

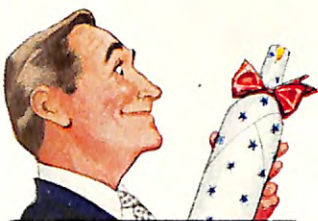
THE  
**Elks**  
MAGAZINE

DECEMBER 1952  
**ALASKAN  
ADVENTURE**  
By Dan Holland  
**A Christmas  
Story**  
By William Fay



*By Robinson*





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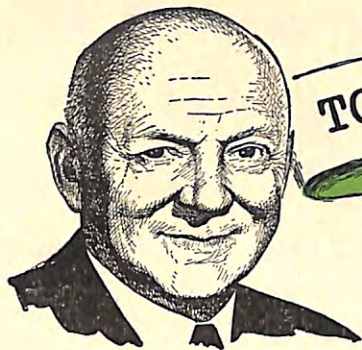
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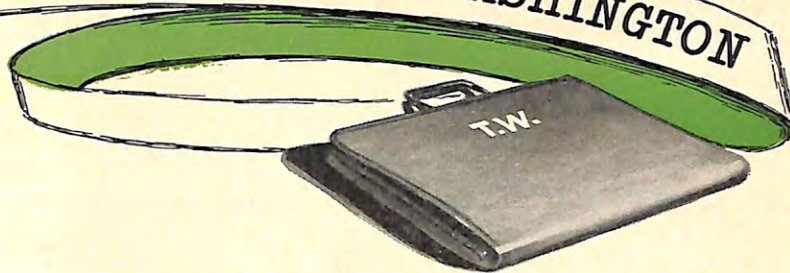
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## TOM WRIGLEY WRITES FROM WASHINGTON



**W**ASHINGTON is a good town for business. There's more work here during depressions than during prosperity. Merchants always know that the pay roll of Uncle Sam just keeps on rolling along. Elections mean no upset. Folks here don't vote anyhow, except those who have registrations outside the District. Even an overturn of Congress, or President (I was here in the days of Calvin Coolidge) makes no difference. Old faces disappear but new ones come in. Business goes on as usual. Retrenchments in government employees are always temporary. Only during the great depression could a newcomer find plenty of apartments and houses—with a month's free rent on a year's lease. Washington today, it must be remembered, is in fact a world center. In the past 10 years it has gained 51 per cent in population. The government and private industry pay out about \$177,000,000 every month. Average family income is \$4,130 a year. It's a clean city, with lots of things for free such as libraries, art galleries, parks and pools and recreation grounds. Tourists keep coming in ever increasing numbers. Surely, here's a town of prosperity without smokestacks or smog, mostly because you pay a big part of the bill in your Federal income taxes. When you come here remember that, it's your capital, not the capital of those who live here.

### TURKEY TALK

If you wonder why the price you paid for your Thanksgiving turkey was high when the turkey crop was the greatest in history, you should study what the Agriculture Department calls its "support" program. Because the turkey crop is around the 59,000,000 mark, some of the money Congress appropriated to protect prices has been diverted to a turkey purchase plan. The government buys turkeys to hold prices up—puts them in the deep freeze and later gets rid of the surplus turkeys by sending them to eligible public institutions, schools, etc. In other words, junior may be eating turkey sandwiches in the school lunch room all winter while dad and mother will tell him they can't afford to have turkey.

### HE LOST HIS JOB

It took a decision of the U. S. Supreme Court finally to uphold the dismissal of Orton T. Campbell, a government print-

er. The case set a new high record for firing a federal employee. Cost of trials, documents, man hours spent and so on through the appeals made a grand total of over \$500,000.

### GOLD RACKET

Treasury men are keeping close watch on the black market in gold. It sells legally for \$35 per ounce, but can be sold for double that price in some foreign countries. Records are kept of sales to chemists, jewelers, watch-makers, dentists, etc., who use about \$100,000,000 a year. More than that, the Treasury checks to be sure the gold they buy is actually used in business. There is a racket in gold smuggling but it is not an easy one.

### TEST HUGE SIREN

Tests of an air raid siren with a range of eight miles have been driving people crazy around Fort Belvoir, which is near Washington. It has six horns, weighs four tons and is driven by a 135-power motor. Those running it wear special ear protectors. It makes a sound like the whine of a big artillery shell. M.P.'s along Highway 1 keep motorists calm when the big horn is in action.

### STREET CROSSES ITSELF

Here's another one on Washington streets which confuse motorists. Across the Potomac in Arlington, North Vermont Street runs in all directions and in the distance of a few hundred yards crosses itself three times. One signpost has N. Vermont St. on all four sides, really confusing motorists.

### OUR DANGER AREAS

Civil Defense has listed 60 target areas in this country which would be enemy objectives for bombing in case of war. They include big cities, industrial plants, munitions depots, rail centers, harbors, dams, hydro electric plants, etc. Some 65,000,000 people live near them.

### OUR NATIONAL HUDDLE

Some 12,500,000 people are jammed in and around New York City. Census Bureau also says 46 per cent of the U. S. population is packed into cities which occupy only one half of one per cent of our land. Los Angeles keeps right on growing, perhaps on the theory you can always get one more sardine in a can.

Same goes for other places. People dream of a place in the country, but they have to live where they can make a living.

### TARIFF FIGHT LOOMS

The Reciprocal Trade Act comes before the new Congress for renewal next year and a big battle is shaping up. This nation is exporting more goods and importing less than a year ago. How to increase imports, so other nations can continue to buy from us, is the big problem. If our foreign trade was cut off some 2,000,000 Americans would be out of work.

### BALES OF GREENBACKS

It costs one cent to print each piece of folding money, almost double the pre-war cost, and the greenback is worth only half as much. The paper is poorer, too, being half linen and half cotton, whereas it used to be 70 per cent linen. In the last 12 months the Bureau of Engraving and Printing turned out money by the bale, \$11 billion dollars worth. In 1946 the total printing was \$6 billion.

### FEW DRAFT DODGERS

Due to the uncanny cleverness of the FBI, draft dodging has become a very unpopular pastime. There are a few who still think they can get away with it, but J. Edgar Hoover's men know all the tricks and generally put the finger on the dodger even if it takes a few months or a year or two.

### CAPITAL CHOWDER

Steak eaters will doubt this, but Census Bureau announces there are 76,762,000 cattle in the United States. That adds up to one for every two persons. . . . All of the talk of the 82nd Congress as reported in the Congressional Record cost \$3,059,915. . . . Cost of the Korean war is estimated at \$5 billion a year. . . . Fifteen U. S. Presidents have been Presbyterians, says Rep. Chas. A. Wolverton of N. J. . . . There are a lot of jobs for secretaries in Washington. . . . Under the new law now in effect, rabbit fur is rabbit fur and not called some of the fancy names formerly used. . . . More than 4,000,000 firms are now doing business in the USA, more than in the post-war peak of 1948. Commerce Department says. . . . Reports persist that Atomic Energy Commission work on the H-bomb has exceeded all expectations.



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THE

Elks

VOL. 31

MAGAZINE

No. 7

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# GER Stern asks all Elks to support FREEDOM WEEK

The period December 8 to 15 has been set aside for the observance of Freedom Week, when all patriotic Americans should re-dedicate themselves to the preservation of the liberties won by the blood of their forefathers. I have asked Exalted Rulers of our 1,615 Lodges to arrange an observance of Freedom Week, at either a regular or special meeting, with an appropriate program of speaking, music and patriotic ceremonies.

Freedom Week closes on the 161st anniversary of the adoption of the Bill of Rights—the first 10 amendments to our Federal Constitution. It is the Bill of Rights that assures to American citizens those basic freedoms of speech, press, assembly, petition and religion, that protects the security of our persons and our homes without which we would be transformed from free men to vassals.

I appeal to each individual Elk to attend his Lodge's Freedom Week observance, and to help in every way to make it fulfill its purpose of making us more appreciative of our liberties, and strengthening our resolve to guard them jealously.

## SEEK EARLY COPIES OF "CONSTITUTION AND STATUTES"

If any lodges or members of the Order have copies of the "Constitution and Statutes" for any of the years from 1874 through 1909, *The Elks Magazine* would very sincerely appreciate notification, as these years are missing from the files.

We will be very pleased to receive copies of the "Constitution and Statutes" on a loan basis, with the understanding that we will make copies and then return them promptly. If you can supply copies for any of these years, please write to *The Elks Magazine*, 50 East 42nd Street, New York 17, N. Y.

## NEXT ISSUE

In our January issue, Dr. Marcus Nadler, whose articles on current economic trends have appeared frequently in this Magazine, will review business prospects for the new year. Professor of Finance at New York University, Dr. Nadler has a national reputation as a consulting economist and our many thousands of businessmen readers can look forward to an informative article, particularly in view of present economic conditions here and abroad.



1st Lieutenant  
Lloyd L. Burke  
U.S. Army  
Medal of Honor



THE RED KOREAN strongpoint had stalled our attack; Lieutenant Burke saw that a breakthrough must be made. Rallying 35 men, he crept close to the enemy bunkers. He laid down a grenade barrage.



Then, leaving the men under cover, he ran forward to an exposed knoll and opened a one-man pitched battle. He turned a light machine gun into the Red position. He caught live enemy grenades in mid-air and threw them back.

Once, when surrounded, he killed three men with his pistol. Before sunset Lieutenant Burke and 35 men had defeated 300. The lieutenant says:

"Every day, men who fought in Korea are coming home to civilian lives again. They're finding jobs and opportunity—partly because they and you and I own nearly 50 billion dollars' worth of savings in U. S. Defense Bonds. For our Bond savings—which defend our country and protect our own families financially—are also helping all Americans by building the biggest backlog of national prosperity ever known. I think that's reason enough for investing in Bonds—don't you?"

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# ANGEL OF WRATH

BY WILLIAM FAY

**T**WENTY-SEVEN miles by railroad from Manhattan, in suburban Sound City, N. Y., it was almost Christmas, and it would be as white a one as any man, including Irving Berlin, could have requested. The snow had begun in the early afternoon with swirls as thin as salt, but by the end of the day it was falling like soap flakes from a low and mysterious sky. Since three o'clock lights had been on in all the buildings and the streets—red, white and green lights, everywhere. It was very pretty in Sound City—and punishingly cold.

Harry Miskinis, a family man, hastened to complete his shopping before the dime store closed. He was glad

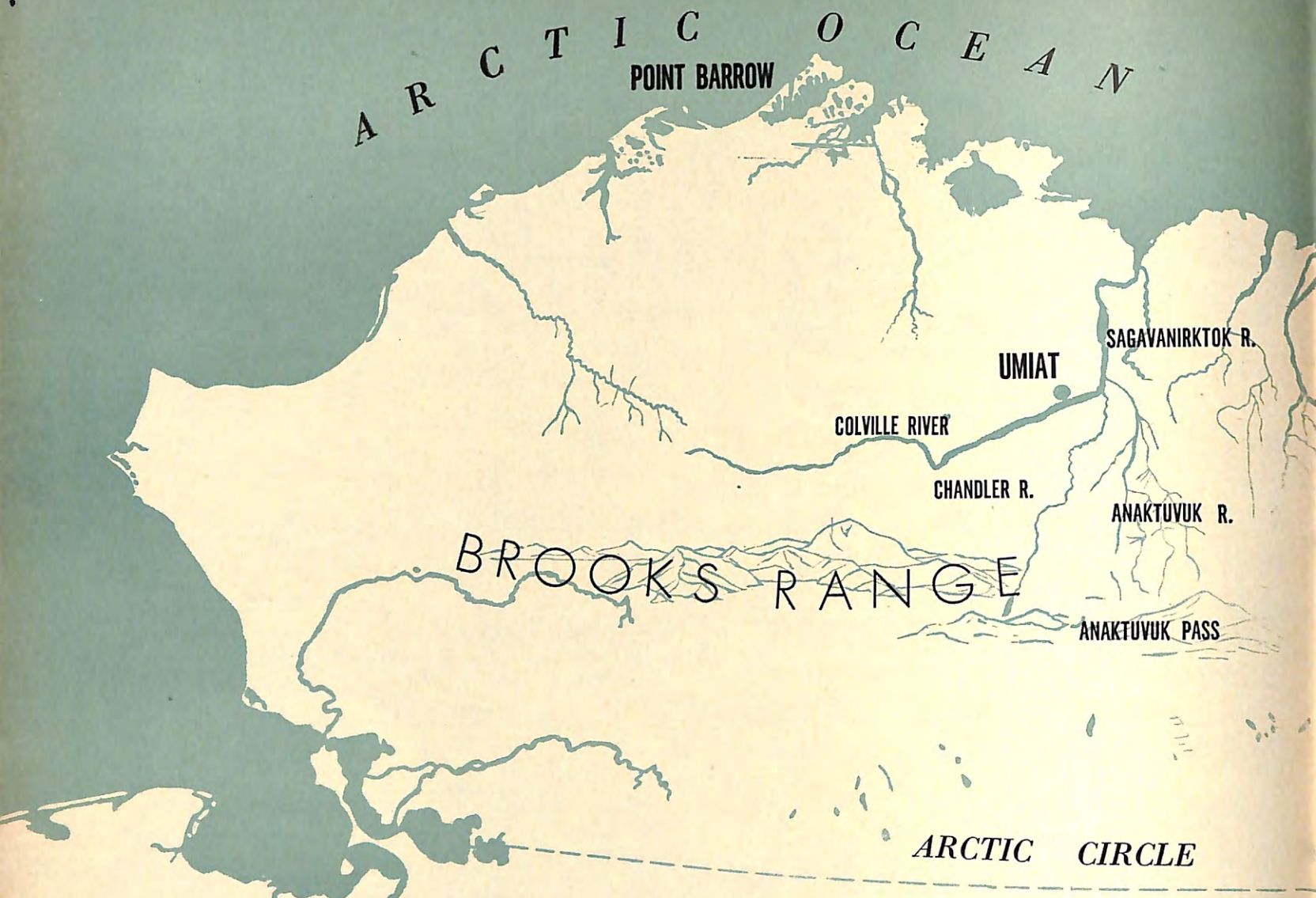
he had put alcohol in the radiator of his car at noon and none of the stuff in himself; he was pleased to have chains on the two rear wheels, and glad, for the purpose of parking on Sheraton Street, to be a detective sergeant of police. Many people recognized him, calling to him, "Merry Christmas, Harry!" It was a time of great joy.

Harry went into the dime store loving the spirit, if not the economics, of the great day in the year. He bought some extra decorations for the tree, and then a plaster camel and a turbanned wise man for the crib of Bethlehem they always had at home. He kept adding and subtracting, but it didn't do *(Continued on page 50)*

ILLUSTRATED BY WARREN BAUMGARTNER







***In search of Dall sheep in the vastness of northern Alaska.***

**BY DAN HOLLAND**

**T**HIS is written in the arctic, on the coastal plain of extreme northern Alaska. It is summertime according to the calendar—August, in fact—but it is cold and windy with a wet snow blowing horizontal to the ground, like a bleak and raw December day at home. The wind is a 30-mile-an-hour Northeaster coming in off the ice-strewn Beaufort Sea a few miles away. The snow it carries won't stick on the ground this time of year, of course. At least we hope it won't. The fact that the land will most certainly be free of snow is the reason we are here now.

Our purpose in the arctic is to make a game survey, especially of the white Dall sheep living in the Brooks Range, and counting white mountain sheep against a snow background would be futile. Clarence Rhode, Alaskan Regional Director of the Fish and Wildlife Service, has been trying for the past three years to make this particular survey, but impossible flying weather has

kept him out of the mountains at the crucial time; then snow would come and the opportunity would be lost for another year. This time we have been lucky, so far at least. We've had sufficient good weather to cover about 2,500 miles, flying the many branches of one river valley after another along the northern slope of the Brooks Range. In the process we have counted approximately 1,500 Dall sheep.

Ten years ago there was no foreseeable excuse for an arctic game survey. It was known that there were Dall sheep somewhere in the Brooks Range, which was an interesting but unimportant fact except to a few coastal Eskimos who make an occasional dog-team trip back to the mountains to hunt. However, except by such tedious dog-team travel, the far north was still an impassable wilderness.

Today it is a different story—or at least in the near future it likely will be. The arctic is being opened through mili-

tary necessity and through investigation of oil reserves. Today there are three places where we can gas our airplane: Umiat, headquarters for Naval oil operations, where we are located at the moment; Barter Island, an Air Force outpost on the Arctic Ocean near the Canadian border; and Point Barrow. Consequently, we can cover distances in days that would have required months by dog team.

There is no sport-hunting in the Brooks Range as yet, of course. In fact, where we have seen the greatest concentrations of sheep, it still looks today as though they could never be hunted, for they live in the midst of such a vast wilderness. Here and there in the mountains is an occasional lake where a float plane could land, establish a camp and have hunting within a reasonable range, but most of the sheep country looks absolutely safe from intrusion. However, I know hunters. I'm one myself, and I know a

*(Continued on page 39)*



Illustrated by Donald F. Moss

BEAUFORT SEA

BARTER ISLAND

HULAHULA R.

CANNING R.

CHANDALAR R.



*The Trophy Still Is There*





At Portland, Me., Lodge, seated left to right: Grand Exalted Ruler Sam Stern, E.R. Samuel D. MacDonald, Past Grand Exalted Ruler John F. Malley and Past Grand Est. Loyal Knight C. Dwight Stevens. Others pictured include Grand Trustee Thomas J. Brady, D.D. William R. Burns, George Steele of the Grand Lodge Youth Activities Committee, former Grand Lodge Committeemen Ed A. Spry and James A. Bresnahan.

## The Grand

to the Center, has been expended. The visitors were then taken on a tour of the Center, to see demonstrations of the research work in progress there.

That evening, INDIANAPOLIS LODGE NO. 13 was host at a most enjoyable reception and dance, and on the following day, Mr. Stern attended the Fall Meeting of the IND. ELKS ASSN. and the District Deputy Clinics held in conjunction with it, delivering a most interesting and informative talk at a noon banquet.

On the 29th, accompanied by Past Grand Exalted Ruler L. A. Lewis and Grand Est. Lead Knight Robert S. Redington of California, Mr. Stern visited RENO, NEV., LODGE NO. 597, where he spoke before a gathering of 200 Elks.

On the 30th, Mr. Stern and his companions from the Golden State, who were joined by Nevada D.D. A. L. Crocker, P.D.D. Stephen A. Comish and Reno Lodge Secy. J. C. Kumle, received a real Western welcome in another Nevada com-

**G**RAND EXALTED RULER Sam Stern of Fargo, N. D., Lodge, No. 260, visiting with Indiana State Elks Assn. officials in Indianapolis on Sept. 27th, was deeply impressed with the assistance these Elks have been giving to the fight against cancer. In the afternoon, in the company of Past Grand Exalted Rulers J. Edgar Masters, the Grand

Secretary, and Joseph B. Kyle, Mr. Stern and a number of State Elk dignitaries had luncheon at Riley Hospital as the guests of Dr. John VanNuys, Dean of the Ind. University Medical Center. During the meeting, a detailed report was made regarding the method in which the \$166,000 for cancer research which has been contributed by the Ind. Elks Assn.



On his visit to Old Town, Me., Lodge the Order's leader received a handcarved war club made by the Penobscot Indians. At left is Past Grand Exalted Ruler John F. Malley; at right, E.R. Henry W. Merrett.



At Phoenix, Ariz., Lodge, Grand Exalted Ruler Stern, center, witnessed the presentation of a check for the Florence Crittendon Home by State Pres. S. O. Morrow, left, to P.D.D. H. E. Williams, a Trustee of the Home.



On an unscheduled visit to Chicago (North), Ill., Lodge, left to right: Mrs. Stern, Ambassador to Guatemala, Thomas E. Whelan, Grand Exalted Ruler Stern, Exalted Ruler George T. Hickey and Mrs. Whelan.



Photographed when the Grand Exalted Ruler paid a surprise visit to Zanesville, Ohio, Lodge, are, left to right: Secretary Benjamin Cohn, Mr. Stern, P.D.D. William H. Meyers and Grand Trustee Fred L. Bohn.



# Exalted Ruler's Visits

munity. At the city line, the officers of **ELKO LODGE NO. 1472** threw up a road block, capturing the Order's leader on his arrival and placing him in irons. Hustled into a stagecoach, Mr. Stern was driven through the streets of the city, led by the high school band. Later, his captors entertained him at a cocktail party.

Following a banquet at the lodge home that evening, Mr. Stern addressed the membership, speaking on the importance of the fight against communism. P.E.R. David Dotta, Mayor of the city, and a Past District Deputy, presented an "Elko Tuxedo" to the guest of honor.

Arriving in Monterey on the first of October to attend the Convention of the **CALIF. ELKS ASSN.**, reported elsewhere in this issue, Mr. and Mrs. Stern, with Mr. and Mrs. L. A. Lewis were greeted by a group of Boy Scouts of the area who handed floral tributes to the ladies of the party, and presented perpetual Boy Scout desk calendars to Mr. Stern and Mr. Lewis.

The evening of Oct. 6th found the spacious Elks Park Auditorium of **PHOENIX, ARIZ., LODGE NO. 335**, filled to capacity when the Grand Exalted Ruler, again accompanied by Mr. Lewis and Mr. Redington, and Ariz. State Elks Assn. Pres. S. O. Morrow, attended a dinner and informal program there. All lodges of the State's Northern District were represented, with Prescott Lodge sending the largest delegation, to bring the crowd to 600. Concluding his splendid address, Mr. Stern took recognition of the 50 years of continuous membership in the Order of Life Member Martin T. Weyant of Phoenix Lodge, and John L. Klages, Charter Member of Queens Borough, N. Y., Lodge, presenting an appropriate service pin to each man. P.D.D.'s W. V. Ammons, Alex W. Crane, H. E. Williams, W. C. Miller and Joseph C. Haldiman were in charge of this well-arranged program.

On Columbus Day, Oct. 12th, the Grand Exalted Ruler was greeted at Logan Airport in **BOSTON, MASS.**, by Past Grand Exalted Ruler John F. Malley, Grand Trustee Thomas J. Brady and former Grand Lodge Committeeman Edward A. Spry, who, with Past Grand Exalted Ruler E. Mark Sullivan, accompanied him the following day on a motor trip to a noon meeting with members of **SPRINGFIELD, MASS., LODGE NO. 61**. That evening, the visiting dignitaries were entertained at a reception and banquet for 350 persons held under the auspices of **PITTSFIELD, MASS., LODGE NO. 272**. During the evening, Mr. Stern delivered an Elk message

(Continued on page 46)



Elko, Nev., Lodge officers pictured with Mr. Stern and his party. Seated, left to right: P.D.D. Newton Crumley, P.D.D. David Dotta, Grand Est. Lead. Knight R. S. Redington, Mr. Stern, E.R. Adolph Lipparelli, Past Grand Exalted Ruler L. A. Lewis, P.D.D. Stephen Comish, D.D. A. L. Crocker.



The Grand Exalted Ruler is photographed at the Calif. Convention with Bay District Elk leaders and Grand Lodge and State Assn. officers, including retiring Pres. John B. Morey, Past Grand Est. Lead. Knight F. Eugene Dayton, Robert S. Redington, Past Grand Exalted Ruler Lewis, D.D. Robert A. Smale, Past Presidents M. H. Golden, Horace R. Wisely and Earl J. Williams.



At Riley Hospital in Indianapolis, Ind., with State officials, District Deputies and members of the Ind. Elks Permanent Activities Committee, left to right, foreground: E.R. Edward L. Eckstein, State Pres. P. W. Loveland, Past Grand Exalted Ruler Joseph B. Kyle, Mr. Stern, Dean of Ind. Univ. Medical Center, Dr. John VanNuys, Grand Secretary J. Edgar Masters, State Secy. C. L. Shideler and former Indiana Elks Assn. Presidents Thomas E. Burke and Dr. A. A. Pielemeier.

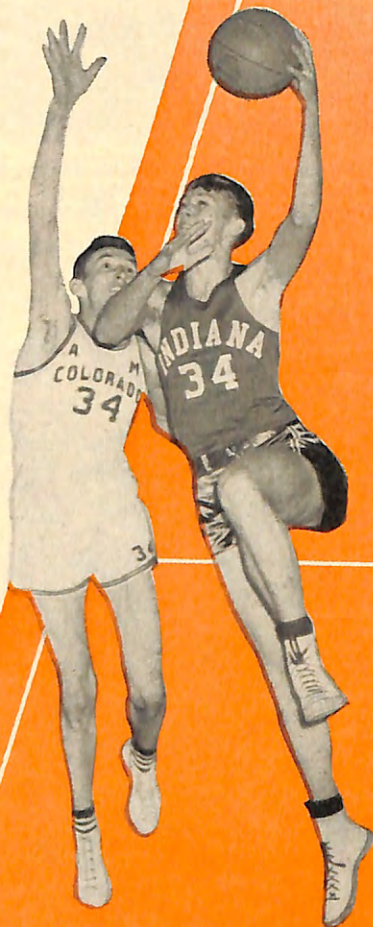


# BASKETBALL'S

BY BOB DEINDORFER



St. John's Ronnie MacGilvray (15) goes up for two points in Illinois game as Peterson attempts to prevent the shot.



Don Schlundt (34) of Indiana shoots for two points against Dennis Steuhm, Colorado A & M.



Tom Gola, LaSalle star.



Bob Houbregs, top ranking center of the Washington Huskies.



# BEST

**Roundup of top college  
players and teams that  
should star this season.**

**F**OR a long time now young scholars whose greatest aptitude is sheer altitude have been college basketball's most celebrated glamour boys, and the arrangement satisfied everyone except the four other players of big league varsities. No matter how good these anonymous affiliates might look as they dribble in dizzy circles and throw blinding passes, they're simply killing time until some seven-footer wearing the same color suit lumbers up the floor to drop the ball inside the basket. Small wonder that the center is pampered by coaches and trainers, idolized by thousands of fans and blamed by equipment men who must canvass neighboring carnivals for size 16 and 17 shoes.

Recently this trend has become even more pronounced. The post-season All-American honor teams selected by coaches, newspapers and magazines are not teams at all in the normal sense that a team consists of two forwards, two guards and one center. Instead, the blue-ribbon fives, since the players are selected on the basis of top scoring, bristle with several yards of miscellaneous center from various schools abruptly disguised as forwards and guards for the sake of sentiment.

In professional basketball circles the giant center has the same impact he has on college ball, meaning he monopolizes the game, and nothing demonstrates this better than a trade offer last summer. Bespectacled George Mikan of the Minneapolis Lakers is an old pro in his seventh season of commercial basketball.

All-American Rod Fletcher (37) and Jim Bredar (19), captain, both of Illinois.



Wide World photos.

Yet coach Eddie Gottlieb of the Philadelphia Warriors offered the Lakers all five of his varsity players for George. Why? Mainly because Mikan's drivers license reads: "height, six feet ten inches."

All this is another way of saying college basketball teams cannot be ranked this season without a measuring tape. Nine of the ten outstanding teams marked for greatness by a panel of veteran coaches will open with centers measuring somewhere between 6.8 and 7 feet. Three of them can put entire varsity lineups 6.6 and up on the court.

"You can't have a top team these days unless you have a top center, and by top I mean as close to seven feet as you can find," says Howard Cann, coach at New York University. "When you write about basketball prospects you have to write about the care and feeding of skyhigh guys playing center. Anyone who thinks otherwise has been reading too much David and Goliath propaganda. A good big team can always beat a good little team and often it doesn't have to be so good either."

**I**N DOZENS of stories of good prospects signed by experienced coaches—words by the coach, spelling by the college publicity man—you hear about a seven-foot Wally Dukes of Seton Hall, a 6.11½ Paul Nolen of Texas Tech, a 6.10½ Bobby Mattick of Oklahoma A. and M. You read about adding machine totals like the 50 points 6.10½ Bill Pettit of LSU ran up on Georgia one night last season. It is a bleak sign of the times when sports-writers must use words like "small" and "half-pint" to describe Illinois captain Jim Bredar who, at 5.11, is actually two inches taller than our statistical national average. If Bredar wasn't surrounded by a benchload of 6.7 and 6.8 talent, nobody would even consider his team for a third consecutive Big Ten title.

Where do all these high-scoring boys come from? For a long time now alert coaches have prowled the canebrakes in search of almost anyone who wears size 15 shoes, and they've found them in some of the oddest places. For this reason colleges which boast about the home-grown flavor of their football squads stammer if anyone asks for a forwarding address on a towering young basketball center. Coach Ed Hickey of St. Louis reached halfway across the country for 6.8 Larry

Sykes of Baltimore and 6.9 Kevin Harrington of Lynn, Massachusetts. Art Spoelstra, a long-armed stringbean of 6.9, somehow found his way to Western Kentucky after prep school ball in Grand Rapids, Michigan. Dayton University's experienced tournament-seasoned team looks to the skills of 6.9 John Horan—hometown Minneapolis.

Coaches operate on an intriguing new theory when it comes to giant centers: "if you can't beat em, enroll em." It took Phog Allen, the coach at Kansas University, several years to fall into line. Season after season he watched rival centers of gigantic dimensions bully his own medium-sized players. Anytime a newspaperman passed by Allen stopped him to deliver an impromptu sermon, the text of which was how the basket should be lifted from ten to twelve feet to reduce the advantage enormous players enjoyed.

An awesome sight on the grassy Kansas campus during matriculation day in 1948 put an end to any further talk by Allen. What he saw was a towering baby-faced freshman named Clyde Lovellette, height 6.8, reflexes quick enough, potential unlimited. By the time Clyde completed his four years Allen had banked the national collegiate championship and the international Olympic title at Helsinki.

While coaches occasionally may wonder what sort of a ceiling to put on their game, they rarely let these worries interfere with the more practical aspects of the problem. When Bruce Drake of Oklahoma was sitting on the national rules committee several years ago he frankly found the trend cause for alarm.

"Someday a coach might turn up a center 7.6 or even 8 feet tall," he told me. "Of course a player like that would spoil the game. What do we do then?" He stood there, his lean pink features creased with thought, then softly added, "by the way, you don't know where I can find someone that size, do you?"

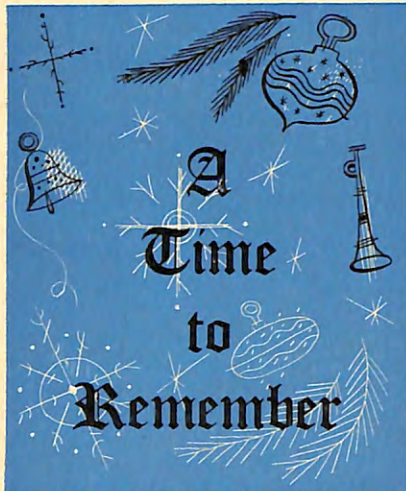
Unless one of the major league coaches comes up with a sleeper center that size at mid-year, coaches expect no startling developments from teams marked off in this pre-season roundup. Basing their forecast on a sound overall study of size, style and an inventory of last year's shooting statistics, they expect ten balanced teams to compete for mythical na-

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# A Christmas Message

## from the Grand Exalted Ruler



THE Christmas season is truly a time to remember. A busy, decorative, happy season that further spares us time to be lonely, sad and thoughtful. To me it is a time when family, friends and Lodge Brothers cease their global wanderings and come home—come home to clasp hands and complete the family circle again. Here and there the circle is broken and the sunshine of joy in seeing the faces of old friends and family members is temporarily covered with the memory clouds of faces no longer there. The realization that a warm hand clasped at a former Yule season has now grown cold dims our eyes, but the smiling, cherubic face of a new member of our family circle partially erases our sadness.

Christmas is a time of warmth, when the covering mask of man's feelings drops away and his true emotions are shown. His native generosity breaks away from his developed prudence. The guarded caution of everyday life is suddenly unmanned and the true warmth of his soul shines through in the form of an extra-bright smile, a friendly smile that does not now confine itself to being shown in the presence of family and old pals but bursts forth upon everyone he meets.

The stray dog on the corner gets an unexpected, kindly pat, the blind paper man on the street hears the welcome sound of a heavy coin dropping in his change box and he hears the more welcome silence of no change being extracted.

The ever busy men of affairs stop in their daily hurrying to exchange friendly greetings with their fellow businessmen, yes even their toughest competitors receive and return the heartiest of greetings.

An Elk at Christmas must think of the first word in the title of our Order—benevolence. This is the season when we carry the true meaning of that word into greater work. The blood warming flavor of thanks when we receive a gift is surpassed only by the satisfying emotion tasted when we extend a gift.

I know that most of our Brothers will put much time and effort into unselfish benevolence. Packing the baskets of food so that the unfortunate may better share your Christmas spirit. Remaking and giving toys to the children who are accustomed to a much slimmer Santa, with a much smaller pack, will be the duty of some of our Brothers. In many other ways will the members of our Order make this a better Christmas for others.

This is a time when, more than ever, I realize the import and the meaning of Elkdom, this great Brotherhood of men who have banded together in fellowship and who follow as a man the view of helping others.

A magic time, Christmas, that can give us back the illusions of childhood, carry us back over many decades to our youth and bring us home to our coveted, friendly fireside.

*Breaks forth the merry yuletide smiles*

*this season creates cheer.*

*I can but wonder—why men can't*

*make Christmas last all year.*

*Sam Stern*

SAM STERN

GRAND EXALTED RULER



# Elks' Youth Program—



## 1952-53 Grand Lodge Youth Plans Cover Wide Scope

**T**HE GRAND LODGE program on Youth Activity is rapidly rounding into form under the supervision of the Committee appointed by Grand Exalted Ruler Sam Stern.

The basic program was formulated at a full Youth Activities Committee meeting held in Chicago in late September. Mr. Stern and John F. Malley, Chairman of the Elks National Foundation Trustees, were in attendance and endorsed the general outline of contemplated activity for the year.

District Deputies have been requested to stress the appointment, and active functioning, of a Youth Committee in every lodge. State Presidents have been alerted to the important part their organizations will play in the year's work.

Exalted Rulers have received full information and suggestions in the field of Youth Activity and Youth Leadership.

### ELKS NATIONAL YOUTH DAY

Once again, May 1 has been designated as Elks National Youth Day, and the Grand Exalted Ruler will issue a timely proclamation, setting aside May 1, 1953, as a day when all lodges will be invited to sponsor some special event to be participated in by the youth of the community.

### PRIZES AND AWARDS

The following awards for subordinate lodges and State Associations are announced by the Committee:

1. A handsome trophy to be presented at the July, 1953, Grand Lodge Convention in St. Louis, to that lodge in the Nation and the Territories, adjudged to have car-

ried on the best, well-rounded Youth Program during the 1952-1953 lodge year. This winner will be designated as the National Champion.

2. A beautiful plaque carrying a full-size metal medallion, the Grand Lodge Youth Committee insignia, to the lodge in each State or Territory deemed to have been the outstanding lodge in youth work in the particular State or Territory during the year.
3. To every subordinate lodge responding to the Committee's request for preliminary information by filling out and returning the questionnaire, a beautifully designed "Participation Certificate", suitable for framing and hanging in every lodge home or club.
4. To the State Association sponsoring the best State-wide Youth Program and cooperating to the fullest with the Grand Lodge Committee, a tangible, worthwhile award of practical nature.

Each State Association will designate the lodge winning the plaque in its State; these winners, plus the second-rated lodge in each State, will constitute the entries from which the National Championship lodge will be selected.

### YOUTH LEADERSHIP CONTEST

Once more, through the cooperation and generosity of the Elks National Foundation whose Trustees are appropriating the necessary funds, the Committee is able to announce that United States Defense Bonds of the maturity value of \$6,700.00 will be available in prizes for the outstanding Youth Leaders, boys and girls of not more than eighteen years of age, in the country. While the Committee urges that awards be made by each subordinate lodge to winners of local Leadership contests, the Grand Lodge prizes will be distributed as follows:

1. To the six National Contest winners:

	Boys	Girls
1st Prize	\$400 in Bonds	\$400 in Bonds
2nd Prize	\$300 in Bonds	\$300 in Bonds
3rd Prize	\$200 in Bonds	\$200 in Bonds

These awards, together with those listed in the next paragraph, will be known as the Elks National Foundation Youth Leadership Awards, and will be presented personally to the winning boys and girls at the July, 1953, Convention.

2. To each State Association will be allotted a \$100 Defense Bond, to be awarded as a Grand Lodge prize to the boy or girl designated as winner of the State Youth Leadership Contest.

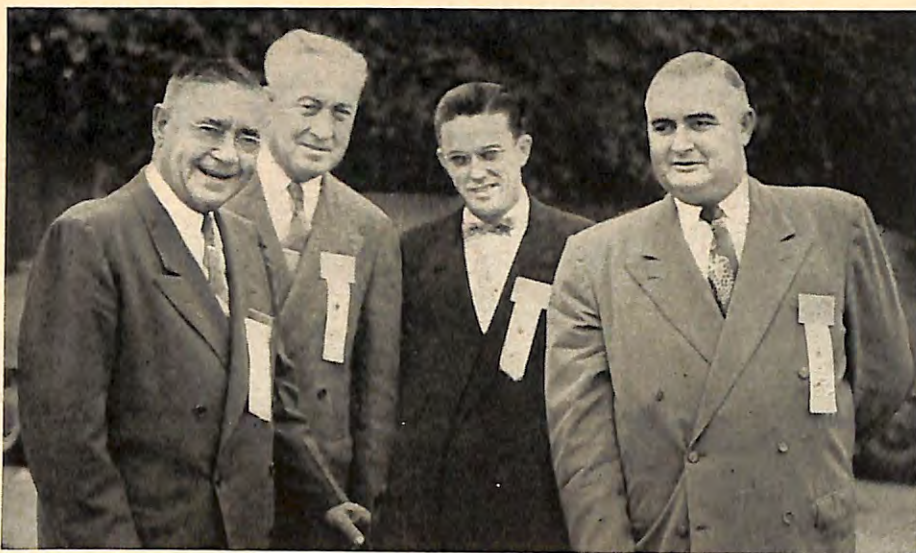
State Associations are also urged to establish additional State awards for the outstanding Youths of the State. The top boy and girl in each State will automatically become contestants in the nation-wide Youth Leadership contest, competing nationally for the total of \$1,400 in Defense Bonds.

Of special interest is the fact that competition for the Youth Leadership awards is not a scholarship contest. It is the Committee's purpose to take tangible recognition of the qualities of leadership evidenced by the boys and girls of the country, who might conceivably fall short of being winners in a straight scholarship event. It is no paradox, however, that the outstanding leaders are often the best scholars, and the reverse is true just as frequently.

The one limitation the Grand Lodge Committee stresses as to awards by both the State Associations and the subordinate

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Among the California Elk dignitaries who were on hand for the memorable 1952 meeting of the State Association in Monterey were, left to right: Past Grand Exalted Ruler L. A. Lewis, Past State Pres. Morley H. Golden, a member of the Assn.'s Major Project Committee which has done so much for cerebral palsied children, Pres. V. H. Grocott, Grand Est. Lead. Knight R. S. Redington.

## CALIFORNIA CONVENTION ATTRACTS 5,000 WHO CHEER CEREBRAL PALSY WORK REPORTS

THE 38th Convention of the Calif. Elks Assn. brought thousands of Elks and guests to Monterey Oct. 1st, for a four-day series of events highlighted by an address by Grand Exalted Ruler Sam Stern which received a standing ovation.

Mayor Dan Searle, P.E.R., welcomed the visitors to the city, among them Past Grand Est. Lead. Knight M. H. Starkweather of Ariz., E.R. Ray G. Medley of Honolulu and E.R. Alfred H. Green of Hilo, Hawaii, and E.R. Murray Vout extended the greetings of his lodge. State Pres. John B. Morey presided at the opening session, during which Chairman Robert N. Traver of the Calif. Elks Veterans Service Committee delivered his report on the outstanding work being done for hospitalized servicemen. Ray Davis, an Ontario Elk and a veteran of World War II, presented to Mr. Stern a hand-tooled leather briefcase, the gift of California's VA Hospital patients.

Ritualistic honors went to Riverside, Huntington Park and Sacramento Lodges in that order, with the following forming the All-State Championship Team: E.R., A. J. Wichert, Sacramento; Est. Lead. Knight, C. L. Skinner, Huntington Park; Est. Loyal Knight, Emerson Pann, Riverside; Est. Lect. Knight, C. Houston Smith, Riverside; Esq., Dale Kilday, Riverside; Chaplain, A. W. McMurtry, Huntington Park; Inner Guard, Elwood Rich, Riverside.

Friday's business session drew a packed house and featured the reports of various standing committees, in particular the summation of the extensive work being accomplished by the Assn.'s two-year-old Major Project Committee to aid cerebral palsied children.

### *Major Project Report Impresses*

The report made by Chairman Horace R. Wisely, and the various events contiguous to its presentation, were the most satisfying and heartwarming in the history of this organization.

Following his introduction of the members of this committee, and his explanations of the sections of the program to which each is assigned, Mr. Wisely revealed that only three of the State's 99 lodges had failed to make a payment on their per capita assessment for this project. During the year, he stated, the fund had received \$104,351.34 from lodge assessments, special lodge contributions and gifts from individuals and other organizations. This, added to the cash balance carried forward from the previous year, made a total working income of \$160,438.42, of which \$77,509.41 was spent since Sept. 1, 1951.

### *Medical Research Work Advanced*

Of this expenditure, \$5,000 was allocated to medical research in cerebral palsy work, carried on by the staff of

the Medical School at UCLA under Dr. H. W. Magoun. In Dr. Magoun's report, quoted by Mr. Wisely, he revealed that the staff's findings on the study of brain injury leading to cerebral palsy would be presented at the annual meeting of the American Academy of Cerebral Palsy. Another phase of the UCLA staff's efforts made possible by the California Elks was the preparation of a plastic embedded collection of gross pathology of the brain for use in teaching and demonstration—the most recent exhibition taking place at this year's annual meeting of the American Medical Assn. where it received an award. The third part of the research program was the setting up of a laboratory manned by personnel skilled in the study of the regeneration of injured neural tissues of the brain. Recognizing the vital importance of this study to the solution of the cerebral palsy problem, the Major Project Committee has made another \$5,000 grant for the continuation of this work.

### *Mobile Unit Effect Widespread*

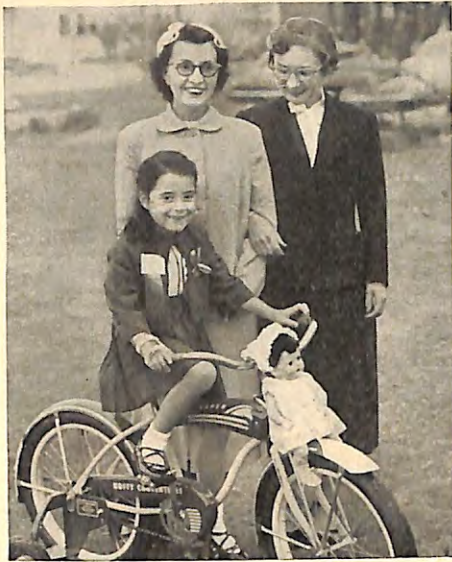
The Calif. Elks have spent \$28,312.10 on the operation of two Mobile Units, consisting of five Pontiac station wagons made available at cost by Harry Potts of Salinas Lodge. Each unit, staffed by occupational and physical therapists, travels throughout various communities working with cerebral palsied children and educating their parents to give the youngsters additional training. Through the efforts of the units' therapists, the parents of these victims have formed a fine, constructive parent group, working for the establishment of permanent facilities. Their association with each other has been productive of an excellent exchange of ideas toward helping their children through personal contact.

Both units have been instrumental in the decisions made in various localities to have the school district and the State jointly build and operate cerebral palsy schools.

### *Six-Year-Old Thrills Audience*

Last year's Convention delegates saw motion pictures of these units in action, stopping with the traveling therapists to visit several of the State's cerebral palsied children and their parents. One of these youngsters was a six-year-old girl named Benet, and the motion pictures showed her riding a tractor toy and her mother receiving instructions from the unit's therapists. This year's Conventioneers were reminded of this scene by Mr. Wisely who then introduced the Committee's Vice-Chairman and Secy., Fred B. Mellmann who presented little Benet and her mother, this time in person, to the delegates. There followed a poignant scene that will long live in their memories—little Benet, seated in a chair on the stage, was asked by Mr. Mellmann to stand up, only to break into uncontrollable sobbing. Then Mr. Mellmann walked to the wings of the stage





Seated on her wonderful bike, and wearing the smile the California Convention delegates will never forget, is little Benet Frame, the cerebral palsy victim who became normally active as the result of the efforts of the staff of one of their Mobile Units. Her mother stands at left, with Martha Norris, the Unit's therapist.

and rolled out a shiny new red and white bicycle as a gift for the little girl. The moment she caught sight of it through her tears, Benet, who less than two years ago could not walk without her leg braces, jumped from the chair, ran on

sturdy, unhampered legs across the wide platform to pat the gift lovingly, and then triumphantly rode her bike off the stage, wearing a smile that told her benefactors better than words what their assistance meant to her. It is evidence such as this that builds firmer convictions, and the California Elks are determined this year to raise \$200,000 for their favorite project which also embraces a wide scholarship program, with nearly \$20,000 going to physical and occupational therapy students. The sum of \$13,500 was spent on teacher scholarships, with another \$550 to post-graduate students in this field.

### ***New Leaders Take Office***

The delegates elected to office the following men who were installed by Past Grand Exalted Ruler L. A. Lewis: Pres., Vincent H. Grocott, Santa Barbara; Vice-Presidents: So., Oris Heinauer, Ontario; So. Coast, Edgar B. Hervey, San Diego; So. Cent., Vernon S. Gray, Burbank; So. Cent. Coast, Thomas J. Reese, San Pedro; W. Cent., F. H. Cislino, Salinas; E. Cent., E. J. Olivieri, Sonora; Bay, George Ireland, Vallejo; No., J. J. Brennan, Auburn; Trustees: So., Jack Hosfield, San Bernardino, So. Cent. Coast, Geo. E. Hutchinson, Inglewood; E. Cent., Clyde N. Jackson, Fresno; No., Nicholas G. Culjis, Sacramento; So. Coast, Z. B.

Sanders, Escondido; Secy. (for the 15th year), Edgar W. Dale, Richmond; Treas. (reelected) Floyd E. Tumbleson, Huntington Park. Mr. Grocott appointed the following: Chaplain, Col. David Todd Gillmor, San Jose; Sgt.-at-Arms, Ernest E. O'Brien, Richmond; Tiler, John J. Cabot, Pasadena.

### ***Visitors Kept Busy***

On the evening of the 2nd, more than 500 persons attended the annual "President's Banquet", and on the 3rd, the annual "Festival of Music" was presented to an audience of 1,500. Participating in this event were the Glee Clubs of San Francisco, Richmond, Glendale, Oakland, Los Angeles, Santa Monica, Vallejo and Santa Ana Lodges. Several professional acts rounded out the program at which General Chairman Emil P. Schlichtmann of Oakland was M. C. The afternoon of the 4th saw the final event of the conclave, the two-hour traditional Elks Parade.

All during the meeting, the local Elk committee was hard at work taking care of their guests' entertainment, providing endless social and sporting events for their enjoyment. Ontario Lodge won the softball championship, and over 90 five-man teams entered the bowling tourney, with more than 300 Elk golfers enjoying the famous fairways of the area.

## **Three Past Grand Exalted Rulers Address Colorado Delegates**

**T**HREE former leaders of the Order, John R. Coen of Colorado, George I. Hall of New York and Joseph B. Kyle of Indiana were among the 1,200 Elks and their guests who attended the 49th Annual Convention of the Colo. State Elks Assn. Mr. Kyle spoke at the opening session and again at the Memorial Services; Mr. Coen addressed the delegates at the session during which they decided to continue their very important work for handicapped children with their sponsorship of Elks Laradon Hall, and Past Grand Exalted Ruler Hall was the principal speaker at the final session of the Convention.

Greeley Lodge was host to the three-day conclave held in conjunction with the celebration of its 50th Anniversary, and its Ritualistic Team, consistent National Champion, took the State honors in a competition in which the Cripple Creek entry made a fine showing.

Among the other dignitaries in attendance were the following State Assn. Presidents: New Mexico's Robert E. Boney, a member of the Grand Lodge Auditing Committee; Nebraska's H. L. Blackledge, a member of the Grand Lodge Committee on Judiciary; Utah's Antone Dupin, and Wyoming's Henry H. Hecht. Neb. State Secy. H. P. Zeig was also on hand, as was the Utah State Elks Association's Veterans Service Com-

mittee Chairman, Frank J. Nelson. Officers of this Assn. are Pres., C. F. Rice, Colorado Springs; Vice-Presidents: J. A. Drehle, Littleton, and R. F. Williams, Greeley; Secy., Frank H. Buskirk, Montrose; Treas., Eugene M. Welch, Grand Junction; Sgt.-at-Arms, James

E. Barrett, Cortez; Chaplain, Jack J. Schekall, Colorado Springs; Tiler, Hoyle M. Mason, Hotchkiss. Trustees: Byron Albert, Fort Collins; Glenn G. Ellington, Delta; R. I. McBroom, Pueblo; W. C. Wambaugh, Idaho Springs, and Fay A. Bennett, Salida.



During the Colorado Convention to which it was host, Greeley Lodge celebrated its Golden Jubilee and awarded Honorary Life Memberships to several long-time members. E.R. Dr. Joseph L. Haefeli, second row, center, made the presentations to P.D.D. Wm. R. Patterson, seated on his left, a Charter Member, and to P.E.R. R. F. Williams, seated on his right, General Chairman for the Convention. Others honored were, left to right, front row: Charter Members Charles E. Southard and Dr. Charles C. Urie, and Blair Rugh and Jay Kimball who were members of the first class initiated into the lodge.





# IT'S YOUR

**You don't need a high-powered organization to institute a workable public relations program.**

THERE is a great deal of needless mystery surrounding the practice of public relations. Many people think of it as the baffling job of making a Hollywood or Broadway star into a celebrity . . . or of promoting a product or service . . . or of publicizing the name of a business house or non-profit organization. They regard it as a kind of black magic wrought by brilliant, highly-paid men seated before vast, walnut desks in the ivory towers of the great cities. The confusion is compounded by the number of promoters, pressure artists and plain and fancy press agents who have assumed the patronymic of "public relations" to glamorize, and sometimes to cloak, their activities.

Actually, the leaders in the profession today construe it simply as the practice of human relations, and their work primarily as the art of applied psychology. In its purest meaning, they will tell you that good public relations is the job of being a good citizen and letting people know about it. And, hence, it can be practiced by anybody endowed with common sense. The size of your business makes no difference. If you are in business—as we all are in one way or another—you've got "public relations." And the chances are that you can improve them, inexpensively and with benefit both to your net profit and your standing in the community. The amount of time, effort and money you have to spend on "letting people know" is in ratio to the size of your business and the extent of your audience.

If you have a small business, you start with a great advantage, because you are close to your people. Moreover, you have

a ready-made public, for Americans revere public opinion. Popularity is the most sought-after asset of youth; and reputation, of adults. One of the wisest of Americans, Abraham Lincoln, epitomized this fact in the words: "With public sentiment, you can do anything; without it, nothing."

If we agree that public relations is actually human relations, and that its first premise is "to be a good citizen", then common sense would seem to indicate that you have to demonstrate your good citizenship. The obvious way to do this is to help your community to promote its local aims and causes. This is more than simply the passive role of donating your share to charity drives or answering an occasional request for personal participation.

Any business firm using a little ingenuity and initiative can help in countless inexpensive ways to meet local civic and welfare needs—and at the same time gain recognition for it. You can bring the people of your town in direct personal contact with your business on the plane of community service.

This help can range all the way from loaning your storage room to the Boy Scouts for Cub meetings to assistance in planning, directing or carrying out a Community Chest drive.

All businesses, large or small, have men who are trained in some technical or professional skills which can be helpful to civic and service groups. Accountants, salesmen, advertising men, art directors, architects, engineers, bankers, tax experts, chemists—all these, and many others with skills common to business, can be loaned to help solve com-





ILLUSTRATED BY HARRY BARTON

# PUBLIC, TOO

BY HAL HAZELRIGG

munity problems and promote improvements.

Here is a list illustrating the wide variety of services various local companies are performing in their communities: a bakery uses showroom windows and sides of trucks to advertise Community Chest, Red Cross and other campaigns; a machinery maker lends tractors and jeeps to haul floats in parades; a grocery develops car pools to assist the Post Office during holiday rush seasons; an oil company makes picnic grounds available for community events; an electric utility furnishes outing sites to Boy Scouts, Girl Scouts, Campfire Girls and other youth groups; a druggist mentions drives in advertising, and on letterheads and envelopes; a furniture dealer sets up booths or exhibits to promote local celebrations such as county fairs, rodeos or harvest festivals; a seed company helps organize garden clubs and supplies them with speakers and materials; a dairyman serves on the board of the local college.

All these things, and many more which will occur to you in your community, add up to the first rule in public relations, "being a good citizen" by living the part. All of this is good business for two reasons. First, if your community thrives you have a better chance of thriving too. Secondly, if you identify yourself and your business with movements for the good of your community you will inevitably build a back-log of friendship that, over the years,—regardless of the size or extent of your operation—will pay off handsomely in sales, profits and, even more important, in personal satisfaction.

Yes, being a good friend and good citizen is fundamental to public relations. But it is only half the job. You must also understand how to communicate with people—how to establish the best "human relations" in your business and per-

sonal life. An opinion survey taken sometime ago in a small mid-western city shows the need for knowing and effectively reaching the various groups in the community.

Company A is a large local plant of a big corporation. It had been under this absentee ownership for only a few years. Company B has been owned and operated for a half-century by one of the oldest and most influential families in the state—long resident in this particular city. Both companies are "good citizens"; their managers participate in civic affairs; they contribute heavily to charities; they pay and treat their employees well, and give them deserved promotions.

Yet when the question was asked "If a young man were starting out in this city, where do you think he should seek his first job?", a high percentage of local people voted for Company A, the big corporation's plant. Obviously Company B despite its greater natural advantages, and equally good citizenship, was not performing as effectively as Company A in the second basic area of public relations—"letting people know about it."

Let's bring the case down to you and your business. The pattern is now beginning to form—of public relations as a way of life and a way of expression. Suppose you feel that you are doing everything you can to make your business a "good citizen"; what can you do, then to interpret your actions to the benefit of your business?

Here is a quick run-down on the "publics" common to all business, and some suggested general policies toward them:

1. Your suppliers—treat them with courtesy and fairness; demand the maintenance of quality of products, use their facilities and materials for aids in promotion of brand names.

2. Your employees—pay them well,

be fair in all your dealings; train them to courtesy and helpfulness in all public contacts.

3. Your customers—Give them the good and well-known products, and the best service you can deliver. Get their opinions on your policies, selection of merchandise, and improvement of services. Even the teen-agers are very helpful to stores in selection of merchandise. Develop lines of two-way communication with all these groups of consumers.

4. Your business associates and competitors—Become known for fair competitive dealings. Avoidance of unfair discounts, comparative price promotion and other such practices will gain you the good will both of manufacturers and of your local businessmen. Join organizations sponsoring fair business practice, such as the Better Business Bureau—and, of course, work with your local civic and trade associations.

5. Your general public—In your advertising, publicity and general contacts maintain the same policy of effort toward community improvement, good service and customer satisfaction.

Now, let's break this down into some of your special publics which will demand more intensive attention.

First, you should sit down and evaluate these special publics—as to sex and age; as to their interests in the merchandise you have to sell; as to the ways you can establish personal contacts with them; as to the organized groups to which they belong. Once you have done this, you can block out a simple plan for yourself for the year ahead.

You should begin with people you are already dealing with—your employees. Are they happy in their work with you? Their attitudes will be reflected in their dealings with your customers. If their morale is right, work out with them some

(Continued on page 47)





At the banquet attended by more than 250 persons, celebrating the completion of Minneapolis, Minn., Lodge's newly remodeled home, left to right: P.D.D. B. E. Stroup, Frank V. Archibald, Secy. to Grand Exalted Ruler Stern, State Pres. Dr. M. H. Carlson, State Vice-Pres. Dr. J. D. Mitchell, E.R. John Hafich, and Past Grand Exalted Ruler Joseph B. Kyle.



Sumter, S. C., Lodge presents a delineascope, a projector used in nurse instruction, to the Tuomey Hospital School of Nursing. Left to right: Trustee Vaughn Jennings, School Director Alma Brown, Hospital Supt. A. P. Nisbet, Dr. Davis Moise, Instructor Jane Terry, student nurse Minnie L. Moore, lodge Secy. W. N. Chandler and E.R. M. D. Mazursky.

# News of the Lodges

## **Grand Island, Neb., Lodge Aids Nurses Home**

Not long ago a letter arrived in our office from Jack Hurley, Business Manager of St. Francis Hospital in Grand Island. In this communication Mr. Hurley expressed the appreciation of the Sisters of St. Francis to the Elks of Grand Island Lodge No. 604 for their assistance in making possible the new St. Francis School of Nursing. It was reported that the Elks was the only organization in Grand Island that is consistently and faithfully fulfilling its pledge of \$5,000

with monthly payments. At the time of writing, we have learned that the members of No. 604 have paid all but \$850 of the promised amount.

## **Dayton, Ohio, Elks Welcome D.D. John K. Maurer**

A very successful and well-attended event took place at the home of Dayton Lodge No. 58 when D.D. John K. Maurer made his official visit there. Among the out-of-town Elks on hand were Secy. John Quinn and other officers of Sidney Lodge, and P.E.R.'s William Apgar and Harry

Benadum, both of Middletown Lodge.

D.D. Maurer delivered a splendid address and a fine class of candidates was initiated, among them Lewis and John Watson, sons of C. H. Watson who has been affiliated with Dayton Lodge for a great many years.

## **Trenton, Mo., Elks Observe 50th Birthday**

The members of Trenton Lodge No. 801 celebrated a half-century of progress with a special meeting and initiation. D.D. E. B. Kessler, State Pres. Ben B. Hanis, E.R. C. A. Blockberger of Excelsior Springs Lodge, and E.R. Clyde J. Ellis and other Kansas City Elks were among the many visitors.

Charter Member pins were presented to the lodge's three surviving original members, P.E.R. R. B. Fleming, S. P. Combs and E. J. Munsey. Following the meeting, dinner was served to an appreciative crowd of about 150 persons.

## **Bruce A. Campbell Addresses Okla. Elks Fall Meeting**

Nearly 450 Elks and their guests from all over the State converged on Bartlesville for the two-day fall meeting of the Okla. Elks Assn. E.R. Sid Johnson and his officers planned a well-rounded program of activities, beginning with entertainment at the lodge home the evening prior to the opening sessions. Highlight of the first day's events was the splendid address delivered by Past Grand Exalted



The 1952 Pennsylvania State Ritualistic Champions who won the title for Clearfield Lodge the third time. Left to right: Inner Guard P. L. Rishel, Est. Lect. Knight A. T. May, Lead. Knight H. R. Fuhrer, E.R. A. H. Eckert, Loyal Knight D. K. Schalk, Chaplain J. W. Hess, Esq. L. H. Cramer.





The Maine Elks, only fraternal organization invited to participate, sponsored this booth at the ten-day State Event at Scarborough Downs when over 75 exhibitors displayed their wares to 150,000 visitors. The final evening was Elks Night when Past Grand Est. Lect. Knight Daniel E. Crowley addressed the crowd, emphasizing Elk youth work.



John Muller, Director of the Cerebral Palsy Camp, left foreground, accepts a Bell & Howell Sound Projector from E.R. Anthony F. Mueller, right, on behalf of Haverstraw, N. Y., Lodge. In the background, left to right, are Elks R. H. Cooper, Secy. Edward Spiegel, Louis P. Van Der Berg, Frank Sheridan, Karl Klinge, Jr., and Orvis Hazard.

Ruler Bruce A. Campbell at the banquet held at Civic Center. Mrs. Campbell was also a guest on this occasion, as was Floyd Brown, Special Representative for the Elks National Service Commission.

Past State Pres. James R. Meeks was Master of Ceremonies, and other speakers included State Pres. Arthur J. Hall, Vincent Harper of the Scholastic Committee who introduced Robert R. Hillis, winner of the Elks National Foundation "Most Valuable Student" Award for Okla., and Past State Pres. C. R. Donley who presented the Geo. M. McLean Ritualistic Awards.

During the business sessions, the Okla. Elks adopted a resolution expressing their appreciation of all the assistance Mr. Campbell has given their efforts, and a similar resolution praising the efforts in their behalf which have been put forth by Earl E. James, former Chairman of the Grand Lodge Judiciary Committee.

The ladies who accompanied their hus-

bands to Bartlesville were entertained at various luncheons, style shows and tours to numerous places of interest, joining the men at the banquet and at the semi-formal dance that followed.

#### **Rutland, Vt., Elks Seek Tennis Racquets for Amputee Vets**

Last Spring, P.E.R. Roy E. Blay of Rutland Lodge No. 345 heard sportscaster Harry Wismer make an appeal for old tennis racquets. They are needed by amputee servicemen who are learning to play tennis and ping pong through a special attachment invented by the Clovey La-Croix Amputees Foundation, Inc., in Alameda, Calif. Seeing an opportunity for the Elks to help a very worthy cause, Mr. Blay secured the sanction of his lodge and inaugurated a campaign to collect the racquets.

He sent letters to every Vermont lodge; his own branch of the Order published

newspaper ads carrying the request, and the campaign was given a boost with radio spot announcements over Station WHWB. To date, 46 racquets and 12 ping-pong paddles have been shipped by the lodge to rehabilitation centers. Any of this equipment needing reconditioning is taken care of in Mr. Blay's shop.

#### **New Americans Welcomed by Globe, Ariz., Elks**

A commendable friendly gesture was made to a group of embryo citizens of Gila County, Ariz., when Globe Lodge No. 489 held a gala program in their honor on "Citizenship Day", an Elk-sponsored event.

Participating in the ceremonies were E.R. Bert T. Kempton and his fellow officers, and P.E.R.'s W. M. Geany and Judge C. C. Faires. A member of Phoenix Lodge, Judge Dudley W. Windes, was the principal speaker.



Astoria, Ore., Lodge officers and the class initiated in honor of D.D. George Gray, sixth from right, center row.





# THE ELKS BRING THE WORLD SERIES TO SOUTH CAROLINA

**T**HE ELKS of South Carolina consistently put on topnotch entertainment for the men at the VA Hospital in Columbia, but when they have the chance to do something a little different, they waste no time getting at it.

And so it was that shortly before the first of October, when Chairman W. H. Harth and his Committee learned that the boys at the Hospital wanted very much to see the World Series, a very common, and quite understandable, desire, they went to work on the idea, had a television set sent to the Hospital for the occasion.

Crowds of eager, enthusiastic patients gathered in the Hospital auditorium on October 1st to watch the opening game of the first Series ever shown there on television. Never before in the history of the Columbia Veterans Hospital Recreation Program was so much interest or enjoyment shown as there was during the seven days of the 1952 baseball epoch.

Patients came on crutches, in wheel chairs, wrapped in bandages—even their visitors were urged into the room by the servicemen they came to see; during play, many of the men had to leave for special medical care; returned immediately after treatment, anxious to see every second of the game.

The Elks furnished cigarettes and tobacco to those who wanted to relieve the tension by smoking, and typical baseball-game refreshments—peanuts, popcorn and soda—were consumed almost unconsciously. Cash prizes were given to

those guessing the correct number of hits and runs scored by both teams, to the person holding the number of the inning in which the most runs were made, and ten door prizes were provided.

When the Elks heard some of the boys express the wish that they could have baseballs autographed by the players, Chairman Harth put in a call to New York City to the office of the Elks National Service Commission. In typical do-it-right-away Elk fashion, half a dozen signed baseballs were mailed to Mr. Harth to be given as door prizes.

During the final thrilling game, interest and tension were at their peak. One of the patients who had watched the Series in person last year was heard to remark, "I never thought I'd be watching the Series this year in a hospital—but it's been great, thanks to the Elks."



Above: Charlie Jeffcoat, right, former pitcher for the Yankees and a resident of Columbia, presents prizes to a few of the lucky servicemen during the World Series television show sponsored by the So. Car. Elks Veterans Hospital Committee whose Chairman, W. H. Harth, stands at left. Mr. Harth appears again in the picture at the left, standing near the TV set his Committee installed in the hospital auditorium for the 1952 classic, with another group of veterans who won prizes the Elks provided in connection with the thrilling event.





# National Foundation Scholarship Awards

*The 1951-52 students of high merit  
are rewarded at special ceremonies*



Above: E.R. W. G. Hyberg of Fresno, Calif., Lodge presents a \$400 Foundation Scholarship to Frederick Clyde Workmon who also won two additional scholarships which totaled \$1,300.



Above: Grand Esquire H. H. Russell, center, presents a \$500 Foundation check to Miss Donna Joan Harding, fifth-place National Foundation student who also won its \$400 State award. Right: Warrensburg, Mo., E.R. LaVerne Stabenow.



Above: At San Juan, Puerto Rico, Lodge, D.D. A. E. Copeland, right, hands the \$400 Foundation award to Ileana Catalina Viqueira. At left is E.R. Charles W. Parkhurst of San Juan Lodge.



Above: Richmond, Calif., Lodge P.E.R. R. V. Collins, left, presents a \$600 award to R. L. Santos. Looking on are Dist. School Supt. Dr. G. D. Miner and Exalted Ruler R. G. Boone.

Right: At Robinson, Ill., Lodge, left to right: E.R. John R. Mitchell; Miss Hila Stone, local high school teacher; Miss Becky Allen, Ill. S.E. Dist. Elks' \$100 Scholarship winner; John Hippensteel, Ill. "Most Valuable Student"; Don Kaley, Ill. third-place Foundation award winner, School Supt. R. M. Wright, Elk Committee head.



Left: At Homewood, Ala., Lodge, third-place winner in the Elks National Foundation Contest, Miss Carolyn M. Calhoun, receives her \$700 award. Left to right: P.E.R.'s W. C. Barber, T. E. Huey, Jr.; E.R. R. C. Balthrop; Miss Calhoun; P.E.R. Albert Stapp; Elliott Wilder who won the Ala. Elks Assn. \$300 Award, and Past State Pres. Waldrop Windham, and a P.E.R.

Right: Stuart Herzog, fourth from left, receives his \$400 scholarship from E.R. Louis Grunert of Utica, N. Y., Lodge, right. Between them is the student's mother while at the left are his brothers and his father.



Left: P.E.R. Benjamin G. Cox, right foreground, presents "Most Valuable Student" awards to first- and second-place winners at Terre Haute, Ind., Lodge's "Old Timers Night". The winning applicants are, left to right, foreground, C. N. Bruner, Grace M. Cunningham, Sharon L. Bowman and Charles R. Hayward.



# NEWS OF THE LODGES

## Haverstraw, N. Y., Elks Welcome D.D. McBride

A recent meeting of Haverstraw Lodge No. 877 was the occasion of the official visit of D.D. Frank H. McBride, and State Assn. Vice-Pres. John F. Schoonmaker. P.D.D.'s Clarence J. Seaton, Bert Hayes, Anthony T. Lehmann, Sydney Flisser and F. Vincent Hauber escorted Mr. McBride into the lodge room, and Mr. Schoonmaker was introduced by Mr. Hauber and Mr. Flisser, who is also a Trustee of the N. Y. Elks Assn. Among those on hand was Frank J. Fitzpatrick, Chairman of the Scholarship Committee of the Association.

Both visitors addressed the huge crowd, and gave high praise to the officers of the lodge for their rendition of the ritual in the ceremony in which a large group of men were initiated.

## Albuquerque Elks Host to New Mexico Conference

The quarterly meeting of the N. M. Assn. on Sept. 21st was attended by representatives of all but two of the State's lodges. Pres. R. E. Boney, a member of the Grand Lodge Auditing Committee, introduced the following dignitaries: Past Grand Tiler Charles Barrett, and Past Presidents Guido Zecca, William Bingham, Ben Ginsberg, Ed. L. Harbaugh and Ray Arias.

Mr. Harbaugh reported in detail on the Cerebral Palsy Committee's fine progress, and Ian Urquhart, the program's physio-therapist, addressed the delegates who were urged by Pres. Boney to publicize the visits of the Assn.'s station wagon utilized in cerebral palsy work in their communities. D.D.'s Dale Gerdeman and A. L. McNight also spoke, as did Bill Colvert of the Board of Trustees, Treas. James B. Thompson, Secy. Glenn F. Panlener and Chairman Charles Eggert of the New Mexico Elks Service Commission.

### Notice Regarding Application for Residence At Elks National Home

The Board of Grand Trustees reports that there are several rooms at the Elks National Home awaiting applications from members qualified for admission. Applications will be considered in the order in which received.

For full information, write Robert A. Scott, Superintendent, Elks National Home, Bedford, Va.



Saginaw, Mich., Lodge's \$1,000 for the Children's Home goes to Mrs. A. S. Harvey and Mrs. J. W. Symons, from E.R. J. C. Coleman and P.E.R. E. L. Lee.



State Vice-President Joseph Marcus, Chairman of the Virginia Ritualistic Committee, third from left, foreground, presents the 1952 Virginia Trophy to Exalted Ruler William H. Cooke and other officers of the championship Norfolk Ritualistic Team.



Baton Rouge, La., Lodge presents \$1,000 each to Our Lady of the Lake Sanitarium and the Baton Rouge General Hospital. Left to right: Chairman Lawrence Mann of the Fund Drive; Elk Committee Co-Chairman D. R. Barfield, Jr., P.E.R.; Mother Henrietta, E.R. Leon B. Page, Dr. R. B. Wallace of General Hospital, Elk Committee Co-Chairman H. G. Strain, and Committeemen P.E.R.'s E. F. Kennedy and F. J. Marx.



Quincy, Mass., Lodge's Little Leaguers placed second in the fraternal division of the city league. At rear are coaches Paul Higgins, left, and George Wallace, right.



# OLD TIMERS IN ELKDOM

**T**HE MEMBERSHIP of the Order is increasing rapidly with a large influx of youthful American citizens. While it is to these junior Elks that the example of devotion and loyalty to Elkdom epitomized in these men should mean the most, their records will impress all of us.

Take Thomas T. Aldwell, for example. This octogenarian has been an Elk 55 years. Invited to write his autobiography, he complied with a fascinating book, "Conquering the Last Frontier", which is in fact the story of the development of the Olympic Peninsula. Mr. Aldwell came to Port Angeles, Wash., in 1890, brought to it a power plant, helped establish mills and industries. He devotes a large part of a chapter, "Community Life", to the organization of Naval (Port Angeles) Lodge, and the influence the Order had in that section. In his book, he tells why he, and a few others, wishing to bring a fraternal organization to the town, selected the Order of Elks for its benevolent, social and fraternal features.

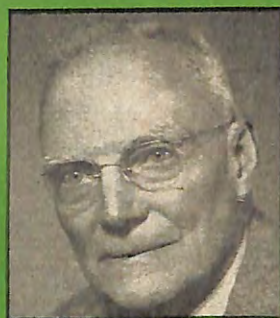
Then there is Emil J. Hirtzel who became an Elizabeth, N. J., Elk 49 years ago, the lodge's Secretary the following year, and is its Secretary to this day. He has a brother, George, senior P.E.R. of the lodge, who has been a member more than half a century.

Waterbury, Conn., Lodge has had Eugene T. Oviatt as its official Organist for 38 consecutive years. An accomplished musician, Mr. Oviatt's talents are well known throughout the State. Gilbert J. MacBroom lives in Detroit, Mich., but he's a Life Member of Homestead, Pa., Lodge and is going to stay one. Now 78 years old, he has been an Elk 51 years. Wisconsin Rapids, Wis., Lodge's Honorary Life Member, Ray A. Love, is also a 51-year Charter Member. At 77, he's a fine golfer, follows all sports eagerly. One of his two Elk sons is a lodge officer.

Bronx, N. Y., Lodge appreciates the devotion of Fred J. Apple. An Elk 47 years, he has been lodge Secretary for 17. Decorah, Ia., Elks are very fond of Charter Member P.E.R. F. W. Conover. A dentist for 50 years, retiring 15 years ago, and Mayor of the city and a country school teacher before that, Dr. Conover is 93 years old, an Elk since 1898.

The photograph of Hamilton, Ohio, Lodge's William Elzer was taken when his fellow members paid him special tribute. He is 79, an Elk 52 years. Another Ohio Old Timer is P.E.R. Harry F. Rider who has chalked up 54 years' affiliation with Massillon Lodge. A P.D.D., Mr. Rider is 90 years old, enjoys excellent health, spends each working day at the drug store he has operated continuously for the past 60 years. A Grand Haven, Mich., Elk who is still active in the business world is 86-year-old J. Edgar Lee. A Life Member, Mr. Lee joined his lodge in 1910.

Other men whose records in Elkdom deserve mention include J. W. McMillan who has held membership in Waterloo, Ia., Lodge since 1895. Now 95 years old, Mr. McMillan resides in Waco, Tex. P.E.R. Charles F. Werner has been a leading figure in Orange, N. J., Lodge's affairs for 62 years. Fred L. Black at 68 lives in San Francisco, Calif., with 46 years in the Order. First a member of Wilmington, N. C., Lodge, he dimitted to Charlotte in 1909, was E.R. in 1911, made Honorary Life Member in 1916.



**THOMAS T. ALDWELL**  
Naval (Port Angeles)



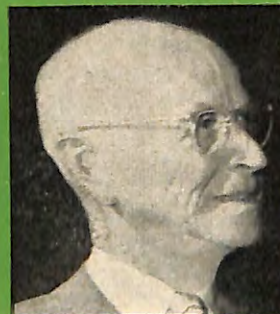
**EMIL J. HIRTZEL**  
Elizabeth, N. J.



**EUGENE T. OVIATT**  
Waterbury, Conn.



**GILBERT J. MacBROOM**  
Homestead, Pa.



**RAY A. LOVE**  
Wisconsin Rapids, Wis.



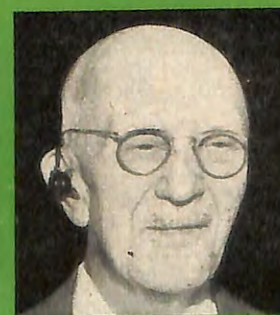
**FREDERICK J. APPLE**  
Bronx, N. Y.



**DR. F. W. CONOVER**  
Decorah, Ia.



**WILLIAM ELZER**  
Hamilton, Ohio



**HARRY F. RIDER**  
Massillon, Ohio



**J. EDGAR LEE**  
Grand Haven, Mich.



## NEWS OF LODGES

Right: Photographed during the recent celebration of Nashua, N. H., Lodge's Fiftieth Anniversary were, left to right: Joseph D. Kilbride, first E.R. of the lodge, P.D.D. Wm. H. Barry and P.E.R. David F. Sullivan. Among the dignitaries on hand were Grand Trustee Thomas J. Brady, Past State Pres. John J. Horan and P.D.D. Leigh Wentworth.



Below: E.R. B. J. Reiner, left, of Freeport, N. Y., Lodge congratulates Joan Tscheiller, a drum majorette for Hofstra College in Hempstead, L. I., who won the lodge's annual College Completion Scholarship Award. The presentation was made at half-time during a Cortland State-Hofstra football game. The approving spectator standing at right is Hofstra College's Dean of Admissions, Trudeau Thomas.



Above: The Elks of Taunton, Mass., present a television set to the Welfare Board for the use of male patients at the City Infirmary. Left to right: E.R. Deane S. Lincoln, W. J. Dugan, Chairman of the Taunton Board of Public Welfare, P.D.D. Arthur J. Shaw, and Chairman Floyd F. Gadoway of the lodge's Social and Community Welfare Committee.

Below: The Drill Team of the Elk-sponsored Santa Rosa, Calif., Boys Club is handled by Elks R. R. Dennes and Ralph Wareham, made 1952 a banner year, won many titles, including the Junior State Championship.



### Tulsa, Okla., Elks Welcome Their Own D.D. Leet

D.D. W. B. Leet honored his home lodge, Tulsa No. 946, with his first official visit. Representatives from Bartlesville, Okmulgee, Bristow, Oklahoma City, Ada and Shawnee Lodges were on hand, as well as visitors from Dallas, Tex., Chanute, Kans., and Santa Monica, Calif.

The Ladies Auxiliary was in charge of the banquet in Mr. Leet's honor, at which 275 persons were served. At the business session, 125 members saw E.R. Chester H. Selby and his officers initiate ten candidates into their own lodge, and

eight for Okmulgee. Earl E. James, former Chairman of the Grand Lodge Judiciary Committee, was an impressive speaker on the program which included addresses by State Assn. Pres. Arthur J. Hall, Vice-Pres. D. E. McCroskey, Secy. J. A. Green, and Chairman John M. Collin of the Okla. Rehabilitation Committee and Floyd R. Hyer, Chairman of the State Elks National Foundation Fund.

### P.E.R. Lowe Honored by Jacksonville, Fla., Lodge

Not long ago, a class of 43 men became affiliated with Jacksonville Lodge No. 221 in tribute to James T. Lowe.

Mr. Lowe, who served his lodge as Exalted Ruler on two separate occasions, is a Past District Deputy and former Vice-President of the Florida State Elks Assn. At the present time, he is a member of the Committee for the Harry-Anna Crippled Children's Hospital at Umatilla, which is owned and operated by the Florida Elks.

This meeting also marked the official visit to Jacksonville Lodge of D.D. Charles A. Poole, and was designated as Father and Son Night as well. More than 30 Elks and their sons brought the crowd on hand to over 400. As a matter of fact, one of the 43 initiates was John Lowe, son of the guest of honor.







Left: Kingsport, Tenn., Lodge sponsored this Midget League Baseball Team this year, coached by E. C. Bellamy assisted by Carl Stephens, both Elks.

Below: Some of the young men who made up the Littleton, N. H., Little League Baseball organization sponsored by the local Elks. Pictured at left with the boys are coaches Pat O'Keefe, foreground, and Bernard Hadlock, third row.



Above: Centralia, Wash., Elk Ralph Coolidge is crowned "King for a Day" by E.R. and Mrs. Gordon Grimberg. He took the Astoria, Ore., Elks' third annual Salmon Derby with a 40-lb. salmon caught near the Columbia River mouth.

### San Diego, Calif., Elks' Old Timers Honored

This year's Old Timers Night brought out one of the largest crowds in the history of San Diego Lodge No. 168. Approximately 125 Elks of 25 or more years' service to the Order turned out for the splendid program arranged by John P. Knobel. P.E.R. Clair Nelson was M.C., and entertainment was provided by the B-Flat Quartet, directed by Charles Forrest. The guests of honor served as lodge officers for the evening, set a fine example for the running of the lodge sessions.

Right: San Diego, Calif., Lodge's Little League Team completed schedule play in the National League division with an enviable record of 14 wins, two losses. Entertained at Season's end by their sponsors, they received trophies as 1952 champs. Four of these boys were selected for the San Diego All-Star Team which won the State title in the National League play-offs. They were John Wible, Joe Welch, Jr., Billy Fontana, Richie Balelo. At left rear, Lt. Joe Welch, Sr., Asst. Coach; at right, Coach Chas. Markley.



Above: Sparked by P.E.R. M. J. Savage, Louis Basquil, J. J. Hurley and A. J. Lawson, Manchester, N. H., Lodge was largely responsible for the formation of the city's Little-Bigger Baseball League. The Elks' team appears here with, left to right, rear, Asst. Coach James E. DeRocher, Nashua, P.E.R., Manchester E.R. G. J. Young and Coach Roland Tessier. All league business is transacted at the lodge home.







# For ELKS who TRAVEL

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3 FAMOUS RESTAURANTS  
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**Your Brother Elks  
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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.

**Y**OU CAN weather strip the windows, throw another log on the fire, hike the thermostat, or throw another shovel of coal in the furnace, but the surest way to insulate yourself against the icicles is to get on a warm and toasty boat and head for the Caribbean.

This procedure for keeping the teeth from chattering is made especially easy in the winter by a number of the steamship lines who take their best ships off the frosty North Atlantic and send them skipping down to the land of the rum and the rumba.

For example, the "Caronia," the Green Goddess of the Cunard Line, makes three runs, all two weeks or less. The first on Dec. 23 is 12 days, stopping at St. Thomas, Venezuela, Curaçao and Havana, prices beginning at \$295. Another, on January 7, lasts 11 days, drops St. Thomas but otherwise is the same, and on January 21 the "Caronia" is out again with its earlier itinerary plus Nassau.

The "Mauretania" of the same line, meanwhile, has three sailings—one each in January, February and March, of three weeks or less, getting into ports like Barbados, Antigua, Trinidad, Martinique, not to mention St. Thomas, Curaçao and the Canal Zone. The minimum fares here run from \$440 to \$575.

The Holland-America Line will send the "Nieuw Amsterdam" on a series of luxury cruises and the "Maasdam" on a series of budget cruises to places like Haiti, Colombia, Panama, Barbados, Curaçao, Havana and elsewhere—all during the icebox weather. On the "Nieuw Amsterdam" better figure on a

minimum cost of \$25 a day per person, and about \$19 on the "Maasdam," which is one of the new all-air conditioned tourist-class Dutch ships. The "Nieuw Amsterdam" will put to sea from New York on December 20, January 22, and February 10; the "Maasdam" on December 23, January 7 and 24, February 7 and 24; and the "Ryndam," the "Maasdam's" twin, makes a run to Bermuda on March 25. The "Nieuw Amsterdam's" sailing of February 10 will be a gala excursion to the Rio Carnival, and it won't be back to town for 39 days. The tab is \$1,275 and up.

Other excursions into the solarium of the Caribbean will be undertaken by the "Empress of Scotland" of the Canadian Pacific Steamship Lines at a minimum of \$25 a day; and there will be some plain and fancy sailing by the "Stella Polaris" of the Clipper Line leaving from New Orleans January 5 and 26 and again February 24, starting at about \$26 a day.

Now in addition to these special cruises there will be the standbys that make the run from eastern and southern U.S. ports to the West Indies the year around. Grace Lines, for example, has a 12-day luxury sailing and 16 to 18-day informal sailing on a combination freighter and passenger ship leaving New York every Friday of the year. The ports are in Venezuela, Colombia and the Dutch West Indies in both cases, and what's more, the beginning tariffs are the same: \$435 minimum for the trip, the disparity in length making up for the disparity in luxury.

Moore McCormack, with its "Argen-





tina," "Uruguay" and "Brazil" is out of New York two or three times a month bound for Trinidad. Rio, Santos, Montevideo and Buenos Aires. The February 4 cruise makes the Carnival, however.

Bull Lines plows down to San Juan, P.R., and over to the Dominican Republic every other week; Alcoa has Saturday sailings out of New Orleans for several Caribbean ports, and United Fruit leaves every Friday for the same area.

With all this armada to choose from, a man will have a dreadful time making up his mind which colors he chooses to fly under. There are a number of considerations. In choosing the ship, try to pick the kind of national fare and service you best enjoy. If you like Italian food you will find it, for example, on the "Andrea Doria," a brand new ship of the Italian Line which has one 18-day cruise leaving New York January 30 for St. Thomas, San Juan, Martinique, Curaçao, Colombia, Panama, Jamaica and Havana with fares pegged at \$470 and up. A Dutch ship will be spotless, the food will have minor Dutch overtones such as optional gouda cheese for breakfast, and you'll have Dutch gin at ten

cents a glass. The English make excellent sailors, are past masters in the cruise business. The American lines run down south all year around, know their way around local ports for shore excursions and offer a straightforward U.S. bill of fare. Moore McCormack has become renowned for its bounteous buffet tables at sea.

A second consideration is the ports of call on the cruise ship's itinerary. Where to go can be a big question in the Caribbean when you have islands that are French, some that are Dutch, some that are U.S., British, and others that are independent. Among the bargain basements consider the Dutch isle of Curaçao, which is a free port and for years has been well-known and appreciated for its low-cost liquor, British woolens, French perfumes, British chinaware, and things from the Orient. Lately, Curaçao's prices have been threatened to be undercut by Trinidad, which is a melange of races and cultures and offers good buys in French perfumes, in some English goods, and a wide and colorful assortment of exotic things from India im-

(Continued on page 49)

Earl Leaf photo.



Visitors to Trinidad enjoy an unusual river trip on a native raft.

### Lakeland, Fla., No. 1291

Located in Lakeland's downtown district, two blocks from R. R. Station. 22 comfortable rooms. Excellent service. Good food, well served. One of Lakeland's better eating places.

#### Reasonable Prices.

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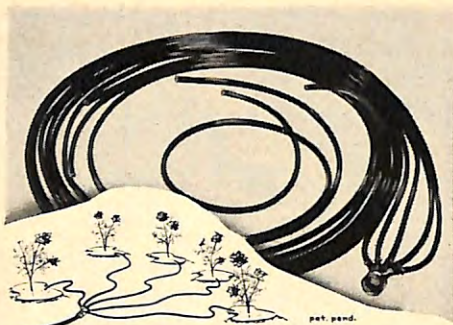
Ultra new building, finest accommodations only a cool ten minute drive from the pier. Excellent restaurant and bar service with good food, generous menu and tip-top drinks.

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Complete unit, ready to use **\$6.95**  
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Earrings as gay and gala as New Year's Eve. Wee Christmas balls dangle 'bout your head. For an extra merry holiday idea earring your guests too! Glistening bright in red, green, gold, aqua.

**\$1.00** pair;

**\$1.75** two pair

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No C.O.D.'s

**WORLD IDEAS**

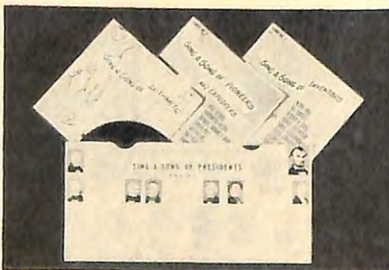
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**ALL CLEAR** on the playing surface when you equip your game tables with Card Partners. Deep wells hold glasses up to 16 oz. capacity, coke, ale or beer bottles; and there's space for ash tray or snack. Adjustable screw fastenings fit round or square legs. Glowing decorator colors: Leaf Green, Cherry Red, Lemon Peel. Set of 2, gift boxed \$2.95 ppd. Meredith's, Dept. EFS, Evanston, Ill.



**SINGIN' IN THE RAIN** umbrella will keep any little girl singing in fair weather and foul. Hand-painted musical notes and symbols and a triple painting of child's name adorn the 8-rib closely woven rayon umbrella. Plastic handle has polka dot motif. Comes in plastic sleeve tied with huge gay bow. \$3.95 ppd. Personal Pencil Co., EFS, 290 Dyckman St., New York 33, N. Y.

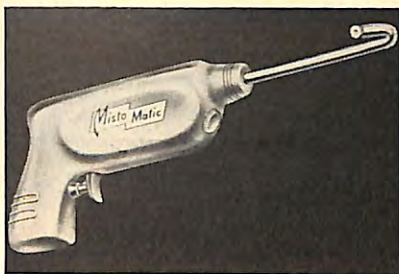


**RECORDS OF KNOWLEDGE** teach American History in catchy rhyme to the strains of all-time song favorites. Individual albums sing a song of Presidents, Inventors, Heroes, Explorers. Youngsters learn and remember names, dates, events told this fascinating way. Album of 2 10" unbreakable 78 RPM records, \$2.50 ppd. Choate's Gift Mart, EFS, 501 Jackson Bldg., Chattanooga 2, Tenn.

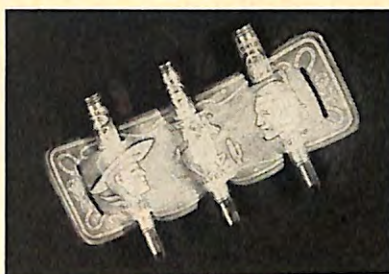


**MAGIC SPELLER** makes learning to spell a game. Pop one of the pictures into the plastic frame and automatically letters spelling the subject's name appear below. The youngster can copy the word and draw the picture on the slate base. With box of colored chalk, eraser, 10 colorful Tekwood pictures, \$2.98 ppd. Novelty Mart, 59 E. 8th St., EFS, New York, N. Y.





**MISTOMATIC** is a wonderful new windshield cleaner that's almost automatic. Curved nozzle lets you press trigger inside car shooting a jet of water onto windshield and instantly removing spatter, insects, haze. Nothing to install... keep it in glove compartment. Holds over 100 washings. \$1.98 ppd. Hickory Enterprises, EFS, Irvington-on-Hudson, N. Y.



**YOUNGSTERS** will fire away happily at schoolwork with the three bullet-shaped ball point pens in this Lone Ranger Holder. They write red, blue and green. It's an honest-to-goodness cartridge holder to slip over a belt and it's embossed with pictures of the Lone Ranger himself, Silver and Tonto. \$1.00 ppd. Western Classics, Box 4035-E, Tucson, Ariz.



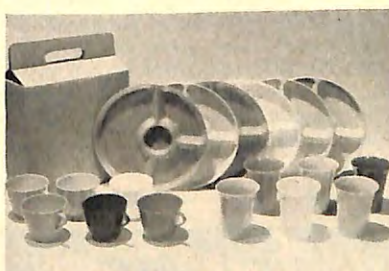
**START THE DAY** right with a bright breakfast table. Henry, the snappy rooster above, has a mate, a slick chick egg cup for madam. Hand-painted in two colors on semi-porcelain. Plate, 7 1/4" diam., cup, 4" high. Toast & Egg Set, \$2.50 ppd. Two sets, Hen & Henry, \$4.50 ppd. Thomas Sloane, EFS, 46 Franklin Avenue, Lynbrook, N. Y.



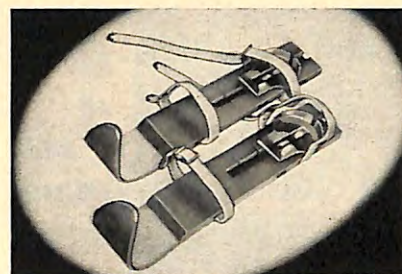
**SAVE N SEE** is an action play bank that rewards thrifty little ones by ringing two bells every time a coin is deposited. And they can watch the coins as they roll down the runway. Brightly colored plastic. Colorful Sip N Straw is a free premium sent with each bank. \$1.98 ppd. Joe Sokol, EFS, 480 Lexington Ave., New York 17, N. Y.



**MUSICAL ICE VAULT** is the latest news for "the hostess with the mostes" on the ball. Lift the cover and it plays "He's a Jolly Good Fellow". It's a real conversation sparker for any party. Polished aluminum, complete fibre glass insulation. Swiss movement. 9 1/4" high. \$9.98 ppd. Beaumont Distributors, EFS 133 Lexington Avenue, New York, N. Y.



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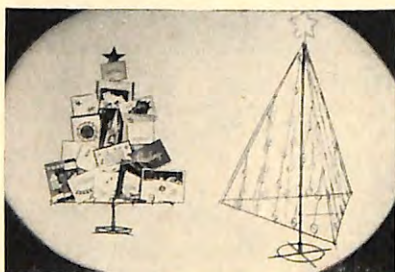
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## Elks FAMILY SHOPPER



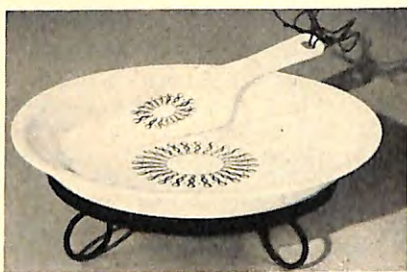
**MAKE-UP LITE KIT** is a perfect "little gift" for any gal from 16 up. A tiny gold plated flashlight fits into hole in stainless steel mirror. Press the button and presto—enough light for applying make-up in car, at theatre, etc. Also included are gold plated key chain and plaid, flannel lined case, \$1.00 ppd. House of Ideas, EFS, Racine, Wisc.



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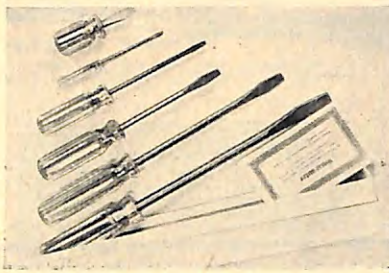


# Elks

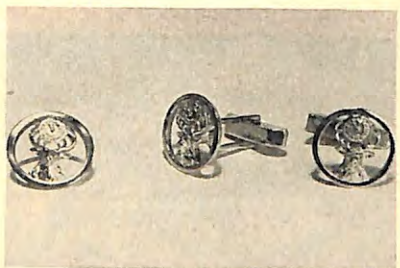
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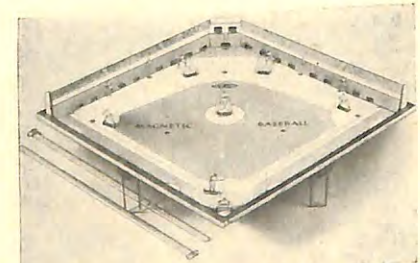
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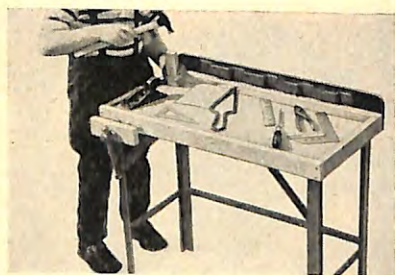
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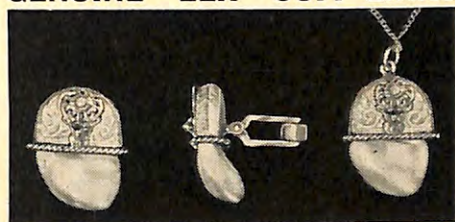
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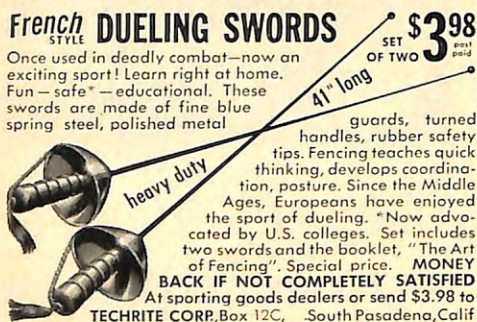
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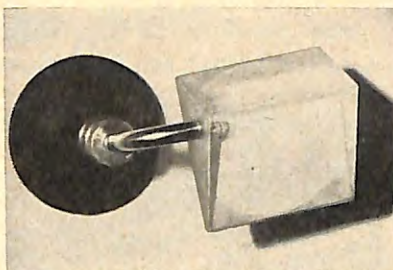
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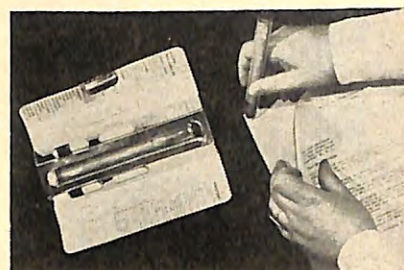
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# Elks

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# ELK FAMILY ALBUM

*Another selection of photographs records the Order's popularity among America's families.*



When Robert Donovan was E.R. of Gardiner, Me., Lodge, he initiated a class which included his father, William. Left to right, foreground: P.E.R. Donovan, Past Grand Est. Loyal Knight C. Dwight Stevens, P.D.D. E. R. Twomey; second row: new Elks D. Day, F. McLaughlin and W. Donovan.



Not long ago, the officers of St. Joseph, Michigan, Lodge had the rare privilege and pleasure of initiating Dan Leach, center, and his four sons into the Order at the same ceremony. Reading left to right, they are Bob and Don Leach, their father, and Bill and Dick Leach.



Sanford, Me., Lodge offers two contributions to this month's Album. In the photograph at left, above, Charter Member N. J. Gendron, seated, appears with his Elk sons, left to right: J. Armand and Albert L. Gendron, both P.E.R.'s, and Henry A. and Romeo J. Gendron. In the picture at right, above, are the four Bouffard brothers of Sanford Lodge. Left to right: Alfred, John, Roland and Omer Bouffard.

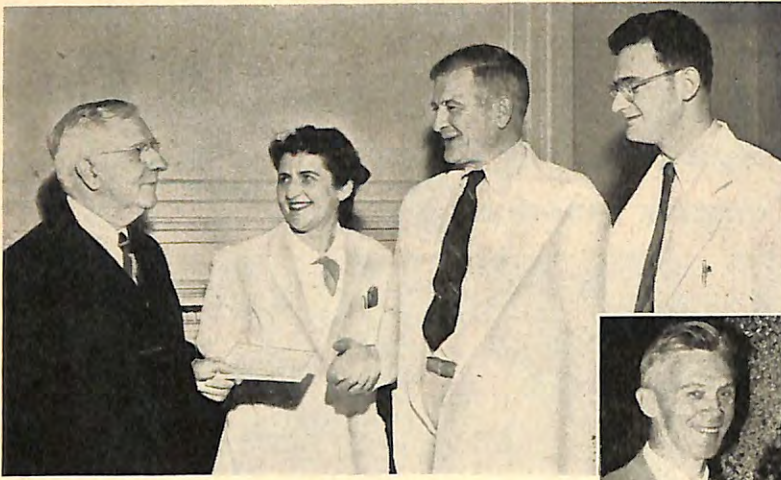


Klamath Falls, Ore., Lodge's double entry: Above, left, are A. V. Moore, center; his son, P.E.R. A. V. Moore, right, and grandson, Andy. Above, right, when E.R. John A. Schubert, Sr., left, initiated his son into the lodge, he received a handmade gavel from the young man.



Past Grand Tiler Irvine J. Unger of Detroit, Mich., Lodge places an Elk pin on the coat lapel of his son, William, on his initiation.





Left: Chairman John F. Malley of the Elks National Foundation, left, presents a Foundation check for \$2,000 to Dr. Lendon Snedeker, Asst. Adm., Children's Medical Center in Boston, Mass., to finance a Fellowship for training in Clinical Psychology on cerebral palsy for Paul E. Sapir, right. Second from left is Dr. Edith Meyer, Chief Psychologist.

Below: Three Augustana College students receive speech correctionist scholarships of \$880 each from the Elks National Foundation. Left to right: College Pres. Dr. C. J. Bergendoff, Elizabeth Palm, Doris Johnson, Ruth Lundquist and Dr. Marcus Archer, former Ill. Elks Assn. Pres., member of Rock Island County Crippled Children's Foundation.



E.R. T. Conrad Hurd pictured with Miss Nancy Lee Riddle who won this year's \$250 Scholarship award given by Danville, Va., Lodge.

### Alabama Elks Hold Mid-Year Meeting

Approximately 80 Exalted Rulers, State officials and subordinate lodge members attended the mid-year conference of the Ala. Elks Assn. at Ensley, early in Sept. State Pres. Dr. Adin Batson of Florence presided, and D.D. A. Jesse Duke addressed the meeting, outlining the Grand Exalted Ruler's program for the year. Support was pledged to the cerebral palsy centers throughout Ala., with continuing efforts to reward outstanding students. D.D. O. C. Dobbins outlined the Ala. lodges' charitable activities, and their cooperation in the nationwide blood program. At this conference, Dr. Batson appointed Ira Naler of Birmingham Lodge as the Assn. Publicity Chairman; Dr. Irving Silverman of the same lodge will be State Chairman for the Elks National Foundation. Other officers of this group are Exec. Vice-Pres., A. D. Mizzell, Talledega; Dist. Vice-Presidents: W. B. Snipes, Huntsville; R. R. Brensinger, Ensley; Joel Sherrod, Anniston; David Israel, Bloc-

ton; C. W. Twilley and C. C. Flores, Montgomery; John Lutes, Auburn-Ope-  
lika, and Harry Drysdale and J. A. Proulx, Mobile; Secy.-Treas., E.R. Stamps, Florence; Trustees: C. O. McNeese, Homewood; Abe Pizitz, Huntsville; Joe Curry, Decatur; Tiler, J. Fred Wald, Birmingham; Chaplain, John Galloway, Homewood; Sgt.-at-Arms, Arthur Cole, Huntsville; Historian, Gilbert Mayer, Sheffield; Inner Guard, A. W. Henderson, Anniston; Outer Guard, L. A. Mackentepe, Cullman; Organist, Thomas T. Davidson, Birmingham.

### Dalton, Ga., Elks Own Fine Building

One of the finest fraternal buildings in the South is the one owned by the members of Dalton Lodge No. 1267. A handsome neon sign has recently been added to the exterior of the brick edifice which has undergone remodeling and enlarging on two occasions.

Dalton Lodge, which has been in existence twelve years, purchased the building eleven years ago.

## NEWS

## OF THE LODGES

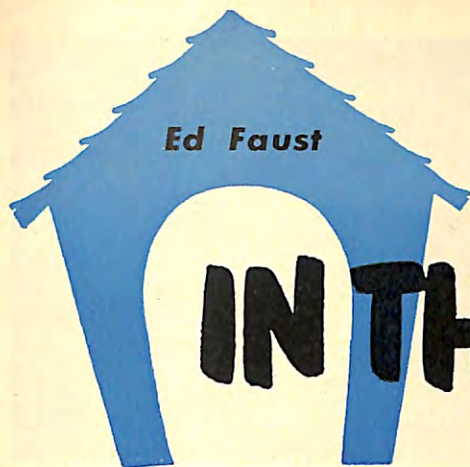


These baseball players, sponsored by Sheridan, Wyo., Lodge, won the championship for the minor division of the city's Jr. Baseball League.



Here are the Beverly, Mass., Elk's Yankees, well-named Little League Baseball Team which won the city Championship for the second year.





Ed Faust

# IN THE DOGHOUSE

**When the thermometer drops this time of year  
it's time to think of winter care of your dog.**

**A**S I MAY have remarked in these essays, one snowflake makes a winter for Faust and it looks as though there'll be a lot of winter in the months ahead. Perhaps you may wonder what all that and the month of December have to do with Fido. Well, sir, it gets us to the subject of winter care for your dog. Now Fido probably doesn't give a hoot about the seasons if he's properly cared for during the extremes of weather. However, it is those same extremes of cold or heat that require the little extra attention that means so much to him. The dog that ran wild thousands of years ago was well able to look after himself, or at least the ones that couldn't simply perished, while the fittest survived. But today the domesticated dog is different, particularly if he's a house pet. When the thermometer takes a nose dive there's one big *don't* to observe and that is don't make your pup an in-and-outer. That is, don't make him sleep in your warm house for several nights and then for several more compel him to snooze outdoors. Such radical changes will affect almost any dog.

If your dog is one of the long haired or wirehaired varieties he can be kept outdoors throughout the winter, except on sub zero nights. He'll grow a protecting coat that will keep him comfortable, provided that he has adequate shelter—a dry, draftless house of his own. The first Welsh terrier I ever owned, and these dogs have coats pretty much like those worn by wire haired foxterriers, came from a kennel in a northern New York City suburb. The kennel was never heated, yet that pup had a coat like a black bear—well, almost. The only time he was brought into heated quarters was when he was shown to a prospective buyer. Subsequently he was kept indoors at my home and it wasn't very long before his coat became harsh and brittle. The time was winter and the Faust heating system, while temperamental as a prima donna, kept the house reasonably warm.

No matter what kind of coat your dog has he should not be permitted to park

close to a stove, radiator or burning fireplace for long periods. Not only is it bad for his coat but too much heat may affect his well being. If the dog is one of the thin skinned, short haired varieties, it should be kept indoors. Furthermore, if he's an indoor dog the previously mentioned warning about drafts and dryness applies also. Unless your cellar gets plenty of sunlight and is bone-dry as well as draftless, don't make it his sleeping place. Dogs can catch colds that can have all the serious effects that are sometimes inflicted on dog owners. That dread canine sickness—distemper—has been said to begin with a cold. At any rate, one of its early symptoms is the same as for a cold—a running nose, or one that for an undue period remains hot and dry.

Sometimes a house pet is a cause of annoyance to a spic-and-span housekeeper because heat—artificial heat, that is—frequently induces shedding. If this happens to your dog there's only one

thing you can do about it and that is to brush and comb him every day. When doing this it's best to stand him on a few opened sheets of newspaper to catch the combings. A little vaseline or olive oil rubbed into the coat will help take away much of the harshness and also will be good for the dog's skin during the cold weather.

For the dog kept indoors, outdoor exercise periods when days are cold should be marked by brisk play. He should be kept moving, but don't make a sissy of him by putting a coat or sweater on him unless he's one of those very small, short haired varieties—or unless he is, or has been sick. Whether the dog is kept indoors or outside, don't practice the mistaken kindness of giving hot foods or over-warm water. The food and water temperature should be much the same as for other times of the year. If he's kept outdoors give an eye to his drinking dish during freezing days—see that

*(Continued on page 42)*

Ewing Galloway photo.



Dogs and children are attracted by the warmth and light of a fire.



## LODGE NOTES

John J. Hayden, P.E.R. of **BEACON, N. Y.**, Lodge, was honored by his fellow members recently at a dinner marking his retirement as a printer after 50 years in that field. On hand to pay tribute to Mr. Hayden, a former Vice-Pres. of the N. Y. Elks Assn., was James A. Gunn, current Pres. of that group . . . **RICHMOND, VA.**, Lodge reports that it sent a total of 50 youngsters to the State Elks Boys Camp this year . . . P.D.D. Sam Miller has been awarded a plaque designating his Honorary Life Membership in **HATTIESBURG, MISS.**, Lodge. An Elk since 1922, Mr. Miller is a P.E.R., Past Pres. of the Miss. Elks Assn. and a former member of the Grand Lodge Auditing Committee . . . **QUINCY, MASS.**, Lodge believes in helping others, added \$300 to the fund-raising campaign for the local Masonic Temple . . . In our October column, we reported that Frank Epperson has his original membership card in **OSKALOOSA, IA.**, Lodge, dated Dec. 2, 1897. We heard from another Iowa Elk, 82-year-old Dr. H. F. Stempel, residing in Dallas, Tex., who has his original membership card in **FORT MADISON** Lodge, dated Apr. 7, 1898 . . . We make mistakes occasionally, like everyone else, and, like everyone else, don't mind having them pointed out to us; much better, though, is to be able to say our critics are in error. We enjoyed that privilege twice recently, once in connection with the item regarding Mr. Epperson's card. In reading it, P.E.R. Paul D. Wilcox of **MIS- SOULA "HELL GATE", MONT.**, Lodge had a slip of the eye, wrote to chide us that we said "he (Mr. Epperson) will be 55 years old in a few weeks"; what we said was "his (the card) will be 55 years old . . .". We admit the pronoun was confusing. Mr. Wilcox's letter arrived with one from Sgt. Lewis Slepik, a **SANTA ANA, CALIF.**, Elk now with a Marine All Weather Fighter Squadron in Korea. The Sergeant flattered us by finding the time to write in about the caption for a picture in our September issue, showing the **LAS VEGAS, N. M.**, Team which won the State Elk Ritualistic title. He knew of only one Las Vegas, the one in Nevada. We assured him that New Mexico has a Las Vegas, too.



Easton Lodge officials display the award they received as the outstanding Pennsylvania Lodge for Youth Activity. Left to right: P.E.R.'s Wilson C. Bibleheimer and Benjamin F. Everitt, Trustee Robert A. Huggan, both members of the Youth Activities Committee, Treas. Mathew Prang, Committee President, and Committeemen Charles W. Richards and C. Herbert Skinner, Lodge Trustee.



Pottstown, Pa., Lodge's champion Knee-Hi Baseball Team. Last row, left to right: Coaches John Wirag, Woodrow Bushey, Leon Borgiet, P.E.R. O. D. Kunkle, Mgr. Leonard Harp, Coach Leon Spohn.



This photograph was taken during the presentation of six scholarships by Leominster, Mass., Lodge, made possible through its first "Annual Scholarship Ball". Left to right, seated: Robert Comeau, Angelina Scopelliti, Rosemary Burns, Mary Jane Quirk, Jean Grady and John Rogers, Jr. Standing: Scholarship Committeemen John Coburn, Joseph Toolin, P.E.R. George Mackie, Chairman Anthony Perry, E.R. Harvey C. Scobie, P.E.R.'s H. A. Simard, C. A. Dovidio and Harold Boyden.



Ely, Nev., Lodge is proud of its ladies' chorus. The 20-voice group took first prize in the Labor Day Talent Show, won top honors with its float in the Pony Express Days Torchlight Parade.



# The Trophy Still Is There

(Continued from page 6)

hunter can find a way. We have seen some tremendous rams the past few days, the type trophies that make men do the impossible, and I know that hunters will find a way to them before too long. Clarence Rhode knows this too, and that's the reason for his survey, and such a survey is unique in hunting history. It is the first time that a conservation agency has preceded hunting pressure into any given area. Clarence is arming himself with all the facts so that, if he has his way, there will always be good hunting in this as yet virgin land for the sportsman.

When we entered the arctic a few days ago, we had a good sample of the kind of flying weather to expect. It was an ordinary Alaskan day, overcast with broken low clouds, until we arrived at the height of the Brooks Range in Anaktuvuk Pass. The northern end of the pass appeared to be blocked off completely by a solid curtain of fog. Although we were already flying low, maybe 100 feet off the ground, in order to have a close look at some nomad Eskimos camped in the pass. Clarence decided he didn't need all that altitude. He made a circle, dropped to about 20 feet, and headed north again. This time as we approached the fog bank there appeared a shallow layer of clear air close to the ground over a small stream, the beginning of the Anaktuvuk River. The ceiling couldn't have been 50 feet high. Clarence reeled in his trailing antenna so that it wouldn't drag, drove the plane into this tunnel in the fog and followed the narrow, winding trail of the Anaktuvuk River for almost a hundred miles to the Colville River, then up to Umiat, where we skimmed in and landed. There were some surprised individuals at the Umiat strip when we stepped out. It gave me the same feeling as crawling on my hands and knees through a long, shallow tunnel. I noticed that the other two fellows in the plane, who like myself were going along as "eyes" on the survey, kept wiping the palms of their hands on their trouser legs. At any rate, it was a spooky and mysterious introduction to the arctic.

With some clear weather since then, however, we have had a good look around, about as thorough a look at the eastern half of the Alaskan arctic as is possible. The most impressive thing is the hugeness, the vastness of this unpopulated area. The Brooks Range itself, which extends for about 500 miles east and west across northern Alaska, would put most of our stateside mountain ranges to shame for size and ruggedness; yet it lies entirely north of the Arctic Circle. Out of the mountains to the north flows one big river after another across the vast arctic plain, and endless and empty tract of rolling tundra.

The tundra itself looks sopping wet from the air. Everywhere there are meandering, serpentine streams and thousands of mirror-like pools and potholes. Here and there in the larger rivers for some reason or other there are ice islands, and some of the little lakes and potholes remain frozen all summer, although the majority are open. Otherwise the land is bare right up to the snow-capped peaks. The 24-hour sun in June and July has cleared the snow, leaving the land looking incredibly bare and empty.

**E**SKIMOS for the most part are coast dwellers. South of the Brooks Range there are some river Eskimos along the Kobuk and Noatak Rivers, but otherwise the interior of northern Alaska is naturally uninhabited. Only the one group of 70 nomads we flew over at Anaktuvuk Pass live in this entire interior area of about 10,000 square miles—and they are temporary residents at that.

The reason for this is obvious: north of the mountains there is not a tree. Here and there along some of the rivers are a few scrubby willows, but otherwise there is nothing that could be used for fuel or shelter. Anaktuvuk Pass is a natural crossing for caribou, which is fine for the nomads, but the real reason they camp there is willows. When the wil-

lows are used up, they must move regardless of caribou.

In spite of the barren appearance of the earth and the short summer, we have seen a large variety of game: sheep, of course; water-fowl, including lesser Canada, Emperor and snow geese, pintail, green-wing teal, mallard, broadbill, scoter and eider ducks; caribou; and most surprising, a few moose and a few bear, both black and grizzly.

It is fine country for caribou, of course. They live on a type of lichen that requires 20 years to grow, so they need an enormous range and must keep moving constantly. There are small bands of them wherever we go. The other day we stopped for a breather on a small lake at the head of the Canning River and had a good chance to watch some caribou at close range. They are extremely graceful, appearing to be mounted on springs as they trot across the spongy muskeg. One bull was so curious he approached within 50 yards of us even though we were walking around in full view alongside the plane. If we had stood still and just waved a hat or a handkerchief occasionally, he would likely have come right up to us.

Moose and bear came as a complete surprise to me. Apparently cold doesn't phase a moose as long as he has willows to eat. Clarence says he has seen them

Photos by Dan Holland



Brooks Range viewed from the north. These desolate and inaccessible mountains extend 500 miles east and west across Northern Alaska and are the home of Dall sheep. This aerial view shows the Sagavanirktok River wandering its way to the Arctic Ocean.



in dead of winter here, calmly munching on willows, with a cloud of steam rising from them as from a pot of boiling water. There are few of them, of course, so few that I couldn't help but wonder how a bull ever met up with a cow. There are few bears, too, but with no cover to hide them we have no trouble spotting them. The grizzlies we have seen have been a beautiful golden or taffy color, and when they rise on their hind legs as we fly by, their bellies are a rich chocolate brown. How a bear can fatten up sufficiently in the short summer here to sleep all winter is beyond me. We haven't seen any polar bears. They remain close to the ice pack at all times and we've had little occasion to go far out to sea. Except for the female when she gives birth, they don't hibernate like other bears. They work at eating the year around.

One temptation on the trip was almost beyond us. Directly alongside a little lake located at the height of land between the Canning and Chandalar Rivers was a grassy conical hill no more than 500 feet high, and on one side of this hill were two enormous rams. A sheep is so constituted that if a hunter gets above him he is easy prey. His natural enemy is the wolf and his protection against the wolf is to go higher. This inclination to climb is his immediate reaction whenever he senses danger, so the hunter who places himself above



Typical steeply-rolling terrain below the peaks of Brooks Range where the aerial survey was made of Dall sheep. White spots along the ridge in the foreground are Dall sheep. Photograph was taken on the headwaters of the Hulahula River.

sheep will have a startled animal coming toward him rather than running away. In this particular case it would have been no trick at all to have climbed the grassy slope on the opposite side from the rams and come down on them from above. What's more, we all like to hunt and we had a couple of rifles on

board in case we should see any wolves. Clarence put the plane by them several times at close range where we could see the full curl of their massive horns, and I know what was going through his mind. However, it was good flying weather and we had to take advantage of every possible minute of it, so we went on. I expect to hear some day that a hunting party has landed on that little lake and brought out a trophy head. Mountain sheep just don't grow horns much bigger than those two old rams were wearing.

In our survey we have covered every river basin on the north slope of the Brooks Range from the Chandler River east almost to the Canadian border. The biggest concentrations of sheep were in a comparatively small area on the East Branch of the Sagavanirktok, the Canning and the Hulahula Rivers, especially the Hulahula. We saw over 500 of them in a very limited area on the upper Hulahula, but the hunter who gets to them is a rugged character. That's as remote a spot as I ever want to see.

Much of the Brooks Range is made up of needle-sharp peaks and craggy cliffs—new mountains, geologically speaking. Some of these are absolutely barren of any life whatsoever, just bare rock and talus slides, but here and there among the mountains are older formations, rounded and worn hills covered with a sparse bunch grass. These are where the sheep live.

Exploring to find these areas and count the sheep on them is an experience in mountain flying. It would be easy to mistake white rocks, small patches of snow and the like for sheep, so Clarence flies up where he can look them in the eye. "The only way you can be sure you're counting sheep," he says, "is to fly close enough to count their legs, then divide the total by four." Each time we



Clarence Rhode, Alaskan Regional Director of Fish and Wildlife Service, talking to Anaktuvuk Eskimos grouped around two of their primitive dog sleds.



fly to the head of a narrow valley or box canyon, I waste a lot of time trying to figure how we are ever going to get back out. Suddenly Clarence puts the plane through some sort of gyration, and, when I can get my head back out from between my knees, we're on our way back out. When I ask him how he manages it, he says it's the air currents. A mountain flyer has to play the wind the way a canoeist plays the river currents in shooting white water. "Occasionally," he says, "an inexperienced flyer tries to skim directly over a saddle, forgetting that where there's an updraft on one side, there's a downcurrent on the other. That's where his flying course ends rather abruptly."

Now and then to take a breather or allow a pocket of fog to clear out of a valley, we have put the amphibian down on a little lake. These moments have been more to my liking than the constant mountain flying. It has given a chance to investigate the muskeg first hand. Except in the river beds, the ground is covered everywhere with a dense, spongy mass of mosses, lichens and grass, a plush blanket over the permanently frozen earth. Numerous berries—dwarf blueberries and several varieties of red berries generally called bear berries grow on tiny bushes no more than six inches high. These and the plentiful rodents—spotted ground squirrels, siscipuks (arctic marmots), mice and shrews—are the bear's diet. We also fished at every opportunity. The trout and grayling of the arctic are beautifully colored but surprisingly sluggish. Apparently the water remains so near the freezing point that they haven't got it in them to jump or move fast. Up until now I've always thought the colder the water the more scrappy the trout, but it isn't so.

**W**HAT impressed me most on these stops is the total silence. There are no man-made noises, of course, no birds singing, no animal noises—nothing. The soft and porous texture of the surrounding muskeg would absorb any noise we ourselves might make. Even with a wind, there are no trees or bushes or high grasses for it to whistle through; so the wind, too, is silent. A man could get lonely here in a hurry.

On our last trip out we stopped on a little lake in Anaktuvuk Pass to talk with the Eskimos there. They present quite a conservation problem to Clarence, but there's not much to do about it. According to law, Eskimo, Indian and white man alike are each entitled to one bull caribou a season, but this one camp of Eskimos totalling only 70 people, men, women, children and babies included, kills about 4,000 caribou a year. They live on caribou, as do about 150 overgrown sled dogs. And of course they waste a lot. From time immemorial, the Eskimo has led a life of starvation and feast, starvation and feast. Whenever he has had the opportunity, he has killed all he could kill and gorged himself be-

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cause there was no telling when he might eat again. Mass slaughter was one thing when they operated with pits, clubs and spears and quite another today when they operate with .30-06s, .270s, and military carbines, especially with hard-nosed ammunition supplied them by the territorial government ostensibly as a defense measure. By herd-shooting they can plug holes in a half-dozen caribou with one hard-nosed bullet.

At any rate, with a dwindling caribou herd—where there was once an estimated million down to a present-day 160 thousand—this little group of Eskimos camped in the center of the best pass through the Brooks Range is a definite sore spot. And yet it is a pitiful situation. A person can't help but feel for them clinging desperately to their ancient way of life in the face of a changing civilization. Problems like this are none of their doing. And although living primitively, they are smart enough to see what is happening.

Clarence's main objection is that they

keep so many unnecessary dogs, caribou meat being a rather luxurious dog diet, especially considering the fact that a non-resident hunter likely leaves a thousand dollars in the territory in the process of getting one trophy. So, when we landed, Clarence asked one of the old men how many dogs they had. Sly as a fox, he answered: "One team." Before we left, however, they admitted to having 140 or more dogs, which is a pretty good team. Changing the subject, Clarence asked why, instead of allowing the excess to go to waste, they didn't jerk or smoke meat like the Indians below. The tribe spokesman pulled himself erect, rared back and answered proudly: "We Eskimos!" Apparently no Eskimo would admit to his lack of hunting prowess to the point that he had to lay away food for tomorrow.

But the answer that got into me the deepest was in reply to Clarence's question why didn't they go down and work in a cannery like so many others. The old man looked out over our heads, swing-

ing his outstretched arm around in a circle toward the surrounding hills, and answered: "We like the country. We like to hunt." We knew what he meant. If his answer had been calculated, it couldn't have been a better one. We climbed back in the plane and left.

Since then we have been grounded for two days by bad weather, too bad even for Clarence to fly. If it holds on much longer, we will have to go back out of the arctic since the summer season is about finished. If we must go directly out, I won't regret it too much. The arctic is an exciting place to visit, but I doubt if it would wear too well. Anyway, we have pretty well accomplished what we came to do. What I will regret leaving, and something I'll think about a long time, are those two old and gnarled rams on the little hill by the lake. It would be so easy to sneak up the back side of that hill and. . . I can almost see one of them in the sight now!

Like the old Anaktuvuk Eskimo, I guess I just like to hunt.

## In the Doghouse

(Continued from page 37)

ice does not accumulate on the water. If your pup is an indoor fellow then you should not bathe him more than once every ten days, or even longer if you give him a daily grooming. When bathing him don't have the water too hot. Test this by putting your bare elbow in the water. But be very sure at this time of the year that you dry him down and keep him moving by a little rough play for five or ten minutes after the bath. This promotes more rapid circulation of his blood and assures a more thorough drying. Unless he gets unduly grimy you can let your outdoor pooch go unbathe until—well, until he practically asks for it. For this fellow, check his house thoroughly before the very cold days begin.

Look to the roof and see that it is weather-tight, which means no leaks. The best type of doghouse is that which has a vestibule leading into the sleeping compartment. This assures that no cold winds can blow directly into the house. If the house has windows see that they are clean and permit free entry of sun or light. If possible, have the doghouse face South during the winter. Thoroughly clean the house and disinfect it. If the dog uses a sleeping pad clean this too. Wood shavings, hay or straw, make excellent bedding, but lacking these comforts a very deep bed of finely torn newspapers will serve. The dog's bed should be three or four inches off the floor of his house and boxed in at the sides so there will be no cold air circulating underneath. Sides of the bed should be raised to retain bedding. Check and repair any cracks or crevices in the walls of the doghouse. See that the bedding is renewed weekly, or if you employ old blankets or carpeting

have them aired in the sunlight once a week. If necessary, paint or whitewash the inside of the house. For an entrance door hang a piece of carpeting or heavy sacking which the dog can push aside as he enters or leaves the house. Don't confine the dog on a short chain. Outdoors, in the cold, he needs room to move around actively and in fact more room than he'll require during the so-called dog days. Either put him on an extra long chain which can't get entangled in anything that will shorten it or, if he hasn't a fenced-in runway of his own, erect a dog trolley. For the benefit of

"In the Doghouse" readers who may not have read these literary gems before, this trolley business is simply a heavy wire stretched between two posts or trees. The wire should run through a loose iron ring to which the dog's chain can be attached.

Thus Fido can gallop back and forth within the limits of the length of the wire. If you want to pamper the pooch a bit, he'll appreciate an outside sleeping platform where he can stretch out and enjoy whatever sun may shine during winter days. Such a platform, of wood preferably, has the advantage of drying out

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more quickly than the ground itself. Thus when it rains or snows, and the sun later appears, your dog won't have to lie on muddy earth. This will not only help keep him cleaner but will provide a warm place for his sunbathing and, furthermore, will be a consideration he will appreciate.

Fill your dog's dinner pail a little more generously than you would in summer. Add a spoonful or more of olive oil to his food every other day—and you needn't be too sparing in giving him fatty foods. They help make internal heat.

Throughout the year I receive letters from readers who want to know what to do about eczema. While it thrives in heat, it often appears during cold weather too. Should this happen to your dog, consult your vet to be sure it is eczema and not mange. I mention this to emphasize the importance of weekly cleaning of your dog's house. Those pesky

intruders, fleas and lice, are not at all discouraged by cold weather. Watch for them and be prompt to de-flea your dog when they appear. But don't stop there. His bedding should be disinfected and the inside of his house should be included in the job. You could remove every parasite from your dog, but if you fail to attend to his sleeping quarters you'll soon see your dog right back where you started with him—with a brand new crop of fleas in his coat. Lysol, or any similar product mixed with water (a very small amount of disinfectant to a large amount of water painted on the inside walls and roof of the dog's house) will destroy parasites. If you have made a sleeping platform for him, this too should get a going-over. Be sure that whatever you use is very much diluted in the water, since a dog's skin is very sensitive to certain disinfecting chemicals.

## Basketball's Best

(Continued from page 11)

tional honors at the end of brisk sectional and conference competition.

Here's how they look:

### EAST

*Ivy League top teams: Penn, Yale, Cornell.*

Ivy League coaches, still smarting from the losses its Princeton champions took in national tournament play last season, frankly expect to do little better this year. Automatically ineligible for national rankings because of an overall lack of real size, meaning 6.8 or better, competition among Penn, Yale and Cornell should produce sufficient excitement for the crew-cut set. Even outside coaches admit that in 6.3 Ernie Beck, who averaged 20 points a game last year, Penn has one of the better players in the country. Although Beck doesn't have enough high-test team-mates to play catch with, he does look strong enough to carry Coach Howie Dallmar's team to the Ivy title.

Up around New Haven they tell you Yale has its finest team since the glory days of Tony Lavelli, the flat-footed hook shot wizard who went on to pro ball. A strong, young, deceptively fast team, Yale

relies on fast-breaking patterns and close-up shots from around the free-throw zone. Princeton lost almost all its strength through graduation and doesn't have enough left to run ahead of Cornell.

*Eastern Independent top teams: LaSalle, Duquesne, Holy Cross.*

Unless scholastic ineligibility interferes, LaSalle, 1952 National Invitational champs, will rate with the best anywhere. Sophomore Tom Gola, who at 6.4 plays any position, has the fastest hands in the east. An awesome array of shots, built around over-the-head jump shots from the keyhole area, might easily make him the finest sub-giant scorer of the season. Norm Grekin, another fast all-purpose star, gives LaSalle a blinding one-two scoring punch.

Duquesne, despite the loss of 6.8 Jim Tucker through ineligibility, remains a strong threat for sectional national honors. Dick Ricketts, a 6.7 center full of elbows around the baskets, tunes up the offensive with memorable fakes and right-handed pivot shots.

How far the veteran Holy Cross five goes depend on how well 6.8½ Jim Kielly plays against rival centers. Husky Earle

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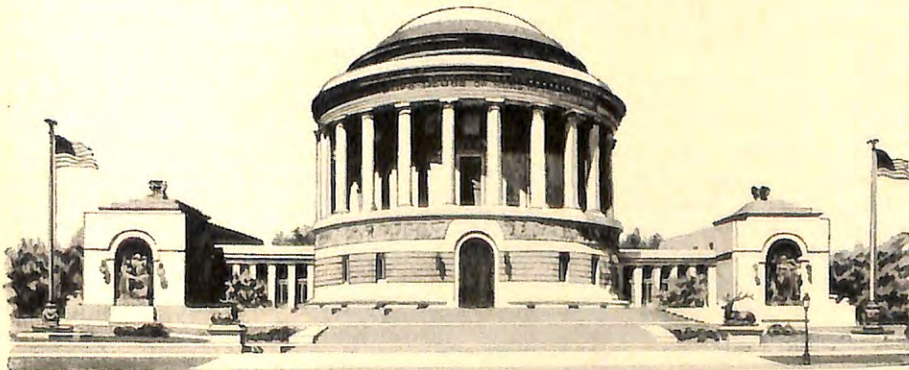
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Markey and Togo Palazzi are menacing threats from anywhere on the floor and trigger a fast-breaking offensive.

Elsewhere in this area, Boston College's improving well-balanced team needs a little more size for intersectional honors. Jesse Arnelles of Penn State and Bobby Sassone of St. Bonaventure are high-scoring fish in smaller less impressive ponds.

*Eastern Subway Conference: Seton Hall, NYU, Manhattan.*

In seven-foot Wally Dukes, a cheery giant fast enough to run the quarter and half miles for the track team, Seton Hall has one of the great players of the year. A swift rebounding 20-point scorer last season, Dukes may easily rank as the top college star of the year in March if back court ace Richie Regan sets up the plays with his old-time finesse.

At least two coaches privately expect the little New Jersey school to win one of the two major national titles. "Big, fast, strong and a good bench of substitutes," one of them marked his scouting card.

Nobody in the subway circuit can even push Seton Hall and so the best Ken Norton of Manhattan and Cann of NYU can hope for is second place divisional honors. NYU's Boris Nashakim may press 6.9 Junius Kellogg of Manhattan for individual honors unless Fordham or St. Johns, which haven't shown much in early drills, enroll something special at mid-year.

### SOUTH

*Southern Conference top teams: North Carolina State, Duke, Furman.*

North Carolina State's Ev Case hasn't failed to win some sort of a title, conference or post-season tournament, since he first came down from an Indiana high school, and rivals see no reason why he shouldn't follow this trend again in 1952-53. Dave Gotkin, a tough little playmaker from New York City, feeds big skinny 6.8 Bob Speight around the post for most of the high-pressure scoring. If Speight wears down Case merely fingers any one of three whopping substitutes on the bench.

Duke lost Dick Groat. A Groat, now up with the Pittsburgh Pirates baseball team, only comes along once every few years and the loss of this All-American scorer means the loss of almost everything the Blue Devils had. They have yet to come up with a capable big center to play giant 6.8 Frank Selvy of little Furman.

*Southeastern Conference top teams: LSU, Vanderbilt, Florida.*

The best team in the league is out of the league for one year by a conference ruling. Eternal Kentucky, champions ever since 1942, would undoubtedly repeat again this season if they were playing a regular schedule. This year, however, Coach Adolph Rupp must watch a team which includes two young 6.9 centers and all-league stars Frank Ramsey and Cliff Hagen strolling the campus.

As it is, though, 6.10 Bill Pettit will be more than enough to transfer the title to LSU. A deadly threat with either hand, dependable on the foul line and one of the better defensive men up there in the stratosphere, Pettit may win all-everything honors for himself and for his team by the time tournament competition ends. At Vanderbilt, Coach Bob Polk has a clutch of Indiana prep school stars to work with, and anyone in the business will tell you this can be an explosive combination. While they talk about an anonymous 7.3 prospect for next year at Florida, the Gators will have to fight for third place this season because they lack the size.

*Southern Independent top teams: Western Kentucky, Louisville.*

At Chicago Stadium last year Louisville flashed the fastest-moving big squad spectators there had ever seen—for half a game. But seven-foot Bob Peterson couldn't stand the pace and rivals wore them down in top competition. Peterson is gone now but Louisville can still put a 6.6 varsity on the floor, fast enough for anything but dream teams.

The state of Kentucky will have a third outstanding entry in Western Kentucky, a colorful long-legged five led by 6.9 Art Spoelstra. To several coaches Art looks like the best dribble and ball-handler among all the big fellows.

### MIDWEST

*Big Ten Conference top teams: Illinois, Indiana, Minnesota.*

At Seattle one night last year a University of Illinois fan who had made the long trip west for the national collegiate tournament put into words what thousands of midwesterners felt. "If we can't win it all with this team," he said, "we'll never win it at all." The Big Ten champs had lost a 61-59 thriller to St. Johns of Brooklyn.

Things aren't so bad the Illini aren't planning to pack up for post-season tournament play again this year. All-American Rod Fletcher was the only regular lost by graduation. Two 6.8 centers, Red Kerr and Bob Peterson, trade off to wear down rival giants, while Jim Bredar and Irv Bemoras give Illinois one of the greatest outside shooting threats anywhere.

Don Schlundt, a 6.10 Indiana ace, averaged 17 points a game as a kid freshman last year. How much he improved worries coaches all over the territory who figure Indiana one-two in the league race. If Schlundt fouls out the Hoosiers simply insert a lofty substitute in 6.10 Lou Scott.

In Minneapolis officials of the professional Laker team already look toward the day when husky 6.7 Ed Kalafat finishes his collegiate career at the University of Minnesota. They tab him the strongest giant in the game. Charley Mencil, a six-foot backcourt wizard and playmaker, gives the Gophers outside strength to fight off Ohio State and Paul Ebert for third honors. Although North-



western's 6.9 Frank Petrancek may occasionally frighten the opposition, the Big Ten will be strictly a two-team affair this year.

*Midwestern Independent top teams:* Dayton, Notre Dame, Bradley.

The day spectacular Dayton finished its play in the national collegiates coach Tom Blackburn started looking ahead to this season. His biggest problem? How to plug the hole left by the departure of All-American Don Meineke, 6.7 star now up with the pros. If Blackburn can bring 6.8 John Horan and 6.7 Jim Paxon along as a two-man pivot team, Dayton may be right back up where they were last year—in both major tournaments.

Notre Dame has everything but size. In 6.5 Dick Rosenthal and young Joe Bertrand the Irish have two of the best offensive hands in the country. With a really big center they could go all the way to the top. Without one they'll threaten for nothing more than sectional honors.

By now midwestern fans are accustomed to stutter-stepping Bob Carney of Bradley, one of the slickest playmakers and shots in the country. If coach Forrest Anderson gets what he hopes out of his new crop, young Carney will push Bradley up near the top again.

Coach Ray Meyer is still at DePaul, competition enough for almost anyone. Last year DePaul upset previously unbeaten Illinois in one of the biggest form losses of the season. Who will it be this year? Elsewhere Marquette, with 6.7 Grant Wittberger, and Toledo look troublesome.

## MIDLANDS

*Missouri Valley top teams:* St. Louis, Tulsa, Oklahoma A. & M.

A pair of big fast centers and overall team speed and experience will keep St. Louis in the running for national honors. Even more appetizing than the strong St. Louis varsity is an interesting race between the two Iba brothers, Hank at Oklahoma Aggies, Clarence at Tulsa. Coach Hank, for years one of the most successful coaches in the country, may edge Clarence off the play of high-scoring, high-jumping 6.10 Bobby Mattick in a slow-motion possession style game.

*Big Seven top teams:* Kansas State, Oklahoma, Kansas.

All over the midlands rival coaches echo the sentiment of Oklahoma's Bruce Drake: "The Big Moose is gone—glory be." The Big Moose, unstoppable Clyde Lovellette, averaged 28 points a game last year in carrying Kansas all the way to the Olympic title at Helsinki. While Charley Hoag, undoubtedly the fastest floor man in the midlands, is still around to quarterback KU they can't make it in this strong league without another Big Moose.

Senior center Dick Knostman, 6.11½ sophomore Jerry Jung and a host of tall, talented kids from three states give Jack Gardner one of the nation's teams at Kansas State. The best freshman crop in six years ripened in the field house too. Oklahoma, always a strong and competent team, should challenge Colorado for third.

## SOUTHWEST

*Border Conference top teams:* West Texas, Texas Tech, New Mexico A. & M.

West Texas looks like the class of the league for the second straight year, despite Tech's amazing spring-legged 6.11½ Paul Nollen, rated one of the greatest pro prospects in college ball. Although New Mexico Aggies lost two high-scoring regulars, they fill in from a strong crop of neighboring prep stars and may, if their defense doesn't spring leaks, even beat Tech out of second.

*Southwest Conference top teams:* Southern Methodist, TCU, Texas.

At a summer conference of league coaches the old problem of what to do to raise the standards of Conference play was thrashed out all over again. The obvious answer was to raise the standard of Conference players, which called for hectic scouting all over the Southwest trying to enroll high school stars.

But the league is still two long years away from blue-ribbon honors in national play. In the meantime, they'll see how far TCU can go with Henry Ohlen, a strong 6.7 scoring threat. It's a long drop from TCU to Texas and Southern Methodist.

Arkansas, building up for the big-time again under another new coach, talks of two mysterious seven-foot centers next year, but nothing until then except

(Continued on page 47)



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## The Grand Exalted Ruler's Visits

(Continued from page 9)

over the local radio network. This was the first visit Pittsfield Lodge had received from a Grand Exalted Ruler in over 25 years. Following the banquet, open house was held when various gifts were presented to the guest of honor by P.E.R. Thomas Murphy representing the lodge, and Mrs. Rose Adelson, Past President of the Emblem Club, the ladies' organization of Pittsfield Lodge.

On the 14th, Mr. Stern and his escorts traveled over the Mohawk Trail to enjoy luncheon at the home of **BRATTLEBORO, VT., LODGE, NO. 1499**, stopping en route at the Elk-On-the-Trail Memorial Monument. In Brattleboro, the party was joined by D.D. Edward Charron of Vermont, and Vt. Elks Assn. Pres. Peter N. Hall.

That afternoon, the motor cavalcade proceeded north, making brief visits at **BELLOWS FALLS LODGE NO. 1619**, **SPRINGFIELD LODGE NO. 1560** and **WINDSOR LODGE NO. 1665**, arriving at the home of **HARTFORD LODGE NO. 1541** for an evening reception and banquet.

The official party, which now included D.D. William R. Burns of Mass., enjoyed luncheon with members of **ST. JOHNSBURY, VT., LODGE, NO. 1343** on Oct. 15th. During an afternoon call on **LITTLETON, N. H., LODGE, NO. 1831**, the group was joined by Past Grand Est. Loyal Knight C. Dwight Stevens, a P.E.R. of Portland, Me., Lodge.

Mr. Stern, seeing the beauty of New England for the first time, thoroughly enjoyed the autumn scenery on his drive through the White Mountains to the home of **RUMFORD, ME., LODGE, NO. 862**, for a reception and dinner that night.

On the 16th, under convoy of Mr. Stevens, Maine State Elks Assn. Pres. Gerard Ferland and D.D. J. Gerald Bollier of Maine, Mr. Stern's party drove to the

home of **OLD TOWN, ME., LODGE, NO. 1287**, for luncheon, and then continued their drive to **MILLINOCKET LODGE NO. 1521** for a thrilling reception in which the entire community participated. Two high school bands met the motorcade at the city limits, forming a parade which paused at the Municipal Building where a chorus of high school girls serenaded the Order's leader. The dignitaries and their escorts then proceeded to the high school grounds, where the bands put on an excellent concert and went through drill formations, spelling out the words "Hello Elks". The banquet and evening program were highlights of the New England trip, with the Millinocket Elks making the most of the first visit the lodge had ever received from a leader of the Order.

A very successful luncheon meeting and reception took place at the home of **BANGOR, ME., LODGE, NO. 244**, on Oct. 17th and, after a brief visit with the members of **ROCKLAND LODGE NO. 1008**, and another call to **BATH LODGE NO. 934**, Mr. Stern and his party were entertained at an evening banquet at the home of **PORTLAND, ME., LODGE, NO. 188**, when Grand Trustee Thomas J. Brady and former Grand Lodge Committeeman James A. Bresnahan joined the entourage.

The members of **ROCHESTER, N. H., LODGE, NO. 1393**, were luncheon hosts to the traveling dignitaries on Oct. 18th, when a delegation of Elks from **LACONIA, N. H., LODGE, NO. 876**, and D.D. Charles H. Barnard arrived to guide Mr. Stern and his escorts to their city where the Annual Convention of the **NEW HAMPSHIRE STATE ELKS ASSN.** was taking place. The Grand Exalted Ruler had the opportunity to hear the reports on the many splendid activities being sponsored by this group, and attended the moving Memorial Serv-

ices to which the public was invited and at which Bernard I. Snierston of Laconia Lodge was the speaker.

Maurice A. Jacques of Laconia was elected President of this organization, and will be assisted by the following officers, all of whom were installed by P.D.D. Fortunat A. Normandin, former Pres. of the Assn.; 1st Vice-Pres., Edward Govangeli, Keene; 2nd Vice-Pres., Timothy Flynn, Dover; 3rd Vice-Pres., Henry Salvail, Nashua; Secy.-Treas., Francis Riel, Laconia; Sgt.-at-Arms, William Marcello, Portsmouth; Chaplain, O. Maurice Oleson, Berlin; Inner Guard, Guy Rich, Littleton; Organist, Wendell Shosa, Laconia; Trustees: George Scott, Portsmouth; Maurice J. Savage, Manchester; Ray Wentworth, Dover; Russell Doucet, Berlin; Conrad Bellavance, Nashua; Norman Minor, Keene; Elmer J. Ramsay, Laconia; John Goggin, Claremont; John Sheehan, Concord; Nelson Howard, Franklin; George Fortier, Rochester, and Nicholas Perkins, Littleton.

Retiring Pres. John J. Horan presided at this meeting, and P.D.D. Fred A. Tilton was Toastmaster at the banquet during which Mr. Stern delivered a most inspiring address. In addition to those mentioned above as members of the Grand Exalted Ruler's suite who were present at this program were George Steele, member of the Youth Activities Committee of the Grand Lodge, Past Pres. Joseph Collette of the N. H. Assn., Past Grand Inner Guard Charles T. Durell, and many others.

Following the speaking program, Mr. Malley and Mr. Spry drove to Boston with the Grand Exalted Ruler who took the train to New York City to continue his trip throughout the Eastern States.



Left: Photographed during the banquet at Pittsfield, Mass., Lodge, are, left to right, former Grand Lodge Committeeman James A. Bresnahan and his wife, P.E.R. and Mrs. James Hurley, Past Grand Exalted Rulers E. Mark Sullivan and John F. Malley, Chairman Maurice B. Rosenfield, Mr. Stern, Mrs. James Donovan, E.R. Donovan, Mayor Robert Capless.

Right: The Order's leader is pictured with Reno, Nev., Elk dignitaries. Left to right, front row: P.E.R. Vern Hursh, P.D.D. E. P. Caffrey, Past Grand Exalted Ruler L. A. Lewis, E.R. H. E. York, Mr. Stern, Grand Esteemed Leading Knight Robert S. Redington, P.D.D. Joseph P. Haller and Secy. J. C. Kumle. Also pictured are D.D. A. L. Crocker and P.D.D.'s H. E. Cafferata, S. W. Robinson and G. C. Steinmiller.





## Basketball's Best

(Continued from page 45)

intramural competition with other teams in the league.

### THE ROCKIES

*Skyline Conference top teams: Brigham Young, Wyoming, Utah.*

For almost ten years the Skyline conference has seen one of its teams go far up the national ladder in post-season tourney play, four times to titles. But Brigham Young looks like the best of the lot this year, stronger than Utah because of its scoring twins, Joe Ritchie and Hal Christensen, weak nationally because it lacks a really big center.

Wyoming beat the bushes all summer for an imposing collection of AAU stars and junior college transfers. Ev Shelton needs another season to put all the pieces together. At Utah Vadal Petersen has seven balanced players, good team speed, fair defense, but no giant.

### WEST COAST

*Pacific Coast Conference top teams: Washington, UCLA, USC.*

Coach Tippy Dye has to look uphill to the tallest squad in the country. The stocky former Ohio State quarterback admits his Washington Huskies will be

good, and he doesn't see anything up and down the Coast to stop them. Who can?

Bob Houbregs, 6.8 senior center and the longest and most accurate hook shot in college ball today, is only one of five good scorers. Duanne Parsons, slim Duane Enochs, giant football star Doug McClary and playmaker Mike McCutchen make this a contender for tournament honors.

In the southern half of the league high-jumping, high-scoring Dick Ridgeway gives UCLA a slight edge over a young USC squad across town. California has the colorful Rickson twins, an ex-AAU star in Bob Matheny and plenty of spirit.

Like everyone else everywhere, the coaches at Stanford, Oregon and Oregon State know they can go only so far despite strong high-scoring players without the right sort of a center. They have all they need except what everyone needs most of all—a center, as close to seven feet as possible, young and willing to learn how easy it is to have the aptitude at that altitude. They rank basketball teams by the yard these days.

## It's Your Public, Too

(Continued from page 17)

basic rules of courtesy, friendliness and service—the kinds of things you want your business to stand for—and insist on those rules being observed. If you want an ideal example of the effectiveness of "personal" public relations, observe the trained courtesy and helpfulness of the telephone employees in your community.

Your employees and co-workers are inextricably linked with your relations to your next "public"—the customers you already have. In addition to quick, friendly and efficient service, make sure all complaints are immediately handled to the satisfaction of your existing customers. Develop little, unexpected services which will make them feel they are getting more than their money's worth when they deal with you.

The next important group includes your customer prospects in the community-at-large. Your prospects can be reached in dozens of different ways—each of which involves working with individuals or groups—in other words "human relations".

Human relations is also the key to successful merchandising. A recent customer survey indicated that personal interest shown to customers outweighed heavily other factors which caused them to buy—including quality of merchandise, style, value and variety of selection.

Many things can be done to show this personal interest, such as free delivery; fair adjustments on returns; friendly

and efficient credit service; shopping service; gift wrapping; free parking; clothing or decorating counsellors, etc.

Carry the "personal touch" into all your contacts and communications with people. Good letters, for example, are a powerful medium for creating and extending good will. A warm, carefully-written personal letter is so obvious and effective a public relations device that it is strange more attention is not given to its importance.

In further analysis of your publics, one factor of first importance is identification of the organized groups to which they belong and ways in which you can work with these groups. Women's organizations, for example, have discussion groups and need materials; their members will participate on panels you can organize on consumer preferences; they like to take part in fashion shows or radio programs of a public service nature. You can reach a great many influential women in your community by acting as sponsor, or co-sponsor, of such activities.

The youth groups are easy to reach on a participating basis. For instance, one local music store owner I know teamed up with a civic club and a local band leader to sponsor a contest for high school orchestras and the best individual teen-age musicians. Every boys' and girls' organization in town was into the contest before it was over.

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This work with organized groups is powerfully effective in two ways—it gives you direct contact with the real opinion leaders in your community; and it associates you with the names and organizations that make news—an important element in your task of interpretation.

OF GREATEST significance to the average businessman is the vast amount of activity among big corporations to reach all local groups, organized and unorganized, through so-called community relations. These companies expend large sums and much effort to build good relationships with people in cities and towns where their factories, laboratories, assembly plants, sales units, and other installations are located. Perhaps the strongest trend in public relations today is toward "grass roots" action—the effort to make the point of contact with the people.

Some of the big companies—like General Mills—tie in their consumer relations with their community programs. General Mills' consumer service department, for example, writes and distributes literature to housewives, arranges home economic demonstrations and lectures, and in general carries out a comprehensive service direct to the people who buy its products.

Caterpillar Tractor Company makes an all-out effort to serve the communities where its plants and dealers are located. This spirit of civic helpfulness seems to have infected employees, too. When a flood on the Illinois River threatened one of the Caterpillar plants, 15,000 employees volunteered to work round-the-clock—to protect not only the plant but nearby communities.

There are literally dozens of examples of the ways such companies assist in "home town" development programs. Any local businessman can get ideas for his own use from these activities; but again the most interesting point is that he starts at the grass roots so carefully cultivated by the large corporations. Indeed, if your business is small you are close to your media, as well as to your public—and these are great advantages in telling your story.

In this job of telling your story, however, it cannot be repeated too often that

your publicity should flow from activities geared to good public policy. Any effort at communication should be based on our maxim of the good product, the sound purpose and the honest institution. Otherwise, its effect on the minds of people may be unfavorable. Was it Emerson who said, in effect: "What you are speaks so loudly that I cannot hear what you say."

With this in mind, we can explore briefly the complex field of news coverage which reaches the final sphere of the public relations effort—the general public. This is a vital area. Samuel Vauclain, the great pioneer in locomotive building had only 120 "prospects"—the Class I railroads. But he carefully built a personal reputation with the whole public. This renown caused railroad executives to believe in him and to want to do business with him. Among other things Vauclain created news, one of the keys to the door of public recognition.

Names make news; and events also make news. This factor—the creation of news—is the secret of press and radio communication. In addition to the events you work out in association with civic leaders and organized groups, there are many news events you yourself will normally develop from your own business activities—such as open houses, anniversaries, holidays, seasonal tie-ins, national "weeks" involving your services or merchandise, etc.

Unlike advertising, press publicity is not controllable, for it is subject to evaluation, interpretation and revision by the editors. It is unwise to push a story simply as a publicity undertaking, for an editor will rightly feel that perhaps the advertising columns, not his news columns, should carry it—and the competition for his news space is fierce. The newsman's sole criterion is news and reader interest.

Nevertheless, the business and industrial life of a community creates a large amount of news in the regular course of events. In addition to the obvious run of robberies, fires and strikes, the following are typical of daily news happenings—a bottling plant may invent a capping process and open up a new industry for the city; a local company may acquire another company; a creamery may cut

the price of milk or butter, or a bakery the price of bread; an automotive concern may decide to build a local assembling plant; an airplane engine factory may get a large government order; a women's wear house has a big fashion show; an old local retail firm changes hands, elects a new president or celebrates its fiftieth anniversary.

There are "straight news" stories. When one breaks concerning your business, you can improve your press relations by talking as frankly as possible with the press. If some delicate policy angle or an attack on your business is involved, issue a prepared statement that will cover your side of it—and issue it in time to make the same edition as the original story, if possible. Timing is the essence of news.

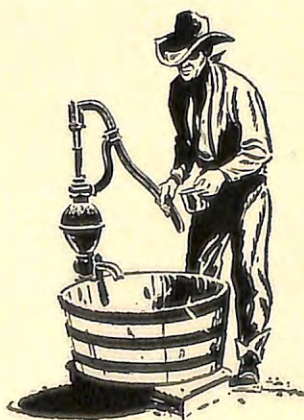
Press communication—and this goes, too, for radio news commentary—demands a good working relationship with your local editors, reporters and news photographers. If you make an important talk before a local group or an out-of-town convention, let them have copies of your speech in advance. If you have an open house, an anniversary celebration, or plan to expand your business, inform them well ahead so they can develop a complete story.

LIKE to think of editors and other media executives as simply another one of the "publics" to which business must address itself. Here again is a question of human relations. You will find that fair dealing and an honest effort to help them do their jobs will get a quick and friendly response from most newspapermen. If you have good relations with the newspapers of your community, you don't have to worry much about full and fair treatment of any story of yours that has news value.

All of these suggestions have been directed at the owners or managers of small business concerns—a large area when you consider that this country today has an estimated 4,000,000 businesses. If your business is a large department or other retail store, or a manufacturing enterprise, with a sizable body of employees and a large consumer public, then obviously these techniques are over-simplified—even though the methods are similar in kind, they must differ in degree.

If you start with, or grow into, such a substantial business, then you are likely to need the assistance of the public relations counsel and publicity specialist. If you live in a sizeable city, advertising or public relations agencies will probably be available to offer this kind of assistance—or it can be found in neighboring cities.

You may decide to hire a man and build your own public relations department, or retain an outside agency, or both—according to your need. However, the principles outlined here, both in philosophy and in procedure, will fit your





picture as the working basis for a good public relations program.

Here's one of the best illustrations I know concerning a creative public relations program evolved by a small business in a mid-western city. They had struck oil near this city, and a company was formed that drew investors from among a number of local businessmen. A refinery was finally set up, gas stations built and the company was in the retail business.

To launch it, a name contest for the company's new gasoline "baby" was decided upon. The cash prizes offered were substantial. The schools, youth groups, parent-teacher associations and civic organizations developed an interest in the contest as a community event. Hundreds entered the competition, the newspapers covered it thoroughly and the new gas stations opened to a booming trade.

The success of this contest resulted in the gradual development of a public relations program that was notable for community action. The first step was to help teachers and parents solve a problem of recreation for children. At the time, youngsters around town were making their own "automobiles", which consisted of a box, a plank, a stand-up handle and two pairs of roller-skates—all embellished with festoons of tin cans which made a beautiful and deafening racket. But the kids were cluttering up the sidewalks, and often getting dangerously into the streets. The new oil company organized a "tin-can derby" which was held on a hill where a smooth street ran down toward open country. Again a success was scored, and the tin-can derby became an annual affair.

Along about this time, the older 'teen-age boys of the town took up the "hot-rod" craze. Mechanically-minded kids put together rattle-trap cars, souped them up and careened around the countryside racing each other. It got to the point where many a father and mother spent their time worrying about Johnny driving this hot-rod, or else about Mary riding with Johnny. When a couple of bad accidents involving other helpless motorists

occurred, it became a page one scandal and the town was up in arms about it.

Our local oil and gas company was firmly established by that time, and moved in on this community problem. Working with educators, youth leaders and civic groups, the company's officials found a way to appeal to the mechanical interests and sporting instincts of the hot-rod boys. One of the company's gas stations was flanked by a large field, and this was converted into a racetrack complete with pits, re-fueling stations and boy mechanics. The hot Rod Sweepstakes became a classic race in the region. Boy racers were taken off the roads and spent a good part of the year tuning-up their cars, making trial runs and arguing over the respective merits of their favorite cars and drivers.

Today the hot-rod racetrack is but the central portion of a park, picnic area, and playground used by the entire community—with the respects of that little company which started with a name-contest a few years ago.

Here, then, we have all the ingredients of good public policy and personal relationships and skillful interpretation and communication. In this example, and the others I have given, the common threads are identification of the business with community service and the creative expression of business philosophy through activities which automatically make news.

Any business—large or small, simple or complex—can improve its public relations by the application of these basic principles. Public relations itself has come, in the last ten years, to command more attention from businessmen than perhaps any other development in our economy.

The formation of business character and reputation is no easier than the formation of character and reputation in the individual. But, like the individual, the business firm can learn the ways of life and of expression which will put the force of public opinion to work for greater success, personal profit and closer integration with the progress of the community and of the nation.

## For Elks Who Travel

(Continued from page 27)

ported by its large East Indian colony. Bracelets, earrings, pins, scarves from Benares, saris, brass pitchers embossed with colors and shelves loaded with ivory carvings crowd the fascinating bazaars.

St. Thomas is a Yankee emporium known for its prices and here you can find Danish porcelain, Swedish glass, French gloves and perfume, and some local market dresses that have great style, and a number of island paintings and handicraft. Cigarettes run seven cents the pack and a bottle of Scotch whiskey is on hand for about \$2.50. The brandy is actually cheaper than Paris. Likely locales for the daytime shopper is the Elverhoj, which also serves a

soup-and-sandwich lunch at its bar; Smith's Fancy, a chic little guest house that will feed you and sell you handbags,

## 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 date that you plan to start your trip.

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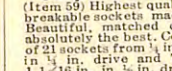
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paintings and what nots from the owner's own workshop. Just for lunch is the new air-conditioned Seven Queen's Quarter and just for shopping is the Continental.

Those whose ship anchors in the roadstead off Barbados will find an immensely colorful isle, but rather little to buy. Still you can't buy everywhere so count this one for looking and for picture taking. The waterfront is a seething carousel of sailing ships—they all but skim right up main street—of sweating stevedores loading barrels of molasses bound for Canada and England, of other longshoremen unloading logs, of native women hawking a bitter brew called mawby from a tank atop their head, of harbor police outfitted in uniforms worn by Nelson's fleet. Bright red buses with open sides careen through the narrow streets, the local baker cometh in a hand-cart that looks like a little house, and most of the population lives in a tiny type of simple house that looks as though it would be more adequate were it a hand-cart. The scenery is hardly as tropical as you might expect after a look at almost any other Caribbean island, but the soft hills roll under a blanket of sugar cane that seems never to end.

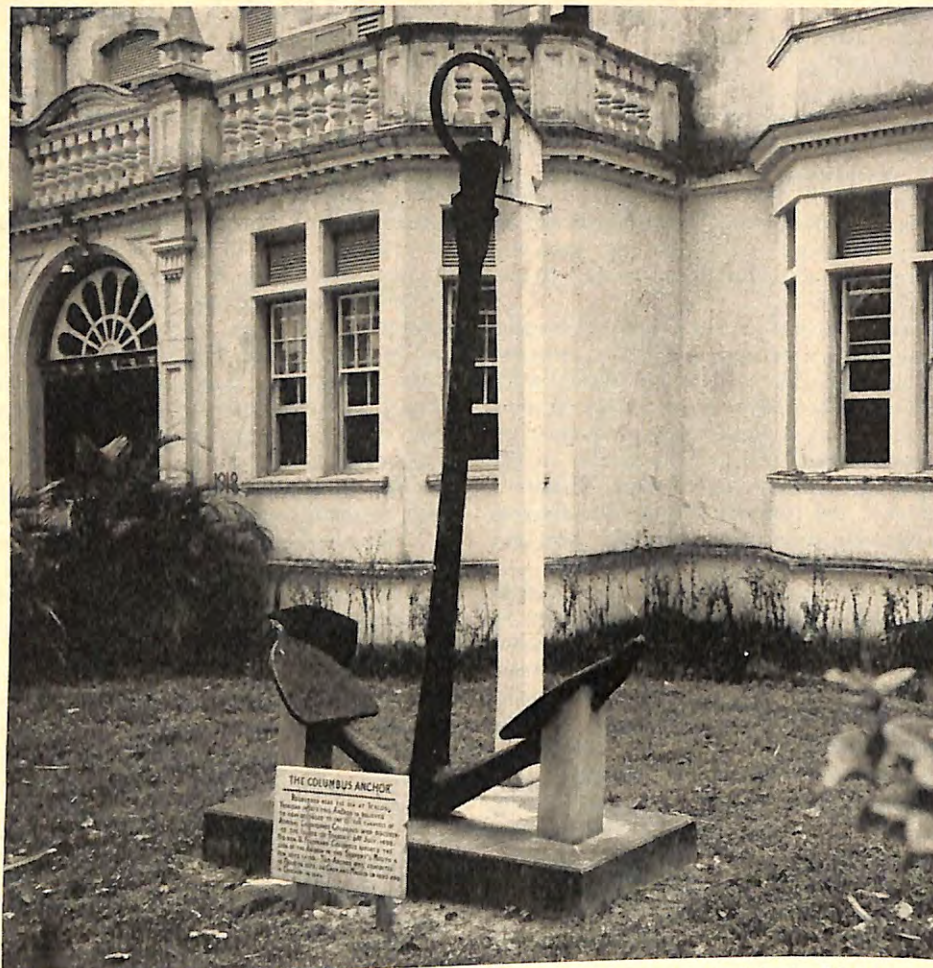
Passengers bound for a look at Haiti will find an earthy, throbbing island with a combination of good shopping and good scenery. You can hardly miss the waterfront area which is lined with shops selling Haiti's famous mahogany things at about one-quarter of what they sell for in the U.S. Look at the salad bowls, carved book ends, hand-tooled wooden trays. To my mind these are the best buys, but you'll also see filigree silver work, tortoise shell boxes and jewelry, and voodoo drums that look exciting but have a habit of becoming dust collectors in short order.

Don't miss the trip up to Kenscoff, a traditional one for cruise passengers, and if you can manage it, go through the flower plantations and up by jeep to the

much good. The money that had seemed so abundant in his Christmas Club account was sadly slenderized. *Saint Stanislaus*, his shopping list reminded him; and there was the discouraging notation: Bernstein's, \$12.75. A choir of angels you should get for that price, Harry thought. His mother-in-law had been admiring a bronze plaque of her favorite saint, without hope of possession, for almost forever. So what was there for a right minded man to do? Saint Stanislaus, he decided, with a bottle of white Polish whiskey, would give an enduring glow to both the holiday and grandma.

"Is there something else, sir?"

"Stockin's I need," Harry said. "The kind you fill up with nuts and stuff." It was not like when boys wore knickerbocker pants, he was thinking, with



Anchor believed to be from Columbus' ship of discovery stands in Port of Spain, Trinidad.

little retreat of Le Refuge, high over Haiti and operated by a pair of displaced Austrians who look out on these mountains and still dream of the Alps. You'll think you've discovered the place until you see the guest book and find out the parade of personalities who have been here before. Or, for a dramatic setting, pile in a cab and have lunch up in the hills at the handsome resort of Ibo Lélé, which has a swimming pool, a tremendous view and a sinister mysterious name

which, like all Haiti, has undertones of voodoo.

One last consideration in picking your cruise, especially if money is a consideration, as when isn't it? Cruise ships that sail the Caribbean islands without touching the South American coast are liable to the 15 per cent Federal tax. However, if your itinerary includes a stop "on another continent" you don't owe Uncle Sugar anything outside of the annual bite on the Ides of March.

## Angel of Wrath

(Continued from page 5)

those black stockings long as your arm. "How much are those ones with the bells on them?"

"Those are sixty-nine cents, sir."

Harry sighed. "I'll take four." He wished he had joined two Christmas clubs. He shopped some more, then bought a hot chocolate, an item selling in the dime store for the surprising price of a dime. He munched the two thin cookies they gave him and remained substantially hungry, having resisted the Shopper's Special—65c, with potato salad. The manager, a friend of his, came over.

"You got the shoppin' licked, Harry?"

"More or less, George. Only a few more stops."

"You like me to make one bundle out of all those things you're carrying?"

"Thanks, George, but I bring them all

to Wiley's, next door. He helps me out to the car with the whole load, every year; it's a tradition like; then I stop on the way home for the tree. I got to go to Bernstein's now."

"Well, good luck, Harry. The best to the missus. The very best."

Harry went his way, a happy man. He was weary with the full day's work that had preceded the shopping tour, but didn't mind. In the street, the snow was vast and beautiful, swamping even the hands of the big clock on the Sound City Bank. It was, he figured, just about six o'clock. A Salvation Army trumpeter was playing, "Joy To The World," his red cheeks round with the music he was pressing into the horn. Harry's eyes grew moist and his heart grew big.

One flight above Sheraton Street, in



the executive offices of the Bonnie Beaux Candy Company, Wholesale Distributors the rush was over. There had been a Christmas party from which the celebrants — bookkeepers, candy-dippers, candy-wrappers, clerks and others—had departed. It had been a rewarding but temperate celebration for the employees, the one hint of an intoxicant having been in the rum-flavored chocolate covered cherries Bonnie Beaux was featuring this year.

**A**LONE in his large establishment, as far as he knew, was Benjamin Kusack, founder and president of Bonnie Beaux, counting his money with the untroubled conscience of a reformed and just and generous man. It was approximately six o'clock when two men came into his private office, entering silently behind him, and as silently closing the door. One of the men then shot Mr. Kusack a single but sufficient time in back of the right ear with a .22-caliber automatic.

In the street a Salvation Army trumpet was playing, "Joy To The World."

These were tall men, well dressed in their dark overcoats. There wasn't any snow on their clothes, and their shoes were dry, as though they had managed to remain indoors the length of the afternoon. One wore a Homburg hat, the other a snap-brim felt. They wore grey cloth gloves, with visible stitches along the seams of the fingers. They looked at their victim and then at each other. The man in the Homburg stood beneath a sprig of mistletoe and raised his eyes capriciously. The other man, less rollicking, said, "I won't kiss you right now. I'll wait." But he smiled his contentment and wanted to laugh. There was silence throughout the offices of Bonnie Beaux.

Harry Miskinis, setting the bulk of his packages aside, first viewed the body

at 6:55, and was ashamed of his first concern: how to get rapidly off the case and home to his family. The deceased, after all, had been his friend, and there was clearly a job to do. The dead man had been discovered by the superintendent of the building and the Chief of Police was already on the scene. The medical examiner had not arrived. The fingerprint expert was visiting relatives many snowy miles away.

"Hello, Chief," Harry said.

He kicked off his overshoes, lest, tramping the fancy carpet, he confuse alien tracks with his own. The Chief, not having taken the same precaution, looked offended. Harry walked slowly around the slumped figure at the desk, examining superficially the classically tailored remains of the man known to both the police and his personal admirers as "Bon-Bon" Benny Kusack, the Candy King.

"What do you think of it, Harry?"

"I don't think he's been dead very long," said Harry, "but he's dead enough, poor guy."

"You should be that kind of a poor guy," the Chief said coolly. "You and me both. You wouldn't have to borrow any more dough on your pension."

Harry, knowing the Chief's sentiments, didn't trouble to argue. You had to concede that in some past endeavors Benny Kusack had demonstrated a trifling attitude towards certain statutory limits to private enterprise. He had gained his first prosperity by running a horseroom at the other end of the county, for which, admittedly, he had been the guest of the state for eighteen months. And having rebuilt the Archangel Gabriel, atop the Polish church, had not, as Harry's mother-in-law too fanatically maintained, proved Benny a saint. His period of philanthropy had been within his latter years, so that, looking at it with a lemonish



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eye, you conclude with the Chief that Benny's reformation might possibly have been a practical after-thought.

"As for myself," said Harry, loyally, "I liked the guy; I think he was honest."

"You can come over and hold his hand then, Harry. Just don't try to convert me." The Chief was a traffic specialist, whom homicide puzzled and distressed. "Where is that medical examiner?" was all he wanted to know.

Harry did not pretend to know the whereabouts of Dr. Hennessey. This was the season of the year when people and bundles got lost. Holding tight to Saint Stanislaus, \$12.75, he gave his attention to Benny Kusack's private office. There were no weather stains on the carpeting that could not be traced to the Chief or to the uniformed cops in the room. The general celebration of the earlier afternoon had not taken place in this office, according to the superintendent. Harry moved closer to the victim and his own guess, from the unpleasant evidence, was that Benny had been blasted with a small caliber shell at close range. There were no signs of struggle or disorder. The contents of a large box of candy provided the only menace to the rug. Harry himself had never tasted Bonnie Beaux, but the scattered goodies seemed to him a dreadful waste. He bit into a lemon cream and passed one to the Chief. They were alarmingly tasty, and Harry, aware of many mouths to surprise, was not too proud to load one 69c stocking with tumbled sweets. He mourned the loss of Benny Kusack, but he was restless with things undone.

Wiley's store will be closing, he was thinking; if I don't get at least a little time off, the kids are goin' to wake up with that underprivileged feelin'.

"Chief," he said, "we can't do much without Hennessey, can we?"

"Can't do a thing here without Hennes-

sey—no. The routine stuff's all under way. I got close checks workin' on all arrivals an' departures. A man at the bus depot, another at the station. All odd characters are bein' picked up. And every one of Benny's employees will be brought back here for questioning. Why, Harry? You have an itch? There's something wrong?"

"My kids' stuff," Harry said nervously. "Almost all of it's at Wiley's, downstairs. I got a bike an' trains; I got a dollhouse there; I got the wife's new whatchamacallit, waitin' in a crate; then this stuff here. I even have to pick up the tree at ol' man Gerski's, goin' home."

"Then why don't you go?" It was an amazing question, but the Chief, every now and then, would do some amazing things. An elderly and childless widower, his one great interest in life was parking meters. "You think I can't handle the job alone?"

"No, sir."

"Then check back with me in an hour or so. We might not even need you tonight."

Harry, stunned, put on his overshoes, and did not linger long.

HARRY maneuvered his oldest son's new bike and a borrowed broom through the revolving door of Mr. Wiley's large and unusual store. He then edged his way between his own car and an imposing job parked next to it. He began sweeping at the back of his own car with full and effective strokes of the broom before attempting to tie on the bike. He also felt obliged to say, "Excuse me," to a tall man in a Homburg hat on whom he had swept a good bit of the snow.

"A little more won't do me any harm," the tall man said. He brushed at his fine dark overcoat and looked away, like somebody posing, and with his agreeable

smile too fixed. He was certainly a dresser, Harry thought. Eddie, a kid who worked for Wiley, came over the hump of the plowed snow at the curb, dragging a large hydraulic jack. "These chains ain't exactly a pair," Eddie said, "but they're better'n nothin' tonight." Another man had followed Eddie out of the store. This was a tall man, too, with the same kind of good looking grey gloves on his hands.

"Who pushed you out of the parkin' lot?" said Eddie.

The second man didn't bother to reply. "Just do the best you can," he said. "Don't take too long." He gave Eddie two dollars in advance of effort, then returned to Wiley's with the man who was wearing the Homburg. Harry thought nothing much about it at all, except that the big car was a snow-wrapped dream, with a New York City tax stamp pasted on the windshield. From habit alone he looked at the rear license plate, pushing the soft snow away with his foot. 7K-0642, he noted, the "K" designation telling him the car was registered in Brooklyn. So what? Half the cars that passed through town were from some part of New York City. He took a deep breath of the icy evening and went back through the revolving door for the rest of his packages.

"I didn't see you come in," said Wiley.

"Well, you were busy, Frank; I got most of it out myself."

"A terrible thing about Benny Kusack," Wiley said, and Harry agreed. "Not only wasn't the worse guy in the world, he put out a great box of candy for the money."

"I had some tonight."

"Well, then you didn't go wrong. You ought to bring a box home to the kids—one of the five pound 'Family Treasure' boxes; they're on special for the season."

Harry said, "I dunno. I don't think so, Frank." On special for the season, he could see them piled high on the counter, marked \$4.85. As it was, when he had bought the tree, he would have just enough cash left for the church collection in the morning. "A box of candy that size," he said, "an' the kids'd get cramps."

"I meant it to be on the house," said Wiley, a perceptive man. "From you to me, a Merry Christmas . . . Excuse me, Harry." Mr. Wiley looked up. "Yes, sir?"

"I'd like this box gift-wrapped," the tall man in the Homburg said. He placed a Bonnie Beaux Family Treasure Box on the counter, already secured by its own exquisite ribbons.

"That will be four eighty-five."

"I bought it earlier," the tall man explained. "Just thought I'd like it done more attractively."

"Only too happy," Mr. Wiley said. He accepted the box, then placed an identical one on top of it. "Thelma," he called to one of the clerks, "two 'Family Treasures,' gift-wrapped, no charge." He

## To the Officers of the Subordinate Lodges

This message is to inform you that the revised initiatory Ritual which was adopted at the Grand Lodge Session held in New York City in July will be mailed out this month by the Grand Secretary and a letter will accompany the Ritual stating that it must be placed in use upon its receipt.

The judging of the National Ritualistic Contest, which will take place during the Grand Lodge Convention in St. Louis in 1953, will be based on the new revised Ritual. While the changes are important, they should not impose any hardship on the officers of the subordinate lodges.

It is the hope of the Grand Lodge Ritualistic Committee that every state in the country will have a lodge represented at the National Contest.

ARTHUR J. ROY, *Chairman*  
Grand Lodge Ritualistic Committee



shoved them down the counter to the girl who picked them up, then briskly bore them away. "Is there something wrong, sir?" Wiley said.

The man in the Homburg's mouth was open, as though to speak, but no words came out. He turned away, reaching in his pockets for his cigarettes. A uniformed cop named Thermody had entered the store and was approaching the counter where they stood. He carried a 25-cent piece between a thumb and forefinger, daintily.

"How's it goin'?" Harry said.

"It's goin' great," said Thermody. "The Chief wants a nice clean handkerchief."

"What for?"

"To blow his nose in, what do you think?"

"I thought maybe it was something scientific," Harry said.

"A wise guy," Thermody said, looking at Harry with envy. "The family man. The human reindeer, off for the evenin'."

"Counter eight," Wiley said, "for handkerchiefs," and Thermody passed on. Harry, having still to pick up his Christmas tree at Gerski's, began to gather his too many packages. His first attempt was a failure and would have required the use of three arms. He began again, shoving the bronze plaque of Saint Stanilaus inside his buttoned coat, then forcing smaller items into the pockets. He picked up several of the larger packages himself, while Wiley stacked the rest.

The girl named Thelma came back with two Family Treasure Boxes, gift-wrapped handsomely, in a manner suitable for personal presentation or for mailing. The man in the Homburg hat moved closer, this time with money in his hand. "I think possibly I will take the two boxes," he said; then politely, to Harry, "Do you mind?"

"Of course he minds," said Wiley. "This man can't stand here dangling bundles like a tree all night." He tossed one of the candy boxes to the returning Thermody. "Hey, Joe," he said, "like a good fellow, Joe—give Harry a hand to his car."

**H**ARRY drove along in the diminishing storm, not minding his mortgaged state of affairs, and realizing that another payday would eventually arrive. He tried never to be offended by the possessions of others, taking comfort from his own conviction that the Lord still loved the poor, especially on His birthday.

"Hark, the herald angels sing—"

He tuned it in louder on the radio, the

choral singing sweet enough to set a sinful man afloat. The sentiments of the holy season overflowed in Harry to the point where he considered giving the five-pound box of Bonnie Beaux to Mr. and Mrs. Gerski, two ancient and worthy citizens whom fortune had never pampered. He tried in a sensible way to shake himself free of this impulse, but the choral singing and his conscience, working with the steady rhythm of the windshield wipers, kept saying to him, "Why not? Why not?" And as a man already blessed beyond his merits, he was without a practical reply.

Harry turned north on Sickie Road, parallel to a frozen inlet that pushed in from Long Island Sound. A houseboat, shapeless under snow, looked like a cocoanut cake. The sky seemed to be clearing, but the wind pressed hard, and the old car, slapping with its chains, did well enough. Harry and his family lived at the far end of Sound City in what was once called Little Poland, but more recently, with the post-war building beyond the marshland, it was known as Ridgecrest Manor—exactly why, he didn't know.

A red light not much bigger than cigarette glow marked the shack on the sandy tract where old man Gerski lived all year and in the summer sold wicker chairs, when he was lucky. A half mile farther on you could see the vague outline of Ridgecrest Manor, and were the sky not hanging too low for it, you might have seen the spire of the church to which Benny Kusack had restored the Archangel Gabriel. Over Gerski's place now you could see a spread of clear sky. The snow had stopped, and traffic was bare on Sickie Road. Only one set of lights, far back, matched the brightness of Harry's lights as he turned in at Gerski's, mindful not to stop where drifts were tall. Ah, well, he thought, and picked up the gift-wrapped box of Bonnie Beaux.

Inside Gerski's shack the small stove did the best it could. The goose-necked chimney glowed with the wood fire's fury, but when the wind hit hard, the whole shack shuddered, and unsold holly wreaths and pine cones rattled where they hung against the wall. Mrs. Gerski took the wrapping from the gift with nervous hands, while her husband, unaware of such a dividend, had gone outside to attend to Harry's tree. Harry watched the old lady, lean as a stripped banana stalk, sitting with her shawl around her and mumbling her excitement. A little sugar will do her no harm,



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he was thinking with satisfaction. He felt the rush of cold air in the room and heard the door closing behind, but naturally assumed that it was Mr. Gerski coming back.

"*A-a-gh, piekney!*" she exclaimed in Polish, meaning the be-ribboned Family Treasure Box was beautiful. "Thank you, thank you." Then she opened the box.

**H**ARRY always said later that he had found it fascinating to see, beneath a handful of assorted sweets, the stern and bearded jaw of Ulysses S. Grant on so many pieces of money. A .22-caliber automatic lay close to Mrs. Gerski's trembling hands. Other statesmen, legally engraved on other currency, looked up at them. Someone pushed Harry violently then, casting him headlong. He thrust out his hands to break his fall, all right, but when he whirled to face the two men in their fine dark overcoats, it was too late.

He was buttoned tight in his own long overcoat and resting on his knees. He noticed, for some reason, the cotton stocking of one of Mrs. Gerski's skinny legs, and her veins, like small grapes, wrinkling the coarse material. He tried to smile at the man in the Homburg hat and he tried harder still to speak. But the only words of which he was capable came as a reflex from a cop's subconscious and amazing inventory. "Seven-kay—oh, six, four, two." Harry said, in machine-minded repetition of a license number; and even while he was quoting it he realized he could not have said anything worse.

"It's a knack," he said bleakly. "You know what I mean?"

"You are a big help to every one, mister," the man in the grey felt hat said very softly.

Harry looked at evil on this Christmas night, and the logic of evil told him he was about to be shot with the same .22 automatic that had been in the candy box. He tried to pray, but he was much too frightened to get the project under way. The man in the grey hat shot him twice without any further hesitation.

He had closed his eyes and not seen the flash attending the two quick blasts. He fell back with the impact, his senses suspended. He lay in a momentary faint, and then for several seconds, coming out of it, he wondered why, mortally wounded, he felt no pain. He could hear very clearly the sound of the big car's racing motor. He got up and stumbled past Mrs. Gerski, whose faint had been more complete.

"Thanks," "thanks—", he said, intoning his gratitude, but when, still trembling, he opened his riddled overcoat to get at his revolver, the copper plaque of Saint Stanislaus fell thumpingly to the floor. In reverent haste he broadened his thanksgiving to include his mother-in-law's good Polish friend. Just beyond the door he passed the erect but unsteady figure of old Mr. Gerski,

who must have been slugged on the head.

The big car had not departed. Its rear wheels churned with fury in a drift of snow, one loose and whirling chain smashing the paint from a fender with deafening effect, and raising bright sparks in the air. Harry put a bullet in the nearest of the spinning tires, then raced for the rear of the big car to eliminate himself from view. He fell ingloriously over a twine-wrapped Christmas tree, his gun falling out of his hands. He groped for it wildly until he heard the smart *ping* of the .22. He knew then he could not lie here like a fat bear searching for roots. He got up, and for lack of alternative ran, hoping and believing the darkness would hide him.

He was wrong. Scrambling and falling in thigh-high snow, he had gone far back of Gerski's shack into the marsh, but he had not gone far enough. The snow, so new and white, reflected the winter sky. There was a wide blue dusk, but no true blackness, anywhere. The clouds moved tumblingly, revealing three stars bright as buttons on the Chief's parade uniform. The marshland, with a base of ice beneath the snow, stretched broad and long and unprotected. Seeking perfect shelter in this wide waste was a hopeless thing, like wishing the Gerskis had a telephone.

He heard the crack of the .22, and whether or not they could see him, was a matter easily solved; he had merely to turn his head and he could see them both, in advancing silhouette, one man a good many yards in front of the other. Hurrying on, he computed the resources of the .22. One shot a trifle to the left of Benny Kusack's ear, he counted, two wasted against the copper sturdiness of Saint Stanislaus, and two since then—five of the seven that an automatic holds. He had reason to believe they would have no fresh supply, unless they found his gun.

It was cold, very cold, but what served him best were those times when the wind with its biggest breaths raised up the top snow into gauzy, baffling curtains that concealed him. In such a wind, he decided, even with a reasonable view of the target, they couldn't wound a sleeping cow with their lousy .22. He had increased the distance between himself and the hunters and he rested now, beaten with breathlessness, his legs like soft wax under him.

They came on, but not very rapidly, as though the first man were waiting for the second to catch up. He didn't think they could see him where he lay, his coat as white as a polar bear's hide and blended with the snow. His judgment that they would have only two more shells to fire came from the history of their crime. The device of having the candy box gift-wrapped, if it made any sense at all, had been to separate themselves from evidence when the storm, with a need for snow chains, had stalled them in the town. With the box thus wrapped, in the distinctive Wiley manner, they could have dropped it into parcel post, addressed to themselves, or to a pre-arranged post office box. Questioned or searched, they would have been fairly immune, and it wasn't likely then, in their pursuit of spotless innocence, that they would be carrying extra shells. As for the idiocy of the guy in the Homburg hat not keeping the package in his hands, or wrapping it himself—that was not Harry's problem now.

They were coming in his direction and the problem now was to make certain they did not attain any dead-duck range for use of the .22. They would be as pleased to drop him as to kill him with a shot, he knew, for then, at first hand, they could assure the fatal touch. He got up to run again and a blast responded to his rising. But the percussion this time was solid; it rang with strength; it told

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## Elks' Youth Program—

(Continued from page 13)

lodges, is that such prizes not exceed those being allotted by the Grand Lodge to each State winner, namely, \$100 in Defense Bonds as first prize, although no limit is imposed upon the number of prizes in either State or local contests.

### INQUIRIES INVITED

To facilitate the work of the Grand Lodge Committee in supervising and activating the Youth Program, the Nation has been divided into five geographical zones, and each Committee member will be responsible for committee work in a specific area containing a certain number of States and Territories. Exalted Rulers and State Presidents have been advised of this breakdown and are invited to submit any inquiries direct to

the Committee member in charge. The Chairman also invites direct inquiries, and prompt attention will be given any request for information or advice upon any phase of the program. It is quite possible, provided an invitation is received in time, that a member of the Committee might be able to attend a winter or early spring meeting of a State Association to discuss the youth program. Full cooperation in every respect is assured by the Grand Lodge Committee: Benjamin F. Watson, Chairman, 311 American State Bank Bldg., Lansing 68, Mich.; George Steele, 39 Fenwood Rd., Boston 10, Mass.; A. F. Bray, 422 State Bldg., San Francisco, Calif.; Rosell T. Pickrel, 919 H St., N. W., Washington 1, D. C., and John A. Erhard, National City Bldg., Dallas, Tex.



him that the man who had lagged behind the other man had recovered his .38. The heavier gun was fired again, like something saved for the Fourth of July. Far from dimly he could see them in pursuit of him, and maybe they were younger men, he thought, less tired than he, with better legs to bear the burden of the chase. It was as though he could feel like a breath on his neck their hatred for the solitary man who knew, if not their identities, the damning number of the car they had been driving.

**H**E SCRAMBLED through marsh grass higher than the snow, grasping the flat strands to assist his way. He sought only to remain a non-cooperating target. The one wild joke he knew, while scrambling for his life, was this: that if he squeezed his head like a lemon from now until next December, he would not be able to remember that license again. He ran and he fell, hurting his leg, then he got up and stumbled some more.

Cars moved each now and then on Sickie Road, which paralleled the path of the chase about one hundred and fifty yards away. He tried once to shout, but it didn't sound like anything much in the wind, and the .38 was always silent while the cars were going by. He tried now to maneuver closer to the road. He fell again, heavily, with the snow so soft and welcoming beneath him that he was tempted to remain. He gasped for the breath he needed, and the shot, dead-aimed at him, was very close.

He kept trying to reach the road. He no longer knew how many shells, of either caliber, were left. He almost didn't care. His eyes were streaming so freely from the cold that he could barely see the outline of the church not far ahead. It would be hours, he knew, before the people gathered for the midnight service. The stained windows cast no glow. Beyond the dark, tall-standing church—no greater distance than a man could toss a box of Bonnie Beaux—the settlement of small houses began, but he did not believe it would be possible for him to get that far. His semi-circular struggle towards the road had permitted them to gain on him still more, because they had from the beginning been much closer to the road. He wondered were they as frozen and exhausted and unable as himself to drag their legs.

Close to the road, he plunged now for the embankment that would take him to its level. He foundered, almost helpless in a drift fat as a hay stack. He dragged at bushes and brought himself almost erect, clearly marked in the soft glow of a road light overhead. They were not more than seventy yards behind him. The .38 cracked at him and Harry fell flat. He heard the slug rip into a tree. He heard their voices, garbled and profane. He struggled forward on his aching leg. It hurt too much, too much, and they were getting closer all the time.

The wind swept up the snow like fly-

ing bedsheets in the open square where the old church stood. Harry felt that he could travel no more. He plunged in desperation for the shadow cast in the starlight by the tall spire of the church. He fell and rolled over in the shadow, watching them come after him. He reached into the snow for a stick or stone, but it was useless, as he knew.

They staggered as they came, raising their arms in front of their faces while the wild wind whipped them, and it was easy to understand why they had missed him so many times.

He heard them cursing the night and each other. He heard them shouting their hatred on this eve of Christmas, like crazy men determined to pervert its meaning. Then it happened that the bell tolled in the tower, deep and threatening, like no Christmas sound that Harry had ever heard. A great cascade of light fell from above—from high up where the Archangel Gabriel, patched in marble glory by the charity of Benny Kusack, had also been fitted with a battery of lights, in the modern manner, like a Times Square stocking ad.

**T**HE LOST men staggered in the brilliant glow. They raised their heads in fear of something they were unable to understand. Their hats were gone and they were crouched in a sameness of posture. One clutched a box to his body with his frozen hands. The other man saw Harry then and raised his arm to fire. "Here I am," said Harry. "Happy holiday."

His own voice, with this timbre of bravery, surprised him. He managed painfully to rise, then stumbled towards the exhausted, frozen and manic men who hunted him. But the raised arm wasn't steady, he could see, and the light from above was blindingly focused on the man who held the gun. The blast of the .22 was crisp but not impressive as the big bell tolled again. Harry kept stumbling, untouched by the errant fire, and the tall men turned then, seeking to run, the empty guns no better than rocks in their hands. They tripped in their haste and sprawled in the snow beneath the Angel's light. Some king-sized choir boys, dressed in surplices, appeared at the front of the church.

"Over here," said Harry. "I want you to meet some fellows from out of town." He saw the young men drop their hymnals.

He sat with his prisoners in the snow, his hands too stiff to loosen the handcuffs from his belt. He was glad in a way that he hadn't had his gun tonight. It was a night for being born, he believed, and not a night for dying. He looked at the two men's exhausted faces and their hating eyes. He raised his glance then to the Christmas sky, looking for a single star that would shine like none of the rest.

"Lord, try and help these poor bums, will you?" Harry Miskinis prayed.

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# EDITORIAL

## THE SPIRIT OF CHRISTMAS



The early days of December will rush by and obligingly prepare the way for that widely observed holiday, the glad season of Christmas.

Very soon, now, the message from Luke will radiate through many lands, to glow in the minds and hearts of millions. "Glory to God in the highest; on earth peace, good will to men." It will be interpreted by humanity's complex mind to mean many things, but the major effect of its penetration will be to burn out petty prejudices and rekindle charitable impulses for a pathetically few squares of the calendar. And while the warm rays of this transcendent light are played upon them, millions will pause to wonder: Why cannot the spirit of Christmas continue throughout the year?

To those whose hearts swell at contemplation of the charitable disposition of mankind at Christmastime, the Elks can give answer. Members of our Order are in good position to show how the spirit of charity toward our fellow men is kept alive, not by sudden emotion in one holiday season, but by daily activity throughout the year.

They can point to the benevolent acts which they perform through their Elks National Foundation. The training of specialists to aid victims of cerebral palsy. The careful awarding of scholarships to deserving young men and women. The rehabilitation of Crippled Children—to mention a few.

They can show with pride their faithful devotion to men of the armed forces through their Elks National Service Commission. The entertainment provided from year to year around the calendar to hospitalized veterans of World War II and casualties of the Korean conflict. The operation of Fraternal Centers where men in uniform, away from home, may gather for a dance or relaxation in a fine social atmosphere. The numerous services to the men overseas; and participation in patriotic drives at home.

In every issue of *The Elks Magazine* they can offer visual evidence of services to youth and to their fellow men by their other Grand Lodge Committees. And of course they can direct attention, through live scenes in their home lodges and the photographs and items in the Magazine, to the daily activities in all our lodges which implement the American scene through benefactions to hospitals, to communities, to our youth, and to the underprivileged.

It is an easy and pleasant job, and in the Christmas Season a most timely one, to present the objectives of our Order to anyone asking: Why do I not experience this sense of good will throughout the year? For the proof is all around us that our members and their families give liberally of their spare time in June as

in December, in March as in September, to nourish in their hearts the virtue they hold in such high esteem, Charity.

We hope that all of our members will enter the Christmas Season with a full realization of the priceless value of their good works administered by the Grand Lodge and their subordinate Lodges.

## FREEDOM WEEK



The week ending December 15 has been designated as Freedom Week, to remind Americans of the liberties we take all too much for granted. Grand Exalted Ruler Sam Stern has appealed to every lodge of Elks to observe Freedom Week in order to "strengthen the spirit of patriotism in your community and deepen your citizens' appreciation of their American citizenship."

Freedom Week derives its significance from the fact that December 15 is the 161st anniversary of the adoption of the Bill of Rights—the charter that makes our freedom an everyday fact, so everyday that we forget that it wasn't always thus.

When the Constitutional Convention completed its work in 1787, and published its draft of an organic law for the proposed Federal Union, outraged citizens were quick to protest the omission of guarantees of personal freedom. The Constitution was all right so far as it went, but it didn't go anywhere nearly far enough to satisfy the patriots who so recently had taken up arms to throw off the British yoke. Where, men asked indignantly, was there in this Constitution an assurance of the right to speak freely, to publish without government interference, to worship as they pleased? Where, they demanded, was there any guarantee of the security of their persons and property, the privacy of their homes?

The fate of the Constitution creating the United States of America was in the balance, and its adoption was assured only when trusted leaders pledged that amendments incorporating these safeguards would be submitted promptly. The first Congress elected under the new Constitution redeemed this pledge in 1789 by submitting 12 amendments to the states. Ten of the 12 were ratified, and became effective on December 15, 1791, and are known as the Bill of Rights.

Daniel Webster warned his countrymen that nothing could ruin the United States if they themselves undertook its safety, and that nothing could save the country if they left its safety to anyone but themselves. We hope that every lodge follows the suggestion of Grand Exalted Ruler Stern and holds a Freedom Week observance. And we hope that at all of these observances Daniel Webster's counsel is repeated and emphasized. Freedom Week should help to toughen us up on the subject of our liberties, make us more alert to any effort to whittle them away—especially those subtle, devious efforts that are made in the guise of protecting the people. As Mr. Webster said, no one is going to protect us but ourselves.



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