadelphia.

Business Outlook for Second Quarter

(Continued from page 12)

raised to 850,000 units, and at present, because of easing in the supply of metals and other scarce commodities, the sights have been raised to about 1,000,000 housing units. Output of automobiles and other durable consumers' goods may increase beyond present estimates during the next six months, partly because of greater abundance of metals. The soft goods industries, which have undergone a serious depression during the past year, are gradually coming out from under. Inventories have been reduced and prices lowered, and it is generally expected that sales of soft goods during the second and third quarters of the year will be higher than during the corresponding periods of 1951.

Employment will increase, partly for seasonal reasons, in agriculture and construction, and partly because of the general upturn in business activity. It is fairly certain that those unions which have not as yet received wage increases commensurate with the rise in the cost of living will obtain the increases. However, a large number of unions already have received raises in pay, and, since the cost of living is not likely to show a substantial rise during the coming months, any further increases in pay are likely to be very moderate because of the cost-of-living escalator clause.

The international political situation will continue to exercise a psychological effect on business sentiment. If a truce in Korea should be concluded, it may not only accentuate buyers' resistance but also induce management to reduce or postpone certain types of capital expenditures. Irrespective of this uncertainty, it may be expected that capital expenditures during the second and third quarters will remain at a high level, thus contributing to the favorable business outlook.

CONCLUSIONS

1—While the general outlook for business continues to be favorable, and while in all likelihood many industries, particularly those engaged in the production of consumers' goods, will do better during the second and third quarters of this year than was the case a year ago, the sellers' market will gradually give way to a buyers' market, definite indications of which already are appearing.

2—With the exception of a few months in 1949, business as a whole in the United States has operated in a sellers' market for the last ten years and has acquired certain bad habits. In a sellers' market competition is practically non-existent and salesmanship, styling and promotion cease to play an important role in the business picture.

3—Because of the tremendous increase in the productive capacity of the country, and because a large portion of the pent-

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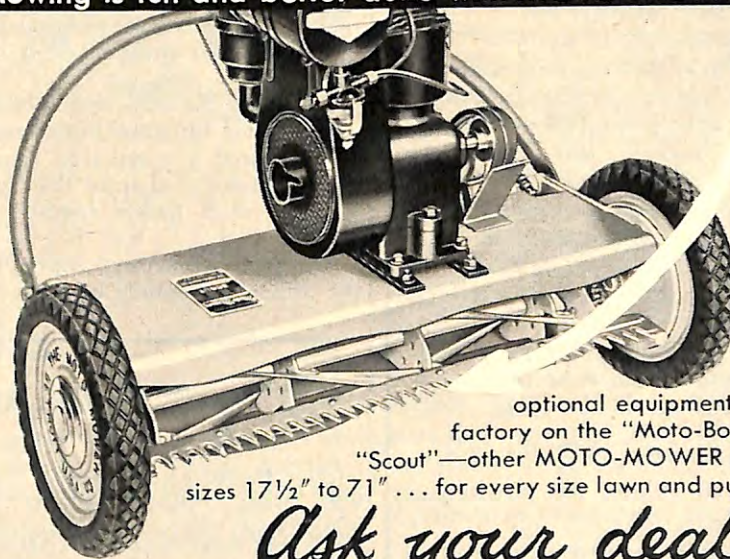
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up demands created during the war has already been met, competition in the future will be keener than has been the case for many years. What was witnessed in the soft goods industries, and notably in the textile industry, during the past year may be expected to occur in most other civilian industries during the coming year. Concerns that utilized the profitable past decade to increase their efficiency and to reduce cost of production as much as possible will do well. High-cost producers and distributors, and those who believe that somehow or other the fear of inflation or actual inflation will solve their problems, will come to grief.

4—During the next six months business will be good for those businessmen who are prepared to meet keen competition and who have overhauled their organizations to meet highly competitive conditions.

5—Once rearmament expenditures of the present magnitude begin to decrease

and capital expenditures by corporations start to decline, which may take place next year, business activity will not continue to be buoyed up by these two major forces, which have played such an important role during the past few years. Therefore, the main task confronting business today is to increase efficiency, to curtail unnecessary expenditures, to strengthen sales organizations and to prepare to meet the new problems of tomorrow.

6—While competition will be keen and the economy will witness many ups and downs, a major depression as occurred during the early 1930's cannot take place. Not only are financial conditions entirely different from those prevailing then but also the economy of the country is expanding and dynamic.

To follow-up this article, and his article in our January issue, Dr. Nadler will review the economic situation, and business prospects for the last quarter of the year, in our September issue.

"Star" Calls Attention to March Cover

Our March cover inspired the Miles City, Mont., "Star" to publish this editorial about parents and children:

On the front cover of the March issue of *The Elks Magazine* is printed a picture of two men, fathers, each on their knees engaged in a game of marbles, which is apparently being played "for keeps." Looking on are two boys, perhaps sons of their dads, watching with a sort of "disinterested pose," the progress of the game.

This picture, perhaps, has something to do with the article entitled, "Are We Cheating Our Children?", which also is published in the magazine. However, the emphasis in the story is laid on what facilities are being provided in the way of adequate school structures attended today by children who have been and are being reared under the various phases of wars and their aftermaths, resulting in disruption of the school system and impairment of education.

The picture on the front cover of *The Elks Magazine*, on the other hand, is challenging. How many fathers will take time out to show Tommy and Johnny how a game of marbles should be played?

We judge, from the picture, that the dads are demonstrating the virtues of good sportsmanship. The fat, pudgy pop, coatless, necktie hanging straight down, suspenders stretched to accommodate his kneeling position, right knee on a newspaper to keep his pants from becoming soiled, the other up with left hand resting on knee, is pitching from the line, not "fudging" in the least, while the other pop is watching, with a smile wreathing his countenance.

The two boys, "emoting doubt" if their

pops know the fine points of the game, are typical American youths. Those two boys, and millions like them in our country, are worth everything their pops are trying to do to make them good sportsman. Apparently, from their attitudes, their posing, these two boys harbor the thought their dads are amateurs, and they could do a whole lot better in shooting the agates at the targets in the center of the ring.

The picture is one worthy of the careful attention of all American dads and their sons. Dads coming down to the level of their sons and displaying qualities of appreciative responses to challenges which are the "big things" in a boy's life are not cheating their children in this category of relationship between father and son.



Our



Memorial Building

By Marge Lyon
Chicago Sunday Tribune

SEEMS to me the Elks Memorial Building is to Chicago what a beauty queen is to her younger brother . . . just something that has been hanging around a long time, and, gosh, what do other fellows see in that creep? Since those days back in 1924 when the big old home at the corner of Lakeview and Diversey, overlooking Lincoln Park, was razed and piles of building materials and huffing, puffing building equipment took its place, Chicagoans have not been aware of the Elks Memorial Building, North siders, particularly.

On bus tops, they commented freely during those building days: "A round building! What do you know?" In July, 1926, the building was dedicated, with appropriate ceremonies, to the 1000 Brother Elks who had died in World War I, and to the 60,000 Elks who had served with them. Each day thereafter two flags were raised, but no one thought much about flags and patriotism in those giddy days. Years have gone by. Another war has come and gone, necessitating rededication of the building to Elk heroes of World War II.

Bus riders began to note the flags, and going home in the darkness, they often comment on the decorative shadows cast in the building's face by its lights. To visiting kinfolk, Chicagoans point it out as "that round Elks building" and raise eyebrows at throngs of eager tourists from sightseeing buses climbing its steps on summer days. Few non-Elks have thought of going inside, and, brother, what we have been missing!

While we have been hankering to see foreign works of art, we have been sitting next door to some of the finest examples of sculpture, painting and architecture in the world. For example, just take those two reclining bronze elk at the

entrance, graceful and relaxed, but obviously poised to spring. These were created by Laura Gardin Fraser, America's foremost artist in animal sculpture, and these two pieces were given honor upon honor by Mrs. Fraser's fellow sculptors. Inside the building's reception room you find two more examples of her genius, specially designed for the places they occupy.

Before you reach these two pieces, however, your breath will have been taken by the great rotunda in which you find yourself after those massive bronze doors are opened for you. This is that "round part" of the building, and you had never dreamed it was so large. A true circle, 75 feet in diameter, with a domed ceiling 100 feet above your head! Art glass windows in that dome diffuse Chicago's wintry gray daylight into soft colors that lend velvety softness to marble columns, high aloft, and give mysterious reality to the figures in the majestic paintings that alternate with the windows. About you, as you stand in this vast space, are more marble columns shading from chocolate and tan to soft pinks, yellows, and greens.

You can count 44 of them, dramatizing doorways and marking deep niches occupied by bronze gold-leafed figures. These figures symbolize Fidelity, Justice, Charity, and Brotherly Love, the qualities on which the Order of Elks is founded. The floor beneath your feet is of pale gray marble, studded with circles and squares of the richly colored marbles that have gone into the columns. You could stand for hours in one spot, finding new detail in carvings, discovering that the great overhead paintings mainly depict the Beatitudes, and marveling at the restful balance between glass, marble, and metal.

Beyond the rotunda is the reception room, 75 feet long and 30 feet wide,

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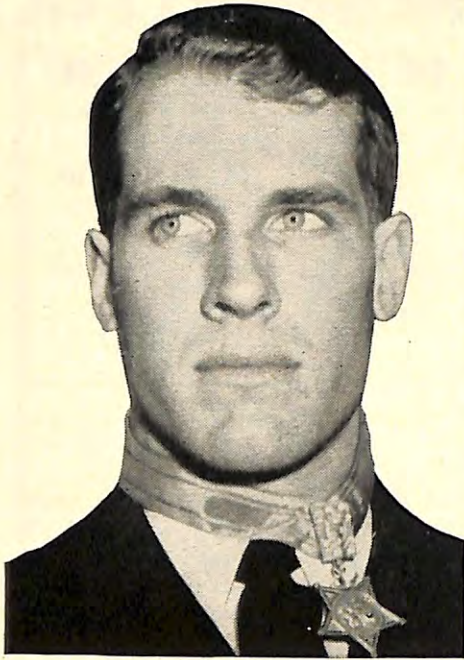
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Medal of Honor



IT WAS A BRIGHT EARLY DECEMBER DAY and Lieutenant Hudner was flying a Korean combat mission alongside another plane piloted by Ensign Jesse Brown. A burst of flak caught the ensign's plane and he went spinning down, aflame. Despite the presence of enemy ground troops, Lieutenant Hudner then deliberately crash landed near his flame-trapped shipmate. He radioed for help, after which he fought to keep the fire away from the fatally injured ensign until a rescue helicopter arrived. Today Lieutenant Hudner has something to say to you:

"Maybe if America had been strong enough to discourage aggression two years ago, Jesse Brown might be alive now. So might thousands more of our Korea dead.

"For it's only too sadly true—today, in our world, weakness invites attack. And peace is only for the strong.

"Our present armed forces are strong—and growing stronger. But don't turn back the clock! Do your part toward keeping America's guard up by buying more United States Defense Bonds now! Back us up. And together we'll build the strong peace all Americans desire!"

* * *
Remember that when you're buying bonds for defense, you're also building savings. Remember, too, that if you don't save regularly, you generally don't save at all. So for your country's security, and your own, buy U. S. Defense Bonds now!

Peace is for the strong...
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which you enter under an over-the-doorway painting, semi-circular in shape, depicting Fraternal Justice. In this instance, Justice is not blind. She is looking out upon the world with wide open eyes, which makes her my favorite Justice. The reception room has furnishings to match its proportions, massive tables of walnut with exquisite grain, wide chairs with backs of regal height, and giant-size lighting standards of wood and bronze.

Here again the ceiling is richly decorated, with gold frames setting off handsome medallion-like paintings. On the floor lie Oriental rugs 30 feet long, in soft blues and tans, on each of which four Persian weavers worked two years just to give this room its under-foot loveliness. On the dark oak paneled walls are two paintings in unusually vibrant colors; one depicts the Armistice of World War I, with doughboys carrying aloft a French peasant girl and a belfry bell, the other showing a family taking home its bountiful harvest and is called Paths of Peace.

Three large windows of tinted art glass light the room with colors that change with every passing cloud. The windows, fortunately, are made of small pieces of glass, leaded into place. One day the building manager was standing in the reception room when a baseball came through one of the sections. It cost \$4 to replace a 5-inch square of glass.

At each side, corridors with bay windows bowed to reveal the sky as well as the courtyard lead to conference rooms and offices. At the left is the office of the Grand Exalted Ruler, an office worthy of any dignitary. It is a beautiful long room, with gunmetal walls, sofa, chairs, and draperies of off-white damask, and gold accessories on the great desk. At the right, the hard working Secretary and other officials carry on the national business of the Elks. Graceful stairways lead to basement storerooms and public rooms made necessary by those visiting throngs.

Despite its continuous use, the building shows no sign of wear or tear. No dust mars the delicacy of the colors and corridors and offices are free from grime. The very cleanliness seems to point up the serene atmosphere. It is not a gay building. It is an awesome place, really, and instinctively your voice drops to a quieter level.

Then, as you study it, you realize its immaculate cleanliness, its air of peace, reverence, and serious introspection represent the very soul of America. In his own way, Architect Egerton Swartwout created a building that speaks not only for the Elks but for all of us, and all Chicago should be grateful for its presence.

This splendid article about the Elks Memorial Building was published recently in the "Chicago Sunday Tribune."

TICKETS FOR ELKS DAY AT YANKEE STADIUM

The announcement in last month's issue of *The Elks Magazine* about the *Elks Day at Yankee Stadium* on July 16th as part of the Grand Lodge Convention program brought a deluge of individual requests for tickets. While the response is gratifying, the committee is not staffed to handle 10,000 individual requests. Therefore it is requested that all ticket orders be placed with *Your Own Lodge* if you live in the vicinity of New York, or through your *State Association* who handled your hotel reservations. In this manner we can be sure that the choice seats allotted to us by the Yankee management go to the Elks and their guests for whom they are intended. You will, furthermore, be seated in the midst of your own Lodge Brothers and your day will be much more enjoyable.

IMPORTANT CONVENTION NOTICE

Our attention has been called to a variety show titled, "Hello, Bill!" about which many lodges have received circulars soliciting patronage of Elks attending the 88th Grand Lodge Convention in New York in July. This show is not sponsored and is not recommended by your Convention Committee, but rather is a private promotion.

The only Convention event sponsored by the Convention Committee for which there will be an advance sale of tickets is the Elks Day at Yankee Stadium, scheduled for Wednesday, July 16.

Lodges are warned to disregard any promotion, offered as an Elk Convention event, that does not appear on the official program, or is not recommended by your Convention Committee.

James T. Hallinan, PGER
General Convention Chairman

What Every ELK Should Know ABOUT the ELKS MAGAZINE

PART III

THIS is the third of three articles about *The Elks Magazine's* part in the Order as its national publication. The articles were taken from a booklet distributed to Exalted Rulers and Lodge Secretaries and are published because they are of general interest to all Elks.

Advertising

Every member of the Order can help strengthen the Magazine's advertising position.

When lodges are in the market for supplies of any kind they should give every consideration possible to products advertised in the Magazine.

When possible, buyers of articles thus advertised, whether lodges or members, should make known the fact that the advertisement in *The Elks Magazine* was responsible for the placing of the order.

Advertising income is very important in helping to make our annual earnings possible.

Sometimes when coupon advertisements are run in *The Elks Magazine* they also appear in other magazines. These coupons are always "keyed" so that the advertiser knows the source, and if a coupon from some other magazine is sent to an advertiser, it does not help *The Elks Magazine*.

It is very helpful when an individual Elk writing to an advertiser says, "I saw your ad in *The Elks Magazine*." Our advertising income, which helps to keep down our per capita tax, is of direct interest to every lodge and every individual member.

Readership and Advertising

The Elks Magazine is published for the enjoyment and information of the members. We hope you will find opportunities to encourage your members to take full advantage of the splendid fiction, articles and Elk news in the Magazine.

They'll not only be adding to their enjoyment but they'll be helping the Magazine increase its advertising, because advertising space is purchased primarily on the basis of readership.

Members can assist in substantiating this proof of readership by writing freely and frequently to *The Elks Magazine*,

voicing approval or disapproval. This reading and writing is one monthly habit every Elk should cultivate.

Questionnaires

From time to time it is necessary for the Advertising Department to secure information about readers of *The Elks Magazine* for its advertisers. In order to curtail expense and save time a questionnaire or a card is sent to the lodge secretaries.

It is not the intention of *The Elks Magazine* constantly to pester the lodge secretaries. When it does request information members may be sure it is needed promptly for the proper functioning of the Magazine.

Finances

In the 29 years of its existence, *The Elks Magazine* has earned a total of \$5,909,006.58.

Of these earnings, \$5,206,823.75 has been turned over to the Grand Lodge and used for the following purposes:

Building an addition to the Elks National Home.

Providing murals, statues and decorations for the National Memorial Building.

Assisting the Elks National Foundation.

Assisting the Elks War Commission.
Assisting the Elks National Service Commission.

Maintaining the National Memorial Building.

Contributing to the general expenses and the reserves of the Grand Lodge.

The income from advertising in the Magazine since its foundation has amounted to \$7,242,811.87.

The net proceeds of this advertising business have made it possible for the Magazine to turn over to the Grand Lodge purposes an average of \$180,000 per year.

The Order has done and can continue to do a vast amount of good with such a sum.

The Part You Can Play

It is our hope that you will find it possible to keep us advised of the sentiment, both favorable and unfavorable, among members in respect to the Magazine.

Of course, expressions of your personal opinions and your suggestions will be very gratefully received.



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**YOU CAN'T TIE
A DECENT KNOT
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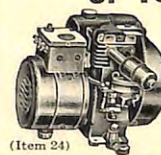
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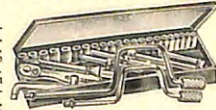
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Nagging backache, loss of pep and energy, headaches and dizziness may be due to slowdown of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages.

Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 50 years. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Get Doan's Pills today!

In the Doghouse

(Continued from page 23)

of bathing, remember that too many baths will rob the dog's skin of the oils it contains and in time make his coat harsh and dry. Many dogs hold strong ideas against soap and water, but on the other hand many enjoy a cool bath when the day is overly warm. After the bath the dog should be dried thoroughly and encouraged to romp about a bit to hasten the drying, but not too much romping if the thermometer is climbing high. Never permit a half-dried dog to lounge around in drafty places. This is a sure invitation to a cold, even in summer. If the dog has been taken for a swim and the day is warm, see that he spends a good part of the drying time in open sunlight.

Anent this business of swimming: Don't encourage your dog to frequent the surf. Only the strongest and most powerful swimmers among dogs can safely navigate such water and if I owned one of those dogs I'd still put the surf out of bounds for him. Another don't if you're located where your dog can swim is—don't exhaust your dog by too frequent tossing of sticks into the water for him to retrieve. If he enjoys the game, and most dogs do, he'll retrieve to a point where his strength gives out and that means trouble—dangerous trouble. Still on the subject of bathing, if you prefer there's a dry bath preparation that you can use on the dog and thus avoid the usual domestic riot incident to the average home-given dog bath. It's good stuff and a sure parasite killer, too. Write to me and I'll give you the name of it, if you're interested.

Through a sense of mistaken kindness, some owners have their dogs close clipped in summer. Nothing could be more wrong. While the dog may seem distressed and given to excessive panting during the hot days, he's not as bad off as he appears. Dogs perspire mainly through their tongues and the rapid panting simply means that your dog, just like a human being at such times, is perspiring more than usual. A pinch of salt added to his drinking water will be helpful to the dog (this goes for his owner too) since much of the perspiration for both dogs and people contains body salt which, if seriously depleted, can cause much trouble and discomfort. No, close clipping isn't a boon to the dog; the fellow with

the long and shaggy coat has an edge over his short-coated cousin. The coat acts as an insulating medium between the dog's skin and the hot rays of summer sun. Actually, I've seen one or two instances, and heard of others, where short-coated dogs have been known to suffer heat prostration at some of the summer dog shows, even though benched under the protection of a tent. To return for a moment to the business of taking the dog for a swim: If it's his first experience in lake or other water don't indulge in that unfunny stunt of tossing him in bodily. This is a sure way to give him a phobia against swim water, or any other kind of water. True enough, all dogs can swim but the shock method of introducing Fido to swimming is the worst of all, and a cruel one too.

IF YOU keep your dog outdoors, don't let him roam at will. This is said for the best of reasons. The free running dog can be an infernal nuisance to neighbors, he can and frequently does destroy property, invade flower and vegetable gardens, frighten young children and be a general all-around neighborhood pest that will cause more ill-will toward dogs than any other factor, although the persistent noisy barker will run him a close second. The free-running dog is dangerous to himself too. If there were no stray dogs, the terrible affliction of rabies probably would vanish. Then, too, the dog on the loose is always exposed to injury, or even death, where there is automobile traffic. And if these aren't enough reasons why dogs, barring those living in open farming country, should be restrained here is one of the best of all—the possible accidents dogs can cause auto drivers seeking to avoid hitting them. Only last summer in my neck of the woods a lady wrapped both herself and her car around a tree trying to avoid running over a dog. That poor woman spent several months in the hospital. To my way of thinking, the owner of that dog should have been held legally responsible, since the dog is a notorious wanderer around our village roads. This was not a case where the dog made an accidental escape from its owner's grounds. The owner is one of those people who have little or no concern for the interests of others.

The owner who wants to keep his dog



outdoors should either provide a fenced-in runway or erect a dog trolley, the latter being a simple affair consisting of a heavy wire strung between two trees or posts. To the wire a loose metal ring should be attached and to the latter, the dog's chain. In this way the dog gets all the outdoors it requires yet cannot stray from his master's ground. For the indoor-kept fellow, the only thing for the dog is regular and frequent exercise periods on a leash. Of course, the owner who has the patience to train his dog to walk with him off leash will enjoy the walk all the more himself. I may add, whether Fido is on or off leash the walk will do the owner plenty of good, too.

IF MR. DOG is kept outdoors shade should be provided, but there should be sunny spots too. Dogs are among Nature's greatest sunbathers and if you'll observe a dog on a sunny day while he's outdoors you will notice that he'll alternate his sun baths with cooling off periods in the shade. If your dog digs a nest in the earth along his runway that won't destroy your landscaping, so much the better. He'll use this as his cooling off place and the contact with earth will be good for him. If the dog has a house or shed of its own, a padding of newspapers will be sufficient for bedding. Paper bedding is easily destroyed and is far more sanitary than cushions, carpets, etc.

This is the time of the year when fleas and their cousins are on the make and Fido provides first-class boarding accommodations. Another insect that comes prepared to stay with all the confidence of an unwanted in-law is the tick. Fortunately, for fleas and similar parasites there are several excellent commercial powders available at almost any drug store. Ticks are different. The surest and best way

that many people employ to eradicate them is by hand. They are not difficult to detect but it's a tedious project to weed them from the coat of a dog that is well infested. It hastens matters to put a drop of turpentine or chloroform on the tick. The remover should be absolutely sure that all the tick comes away with its body. If the head is permitted to remain fixed in the dog's skin it can cause a festering sore. If a dog infested by ticks has been confined outdoors, its runway should be spaded up and disinfected, although the latter should not go so far as to cause sickness or distress.

Internal parasites have to be guarded against, too, and for these the local druggist can provide a variety of reputable and reliable remedies. Of course, you've got to know just what kind of parasite may be causing trouble—round worms, tape worms, etc. If in doubt, take your dog to your vet. If you are sure without consulting your vet, then be sure, too, that you don't give your dog a medicine that is made up for grown dogs if he happens to be a puppy. Medicines for the grown up pooch are entirely too powerful for puppies and can do harm to them.

Since vacation time is coming soon—for some it's here already—you may want to take your dog with you when you travel. Many owners have been hesitant because some hotels won't accommodate dogs. But resistance against dogs has been waning over the years and more and more hotels and motels will take them in. If you are confronted with the problem of traveling with your dog and do not know just what establishments will welcome him, drop me a line and I'll tell you where, for just a dime for handling charges, you can get a very complete list of hotels and motels that will welcome him—or her.

What's your dog problem?



Here's a book by Ed Faust, *In the Doghouse* writer, that answers all usual problems of feeding, common sicknesses, tricks, training and general care of the dog. Its 48 pages are well printed and are illustrated with pictures of popular breeds. One authority says, "It is the most readable and understandable of all books on the subject."

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EDITORIAL

THE MONTH OF MAY



The poet Emerson, his soul lifting to the arrival of Spring, asked:

"Where shall we duly greet the entering May?"

Elks know not only where, but when and how to greet that crowning month of Spring, in ways that would bring joy to the poet. For in May, Elks render two acts of devoted remembrance that are traditional with members of the Order.

In devotion to their Mothers, members of each lodge of Elks assemble on the second Sunday in May to pay loving tribute in a tender and beautiful ceremony to the Mothers of men.

Then on Memorial Day, when Spring is at its height, Elks mark the resting places of their departed Brothers, tributes that fulfill the promise that an Elk will never be forgotten.

To these there has been added this year a third event by which Elks will greet this month of promise. Grand Exalted Ruler Davis, at the suggestion of the Grand Lodge Youth Activities Committee, proclaimed May 1 as Elks Youth Day, uniting Elks throughout the country in a great program to

MAKE MAY DAY AMERICAN

Whatever Communism touches, it corrupts and destroys. So it has been with May Day. The apostles of Communism's atheistic, materialistic philosophy, as they paraded in our cities, blighted the joy of May Day. We have stood by negligently too long and allowed these miserable people to subvert May Day to an instrument furthering their teachings that deny God, that reject mankind's right to life, liberty and the pursuit of happiness, that brutalize and enslave.

But not this year. This May Day will see Elks throughout our land—wherever our country's flag is raised—joining in a mighty tribute to our youth in recognition of their achievements and their steadfast loyalty to America's ideals of freedom, honor and justice. It is a good thing to remind both old and young of their country's glorious history as an advocate of the rights of man so brilliantly stated in the Declaration of Independence and protected by the Constitution.

Elks Youth Day should serve, also, to drive home the points, not only to youth but also to the elders, that every citizen must be the protector of his own freedom. The defense of liberty, the preservation of our principles of society, are things that cannot be left with safety to some-

body else. The corrupted and misguided few who trail along abjectly under the banner of the hammer and sickle on May Day tell the story of what happens to men who hand over their birthright to others.

UNITY—STRENGTH—FREEDOM



Last month the Order was paid a great compliment in a letter that Cpl. Curtis H. Doll, writing from the Korean front, addressed to Grand Exalted Ruler Davis and which was published in the April issue of your Magazine. Speaking of the Elks' Blood Program.

Cpl. Doll said in his letter, "No other organization seems as aware of the state of our country in the world as a whole." Far from his family, his home and his lodge, Cpl. Doll in one terse sentence summarized the response of the Order to the defense emergency.

In connection with this responsibility, on May 17th Elkdom again will be offered the opportunity of taking active leadership in the nation's unwavering stand against anti-democratic forces. On that day, by Presidential Proclamation, the Army, Navy, Air Force and Marine Corps will make available to communities their facilities in celebration of Armed Forces Day. This day had been designated as a single occasion to take the place of the anniversary dates which previously were celebrated by the individual services. Aim of Armed Forces Day is to coordinate the observance on a national basis with full awareness that this event essentially must be a community effort.

On Armed Forces Day the services have been authorized to cooperate with local communities to effect a program which will, in the words of the Secretary of Defense, "Demonstrate the close working relationship of the Armed Forces to give the people a broad view of the national defense strength and emphasize the democratic ideals to which our effort will be dedicated."

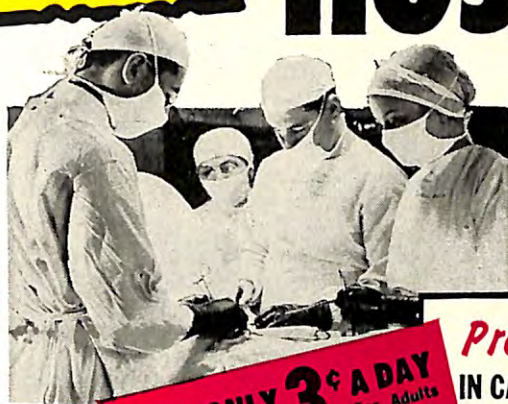
Every community—every Elk lodge—in the United States is represented in the Armed Forces. Not only is it a patriotic duty of Americans to participate in this event, but also it is a matter of personal concern to every individual that he become better acquainted with the Defense Program. This truly is a day on which all Elks can join with their communities, the men in the service, and Department of Defense officials in establishing a united stand in whole-hearted support of the men who are serving the country. —Men like Brother Cpl. Doll who had their eye on Elkdom and their heart in what the Order is doing.

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V.M.B., Cleveland, Ohio, writes: "We're both in good health, have been members of another association for a long time, but with the higher cost of everything, one Policy isn't adequate protection. That is the reason we're buying additional North American protection. The other Policy pays direct to the Hospital, so any benefits from your Policy will be paid to policyholder."

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