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**Elks**

MAGAZINE

JANUARY 1958

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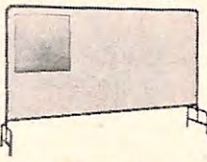


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# THE ELKS MAGAZINE

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JANUARY 1958

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# ELKS NATIONAL FOUNDATION

## "The Joy of Giving"

**J**OHAN D. REYNOLDS, Exalted Ruler of Syracuse, N. Y., Lodge, has announced the awarding of two Elks National Foundation fellowships for advanced training in cerebral palsy therapy. Recipients of the awards, whose applications for the grants were sponsored by the Lodge, are Miss Charlotte Ann Christensen of East Hill, Marcellus, and Leon Charney of Syracuse.

According to John F. Malley, Chairman of the Foundation's Board of Trustees, who advised Exalted Ruler Reynolds of the awards, the grant to Miss Christensen is for \$600 and covers a course in occupational therapy at the University of Buffalo. Mr. Charney's grant, for \$120, is for the enrollment of a course in individual psychological testing at Syracuse University.

Miss Fredine Marie Pfeiffer, of Grand Rapids, Mich., has been awarded a \$600 Elks National Foundation fellowship for advanced training in cerebral palsy therapy. Announcement of the award was made by Harry C. Host, Exalted Ruler of Grand Rapids Lodge, sponsor of Miss Pfeiffer's application for the grant. It will cover a course at the



Certificate of Recognition is being presented to Jonesboro, Ark., Lodge, in acknowledgment of the lodge's \$1,000 gift to the Elks National Foundation. Displaying Certificate are, from left: Exalted Ruler Frank Snellgrove; member Grand Lodge Credentials Committee Charles F. Lilly; Vice Pres., Arkansas State Assn., James I. Malham, and District Deputy James R. Henderson.

Western Michigan University in Kalamazoo, where Miss Pfeiffer is now enrolled in her junior year. She is a graduate of Catholic Central High School and also studied at Boston University.

More than 500 similar fellowships have been awarded by the Elks National Foundation to doctors, nurses, teachers and technicians under a program to overcome a shortage of personnel with advanced training in the treatment and rehabilitation of the cerebral palsied, and other handicapped persons.



Presentation of two Elks National Foundation scholarships of \$500 each at Fitchburg, Mass., Lodge No. 847. Participating in the event are, from left: Past District Deputy Rodney F. Poland; Dr. William F. Maguire, President, Mass. State Elks Assn.; District Deputy Dr. Francis A. Reynolds; student Adele C. Fuller of Lunenburg; Past Grand Exalted Ruler John F. Malley, Chairman of Elks National Foundation; student Clayton Armand Cardinal of Fitchburg; Bernard D. Ward, Mass. Elks Assn. Youth Committee, and Exalted Ruler Harold T. Finn of Fitchburg.

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We offer advice, store planning, training and advertising. We will finance up to 80% of the necessary equipment. In the last 10 years, we have helped establish over 6,000 laundry stores... have assisted over 6,000 men and women to own their own profitable business in their own communities.

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# Night Game

By WILLIAM FAY

ILLUSTRATED BY JAMES R. BINGHAM

The quiet wrath that filled  
Ferguson had a substance of  
its own and separated his  
intentions from the consequences

I'M NOT TRYING TO SAY it's a matter of life and death," Harmon Ferguson's wife assured him. "I'm simply reminding you that if you had any concept of good manners, you would go to a telephone right now and explain to Amelia why we've been delayed."

"Yes, I know, dear," Ferguson said. "If I had the grace and breeding of a three-toed sloth, I would do it. Thanks for your confidence in me."

It wasn't normally his practice to oppose any wish of Catherine's, but this current intrusion of her sister, Amelia, into every facet and decision of a life that had once been happily their own, was difficult to bear. He had until now been enjoying the paper-moon pageantry and sea-green beauty of big league baseball as it's played at night, just as though he had not recently

lost \$15,000 in a venture with an irresponsible friend, dragging his family down to what his sister-in-law had earlier this evening described as "the brink of poverty."

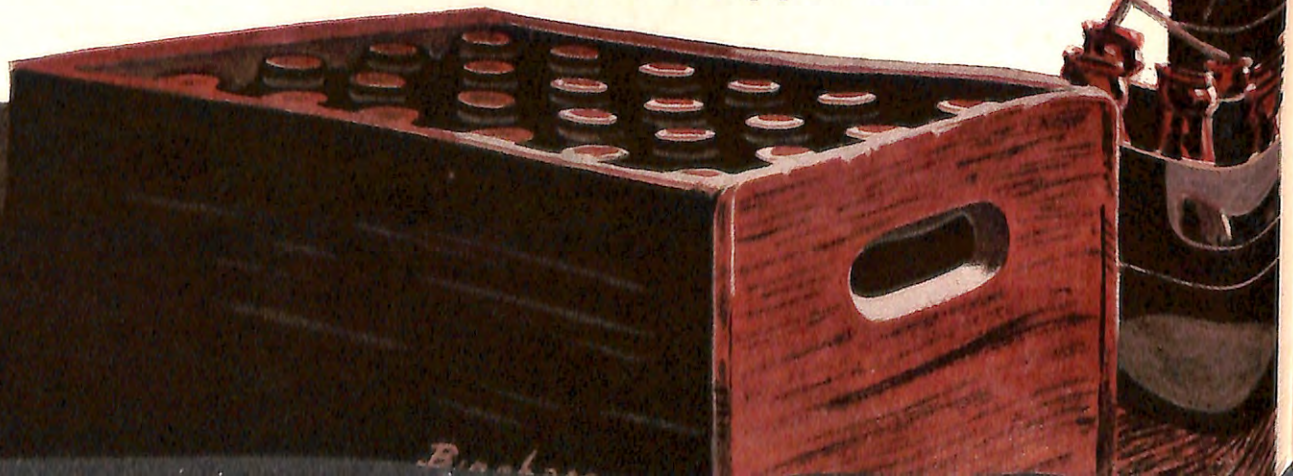
"Harmon," Catherine said now, in a tone derived from Amelia, "you are not solving anything with this attitude."

"I suppose I'm not," he said softly. "I'm just watching the game."

Actually, he was watching his wife. She was a handsome woman whom he had loved since the day he met her, twenty-three years before. He would always love her, Ferguson realized, but there were points of honor to be met at levels higher than convenience. It was true that his token display of independence, along with his irreverence towards Amelia, had proved a shock to Catherine, but the life

*(Continued on page 45)*

He heard the blast of Cotter's gun as he tripped and fell over the box of pop bottles in his way.



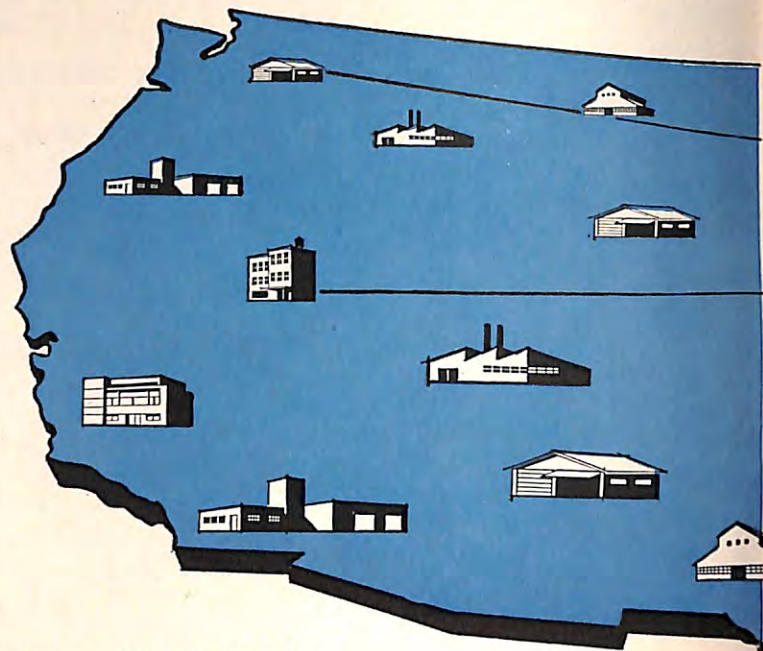






# Small Business' Stake in a

This industrial giant teams up with 12,553 independent suppliers for better products and profits.



*“Although Detroit is the capital of the automobile industry, we go into forty-one states to find suppliers who are leaders in various specialties.”*

IT WAS a trivial complication in the vast operation of producing a million and a quarter cars a year, but the problem was delaying deliveries and had to be licked in a hurry. As the new Chrysler Corporation models roll off the assembly lines, vehicles are taken at random for rigorous road tests designed to check their safety and efficiency. Delicate instruments mounted on wheels resembling ordinary bicycle wheels are attached to the cars to measure many facets of their performance under all conceivable driving conditions. It is strictly a routine procedure—but a few years ago we were stymied by a shortage of these fifth wheels, of all things.

We had ample stockpiles of the 16,000 parts needed for each automobile, but the lack of a dozen testing wheels was a monkey wrench in a network of 42 manufacturing plants which could not be thrown into high gear until we were certain the cars functioned properly. Although we had technicians on the payroll capable of hand-tooling the wheels to specifications, other phases of our production schedule would have been disrupted if they were put on that job.

Wallace Zierer, a staff engineer, solved the predicament by rounding up a group of retired mechanics in the Detroit area and giving them blueprints showing how to assemble the wheels. They went to work in their basements and garages and within a few days rigged up the gadgets that enabled us to put the new models through their paces. The old-timers were so happy to be practicing their skills again that they formed the Track Test Equipment Company to supply this item to the entire industry. They have a nice, little business today which returns a steady income in their leisure time, and equally importantly, gives them the satisfaction of knowing they still serve a useful purpose.

You may be surprised that a huge industrial complex like the Chrysler Corporation drew upon outside sources for a piece of standard equipment. Let me hasten to explain there was nothing unusual about it. We have been relying on the ingenuity and resourcefulness of small businessmen ever since the company was founded over thirty years ago, and, in fact, we attribute a large measure of our steady growth and success to the loyal service they have given us.

An integral feature of our long-

range policy is to encourage the little fellow to do business with us because we are convinced his prosperity and ours are inextricably linked. We prefer to deal with many suppliers to preserve the vital element of competition that is essential to the American economy and to build good will among a wide range of associates in the automotive industry.

As Director of Purchasing for the Chrysler Corporation, I am responsible for spending more than two billion dollars annually for materials and services. Last year, the money disbursed went to 12,553 independent companies scattered in 1,377 cities of the United States and five foreign countries. And the majority of these suppliers are small businessmen by any criterion. Fully seventy per cent employ less than 100 people. Only seven per cent—steel mills and manufacturers of tires, glass, batteries, electrical equipment and the like—have more than 1000 employees.

Big and small businessmen have the identical objectives—to make a profit and to turn out a good product that will stimulate repeat orders from customers. There is every reason, therefore, why they should work together as a team when the arrangement can bring mutual benefits to both parties. Let me cite a specific example showing how this purpose is achieved.



Emlyn Lloyd, Director of Purchasing for Chrysler Corporation, resting his hand on the “Auto-Pilot” speed control device as it undergoes tests in the company’s engineering division laboratories.

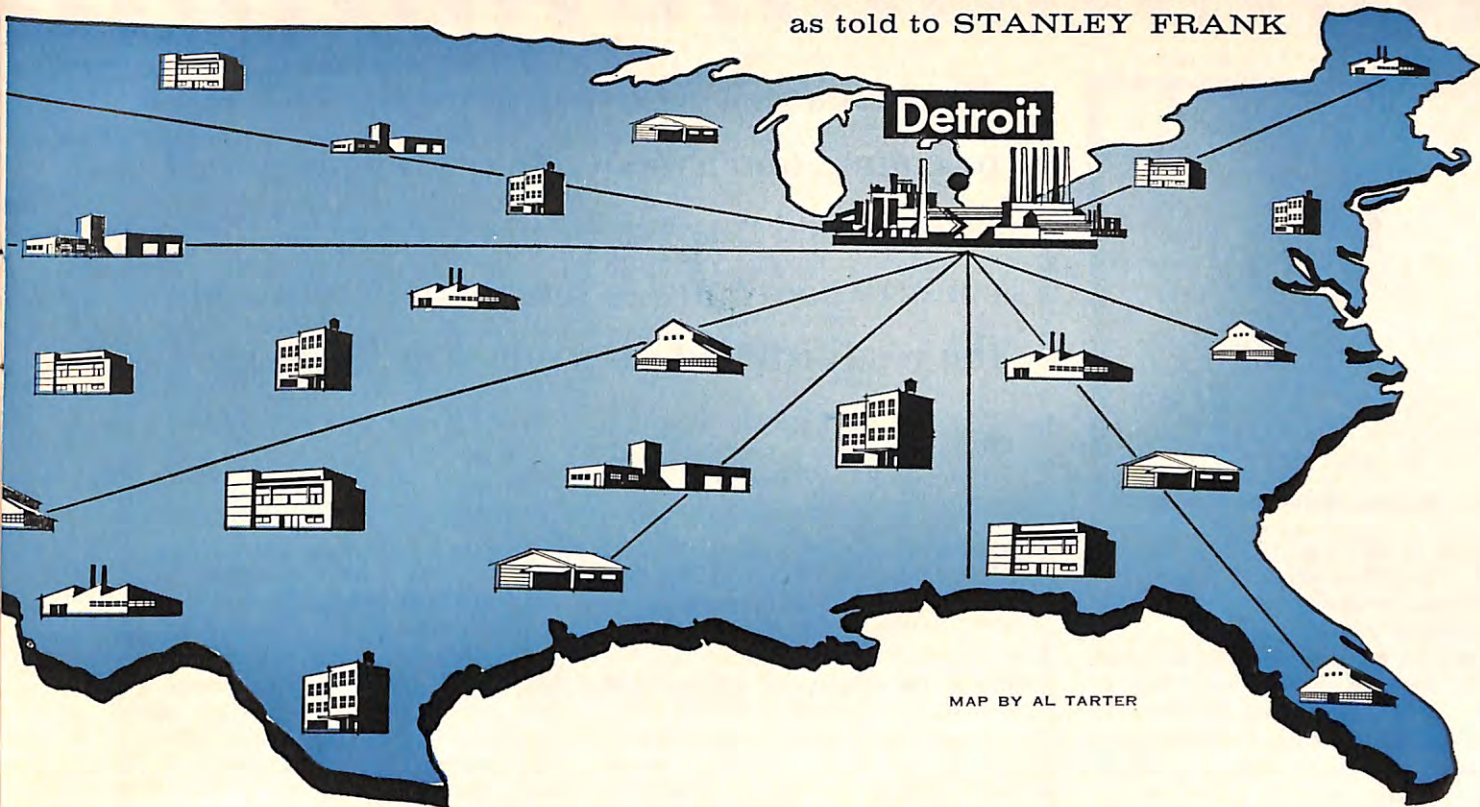


# Big Business

By EMLYN LLOYD

Director of Purchasing, Chrysler Corporation

as told to STANLEY FRANK



One of the low cost items that goes into a car is a small wire upholstery clip. We buy it from the Fourslides Company which runs a little factory employing fifty people in East Detroit. When such an inexpensive product is sold on a competitive market, every minute fraction of a cent in production costs means the difference between success and failure.

In the postwar scramble for orders, the fledgling Fourslides Company had to buck old, entrenched firms in the field. It was a tough proposition because everyone used the same basic machine that had not been changed in seventy-five years. Fourslides' three partners, Chuck Grant, an engineer, Arthur Schultz, a salesman, and Kenneth Abbott, the office manager, put their heads together and devised a detachable, split cam on the machine that stepped up production by 20 per cent. The resultant reduction in costs represented a margin of profit that enabled the Fourslides people to undersell competitors and, at the same time, meant a saving to their customers. Today, 90 per cent of the Fourslides Company's volume goes to the Big Three auto makers—with more than half its output coming to us.

It is safe to say that if we made our own upholstery clips they might cost us more than Fourslides charges us. We can't possibly produce all the 16,000 parts that go into a car, especially a relatively insignificant but necessary upholstery clip that the consumer never sees. But improvement in the clip production is part of the perennial struggle to reduce manufacturing costs. The Fourslides people, applying their technical skill, came up with a new wrinkle that brought a saving which benefits all concerned, including the public.

The whole thing didn't amount to more than two or

three cents a car. But you shave a penny here and a dollar there, then multiply the total by 1,250,000, our approximate annual output, and you get an impressive figure even in these days when anything less than a million dollars seems to be peanuts.

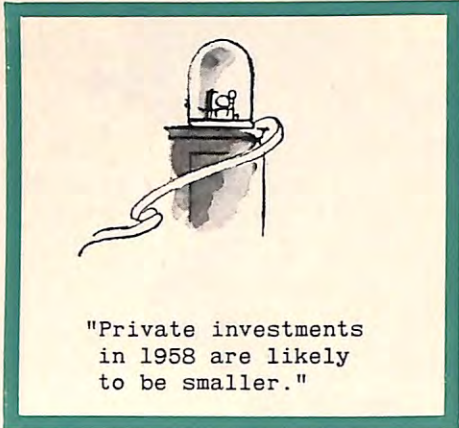
Among our 130,000 employees are some of the country's outstanding engineers, designers and craftsmen. It would be foolish and arrogant to claim, though, that we have on tap all the creative ability we can use. Our 12,553 suppliers—called vendors in the trade—also have a lot of smart, imaginative people among the 750,000 on their payrolls. Obviously, 750,000 brains will yield more bright ideas than 130,000. When we deal with independent companies, we don't buy only their products. We also get the benefits of their inventiveness and management know-how, and together we have derived benefits from these talents.

Car buyers also share benefits from these talents, because without this ingenuity, inflationary cost pressures would be even greater than they are today. Savings therefore help to offset partially, although not completely, the continuously rising costs that face a car builder. Or, a few pennies and dollars saved on a part here and there on the car can be applied to engineering and producing superior designs elsewhere in the automobile.

Over the years Chrysler has introduced scores of major advances in the automotive art, many of which still are exclusive with us. Most of the research and development in these improvements was done by our own engineers, of course. But, in checking the list of our "firsts" I find many features that have helped Chrysler maintain its position in a fiercely competitive market, which were suggested (Continued on page 28)



# BUSINESS IN 1958



"Private investments in 1958 are likely to be smaller."

The boom that set in earlier in 1955 has run its course, and a moderate readjustment can be expected this year—But economy of the country continues to remain dynamic, and the readjustment does not alter the long-range outlook for U.S. business activities

**I**N THE JANUARY, 1957, issue of THE ELKS MAGAZINE, the author, in considering the outlook for 1957, made the following statement:

"Sometime in 1957 or in the first half of 1958, the present boom will come to an end. The decline will be brought about by the reduced availability of credit and capital, by the excess of productive capacity over the effective demand, and by the desire of many individuals to reduce their outstanding indebtedness. No boom lasts forever and the present one, too, is bound to come to an end. Only the timing cannot be predicted with any degree of accuracy."

In the fall of 1957, it became evident that the boom had come to an end. The index of industrial activity in October stood at 142 as compared with 145 in August (1947-49=100). Optimism had given way to pessimism, confidence began to fall, and a rather sharp decline in prices of equities contributed to the general apprehension which prevailed.

A careful analysis of what has taken place during the past two years will soon reveal that there is no reason for fear and that what is happening in business today and what may happen in the near future could readily have been foreseen. The housing and automobile boom of 1955 set in motion a tremendous demand for raw materials, labor and manufactured goods. During 1955, 1,329,000 homes were started and nearly 7½ million cars were sold. This in turn led to a sharp rise in employment, increased disposable income and a tremendous demand for capital producers' goods. Manufacturing industries, particularly those engaged in the production of machinery, equipment and basic metals, found that they could not meet the immediate demand, and they began a rapid expansion of their own productive facilities. Capital expenditures by corporations for new plants and equipment

rose from \$26,830,000,000 in 1954 to \$28,700,000,000 in 1955; \$35,080,000,000 in 1956, and to an estimated total of \$37,030,000,000 in the year 1957. The investment boom contributed materially to the wage-price spiral, led to an increase in wholesale and retail prices and caused the Reserve authorities to adopt a policy of active credit restraint in order to curb the forces of inflation and to maintain the integrity of the dollar. The availability of bank credit was reduced and interest rates rose to levels not seen for two decades.

As a result of the tremendous growth in expenditures on plant and equipment, the productive capacity of the country increased beyond the existing effective demand. Competition became keen and the number of failures increased, particularly among smaller business concerns. There was a squeeze on the profit margin from which the smaller enterprises in highly competitive industries suffered most. The tight money policy of the Reserve authorities reduced the availability of credit of the commercial banks, which again had an impact primarily on small businesses.

The tight money policy and the sharp increase in interest rates also had an

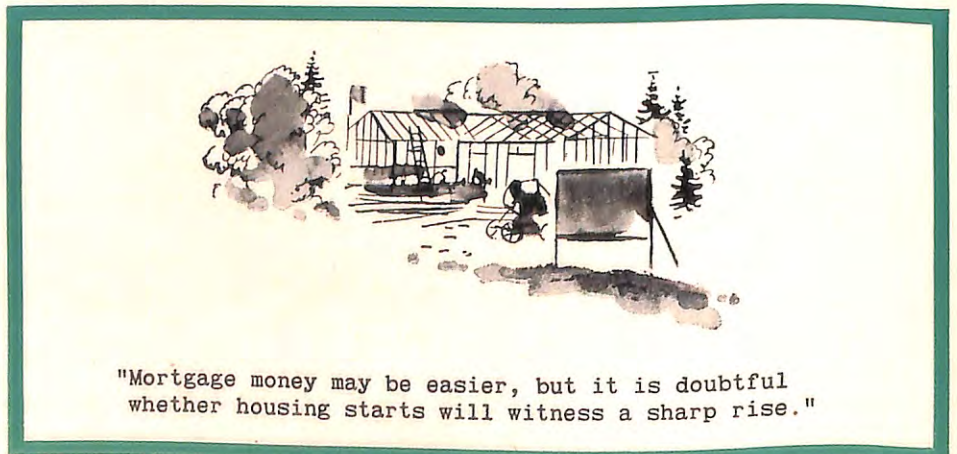
impact on the equity market. A decline in the equity market invariably has a substantial psychological impact on investors as well as management. Investors who see the value of their equities decreasing are apt to spend less than before, even though their actual income may not have been affected. Management, too, is influenced by a sharp decline in equity prices. Not knowing whether the decline is a forecast of a sharp downturn in business activity, management begins to curtail expenditures in general and those on plant and equipment in particular.

## The Situation Today

At the end of 1957, the economic picture of the United States is as follows:

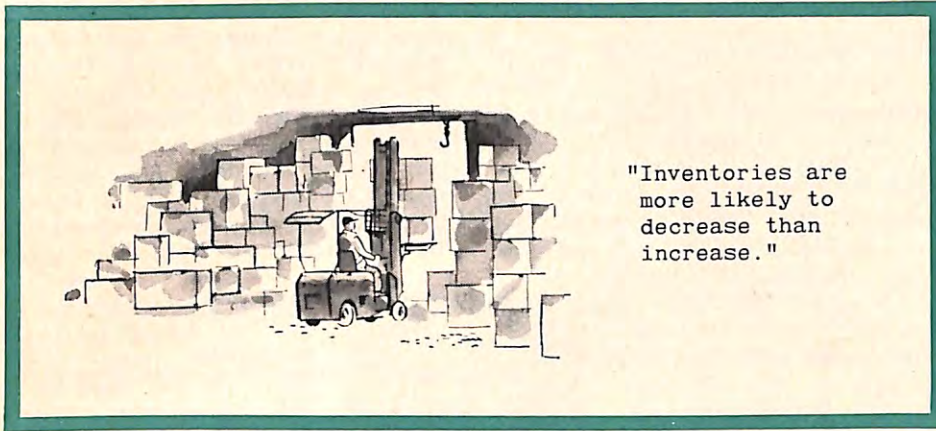
**CAPITAL EXPENDITURES** by corporations are decreasing. It has been estimated that these expenditures will be somewhat smaller during the fourth quarter of the year than during the third, the first decline in several years. However, estimated expenditures for 1958 are placed at about seven per cent lower than for the current year.

**THE OFFICE BUILDING BOOM** is slowing down, and it is quite evident that this phase of the construction in-

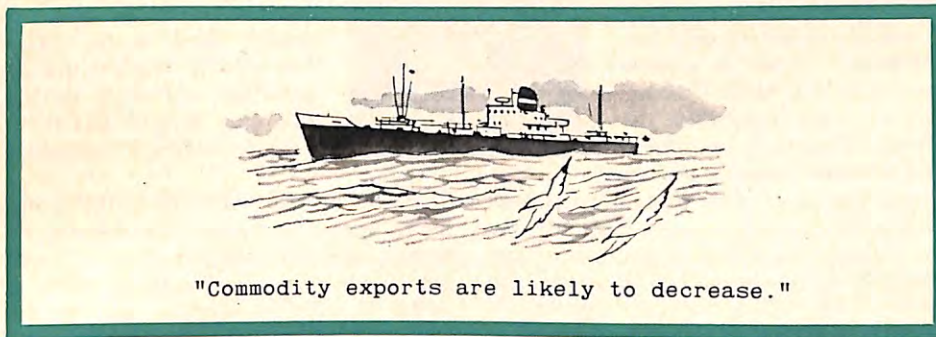


"Mortgage money may be easier, but it is doubtful whether housing starts will witness a sharp rise."





"Inventories are more likely to decrease than increase."



"Commodity exports are likely to decrease."

dustry is not likely to play the same role in the immediate future as during the past two years.

INVENTORIES are not increasing; on the contrary, during September a decrease occurred and in all probability this trend will continue.

EXPORTS OF COMMODITIES from the United States, which played a considerable role during the boom years of 1956-57, are likely to decrease, partly because of the dollar shortage which prevails in a number of countries and partly because the boom in the free world seems to be slowing down.

THE DISCOUNT RATE of the Federal Reserve banks was lowered from

3½ to 3 per cent, but money is still tight. A number of months will have to pass before the changed credit policy of the Reserve authorities will be felt in the economy in general and in the mortgage market in particular.

THE BULL MARKET IN EQUITIES has come to an end. Prices of equities have decreased considerably, and the great wave of confidence engendered by the long upswing of equity prices has vanished.

FINALLY, the economic sentiment has undergone a change and many people now realize that a free economy like ours cannot have a perpetual boom, that an economy which is determined by the judgment of millions of people is bound to have its up and downs. Competition is keen and many an enterprise, unable to meet it, either is forced to liquidate or falls by the wayside when faced by more stringent conditions.

**What About 1958?**

Assuming no return to large-scale deficit financing by the Federal Government, caused by increased defense expenditures in order to meet the threat from the Soviet Union, business activity during 1958 will witness a decline. Production will be lower than in 1957, unemployment somewhat larger. However, the disposable income and gross national product are not likely to be



"Consumption expenditures by consumers for non-durable goods may surpass 1957."

affected materially by the readjustment. This conclusion is based on the following considerations:

PRIVATE INVESTMENTS IN 1958 are likely to be smaller than in 1957 and possibly much smaller than present estimates, for the reason that the productive capacity of the country is greater than its effective demand, competition is keen and the margin of profit is decreasing in many enterprises. The economic outlook for the immediate future is less rosy than at the beginning of 1957.

THE SUPPLY OF MORTGAGE MONEY may increase in the spring of 1958, although it is doubtful whether housing starts will witness a sharp rise. In part, this is owing to the fact that the cost of construction and that of land have gone up considerably and prices of new homes are beyond the reach of many an American family.

INVENTORIES, which increased considerably during 1955-56 and to a lesser extent in 1957, are more likely to decrease than to increase.

CONSUMPTION EXPENDITURES by individuals are likely to remain large and in all probability will equal and may even surpass those in 1957. However, under present conditions it is doubtful whether individuals will spend as much on durable consumers' goods as they did during the past year. It is fairly certain that expenditures for non-durable goods and services will be as high, possibly higher, than last year.

The reasons for the above statements, briefly, are these: Prices of durable goods, notably automobiles, are high, and under present conditions there are no reasons to believe that the terms under which they are sold will be lengthened. Moreover, consumer indebtedness, while not out of proportion to disposable income, has increased considerably, and many individuals are eager to reduce their debt. Moreover, the employment market is not as favorable as before. These factors are bound to have an impact on the sale of automobiles, as well as of durable goods in general. On the other hand, the fact that many families will have paid in full for the cars which they bought in 1955 will enable them to spend more on non-durable goods such as food, apparel, and services. These industries, therefore, should do as well or even better in 1958 than during the past year.

**Unknown Factors**

Government Expenditures: It is fairly certain that expenditures for public works by local bodies will increase. The (Continued on page 36)



# Tom Wrigley

## WRITES FROM WASHINGTON

STRANGE CROSS-CURRENTS will make the Second Session of the 85th Congress, starting Jan. 7, one of the most turbulent legislative whirlpools in history. Party lines will be criss-crossed on many major issues. Even the crash programs to build up America's striking power for national defense will stir controversial eddies and backwash in both Senate and House. It must be remembered that Congress is heading into the off-year elections of next November. Politics naturally will play a prominent part in the proceedings. Votes to increase military spending will be balanced by moves to slash civilian expenses and the pet projects of many Senators and Congressmen will be targets. There is the soil bank, for instance, costing \$763 million a year and the postal deficit, costing \$657 million. Public works make up a total of \$3.7 billion. Public welfare funds run up to \$400 million a year. Various farm programs cost \$2 billion. A favorite target will be the \$1.5 billion spent for foreign aid. That program is not popular on Capitol Hill and may come in for an extensive overhauling. Some argue we haven't made friends by handouts, and it might be better to hold our allies by developing our armed might and power. President Eisenhower has emphasized that, in spite of increased military spending, every possible effort will be made to maintain a balanced budget to keep our total security strong and sound. It will take some solid cuts to do it, and the President put it mildly when he said



“pressure groups will wail in anguish.” This Congress, it might be said, will be extremely sensitive to the reaction of the voters back home.

SOVIET DIPLOMATS SMILE and are cordial in their contacts since the Russian Sputniks startled the world. The huge embassy on Sixteenth St. is aglow with lights as social functions are held. Ambassador and Mme. Zaroubin are gracious hosts and they have the right setting for giving lavish parties. The ornate gray drawing room has elaborate gold leaf frescoes. There is a new red, gold and black Oriental rug of rare beauty in the foyer. Guests who attend the parties, however, remain about the same. Our State Department is properly represented, of course, but no Cabinet members or top Army and Navy brass are seen in the caviar and vodka line. Diplomats of Communist countries are prominent.

THOSE SINGING COMMERCIALS on TV and radio are being monitored by Federal Trade Commission to spot false claims and fake benefits. Congress will be asked for more money to enlarge the probe, which already has had good results. Not only commercials, but TV pictures are being scanned.

WATCH OUT FOR POISON is the warning from government health officials. Over a quarter-million household products are now available, many of which are toxic but not so labeled. The public must be educated as to which are dangerous, Dr. Irvin Kerlan, of Food and Drug Administration declares. Accidental poisoning brought death to nearly 400 children in 1955, reports show.

ESKIMO PIE FROM ALASKA. The U. S. Court of Claims is settling claims of Eskimos who worked on the Alaska Railroad rebuilding project nearly 10 years ago. In the latest decisions the highest award—\$4,786.16—was given Mr. Tom Take. The lowest, a mere \$346.46, was awarded to Mr. Johnny Toughluck, Jr.

TOO TALL TO FLY is Airman John D. Phipps of Indianapolis, who has tried his best to get into the U. S. Air Force Academy. He is 38½ inches tall from his seat to the top of his head when he

sits in the cockpit of a plane. The official Air Force limit is 38 inches. Airman Phipps on one of his tries measured 41 inches and on another try he was 39½ inches. Seems he can't scrooch down to 38 inches, but his friends still think he should have another try.

TRIPPING OVER A LOOSE WIRE in the Customs Bureau has cost the government \$100,000. Henry B. Deane, a bonding company agent, fell over the electric cord in 1953. Decision that the government was “clearly negligent” resulted in the settlement. Mr. Deane suffered a fractured thigh and his leg was amputated. He has been confined to a hospital or his home since the accident.



JEEVES the butler and his like are fading from the Washington social scene. Years ago the mansions of old Georgetown “Cave-dwellers” had their English butlers, and a clannish group they were. They formed the Washington Association of Private Butlers, but alas, it now has dwindled to only 125 members.

WHITE HOUSE INVITATIONS this social season no longer bear the fine designing and handwriting of Miss Margaret B. Stratton. She resigned after 40 years of splendid service, but her skill will long be remembered. Miss Stratton not only hand embossed the White House invitations but also designed many badges and emblems. Her service was outstanding.

CIVIL DEFENSE is reorganizing its 1,400 employees to cope with nuclear attack so that in an emergency, government will continue to function and direct survival operations. Seven regional offices will be strengthened under the plan.

FIRST JET HELICOPTER is flying in Russia . . . WASHINGTON TAXIS now total 9,000, with the lowest zone rate 50 cents . . . WOMEN LIKE BEER in white bottles more than in brown, or in cans, a survey reports . . . MRS. EISENHOWER'S LUNCH with the Women's National Press Club contained 2,358 calories, not including the parfait dessert . . . INJURY RATES are now higher for trade workers than for manufacturing, Labor Dept. reports . . . WASHINGTON HAS A NEW TOURIST BUSINESS, sightseeing trips for older citizens from 65 to 90 who sure can get around . . . NATIONAL EDUCATION ASSOCIATION says teachers are earning 7 per cent more this year than last, with starting salaries ranging from around \$3,800 to \$3,900 or more a year . . . THOSE SHINY GOLDEN KEYS to the city of Washington, handed out to VIPs, are made in the District workhouse and won't open anything.



# The Happy Balance

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## A MESSAGE FROM THE GRAND EXALTED RULER

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ON MANY OCCASIONS during my travels about the country I have been asked, both by members and non-members of our Order, to define a fraternal Elk. Our ritual speaks of an Elk as an American citizen who guides his course in life by the principles of Charity, Justice, Brotherly Love and Fidelity. It is a good answer, but to me it does not tell the full story.

Membership in the Order of Elks proclaims that I am a citizen of the United States of America and that I believe in God, because without these basic fundamentals I could not have acquired or retained my membership. But this, too, does not tell the full story.

Neither is it entirely adequate to refer to the good deeds we do in the fields of rehabilitation of crippled children and for the victims of cerebral palsy, or for other unfortunate or underprivileged children; or to demonstrate the leadership of the Elks in the observance of Flag Day and other patriotic accomplishments; nor even to refer to the hundreds of the youth of the nation whose dreams for higher education have been made possible by the scholarships provided through the Elks National

Foundation; nor even to our work with our country's veterans.

All of these good things, and many more, noble as they are in both conception and performance, are but demonstrations of something even bigger and better that lies within the hearts of our members.

To me, the Order of Elks has achieved, perhaps partly by accident, but mostly by intelligent and dedicated planning, what I like to think of and describe as The Happy Balance. It is that balance between the sense of nobility and the sense of fun that is in the hearts of all men. Elks play hard and sometimes even boisterously, and from which we are occasionally misjudged by those who do not know us; but Elks also work hard and unselfishly, with serious and dedicated devotion to the brotherhood of man. It is our way of doing unto others as we would they should do unto us.

So, to me an Elk is still very much an American citizen who believes in God and the principles of our Order, but who has also found that happy balance between fun for himself and unselfish labor for others, with a resulting richer and happier life for all, and benefit to the community.

A handwritten signature in cursive script, reading "H. L. Blackledge".

H. L. BLACKLEDGE, Grand Exalted Ruler



# For Elks



DEVANEY

Boats nestle at a Key West pier, awaiting the day's quest for tarpon.



I HAVE had the notion the past few years that if they built one more pink stone and clear glass extravaganza on the sagging shores of Miami Beach, the hotel would have to be in Georgia. I mean the beach isn't endless after all. But here we are again at the top of a new season, and sure enough there is a handful of new hotels, this year's hotels if you will. It is the ultimate in snobism of course to stay at this year's hotel this year, and practically vulgar to be caught in that shabby old twelve million dollar pile that went up way back last year. Well anyway, the biggest thing in hotels in Miami Beach (and I suspect anywhere) this season is something called the Carillon—all 620 rooms of it. Every room comes equipped with a 21-inch television set, just in case you're bored with the sea view which, it says here, every room has, too. Six hundred and twenty 21-inch television sets make quite a bill right there. With everything else thrown in, 750 feet of sand beach, an odd pool hither and yon, and a shuffleboard here and there, the bill came to 25 million.

A piddling 20 million was all that was spent on the Deauville, also this year's hotel, which is on the next block. But for \$20 million the Deauville has installed nine short golf holes, 550 feet of beach, and spectacles staged by Leonidoff, who staged them for years for the Radio City Music Hall. What is more, there is tropical ice skating. And why not? After all, they have installed sun lamps and palm trees at the pool of the Concord Hotel in the Catskills. How much does all this cost a daredevil who would venture into such a phantasmagoria of chrome and luxury? Well, from January 4 through January 31 and from March 16 through April

25, it comes to \$15 per person, two in a room, a tab which includes breakfast and dinner. You have to fend for yourself at lunch, pal. The rest of the time the charge goes up to \$18 per person. Naturally, these rates apply only to some rooms—120 of the 600 to be exact. About the others, don't ask.

Another new hotel this season, the Beau Rivage, offers the two-meal American plan for \$15, for which fee it tosses in a car—I mean, of course the use of the car. You pay the mileage, but even so there is no telling where this will lead. As for (you will pardon the expression) last year's hotels, or worse yet, those of the year before and the year before that, all of them with pools, most with air conditioning, many with views of the sea—they are asking anywhere from a half to a third less than the buildings in which the cement is hardly dry.

I might also bring up this year's motels. The big premiere of 1957 will be the opening of a modest cantonment called the Beachcomber, located, it says, at 189th St., Miami Beach. By the time you're at 189th St., brother, you are halfway to the border. But no matter. The whole coastline from Palm Beach south to Miami and beyond is virtually packed solid; and if the same area were located on the West Coast, they would call it all Los Angeles and let it go at that.

I MUST SAY that things aren't quite so built up once you are south of Miami and off into the Keys. Driving over that marvelous stretch of aqueduct is like, as someone has aptly put it, driving your car to sea. Far off at the very tip end, in Key West, the weather is really sure, no matter what is happening elsewhere in Florida (it can get

“unseasonal” you know); and two Presidents in recent years have turned to Key West for a much needed winter respite. Boulevards are now named for each, and it is true that Eisenhower and Truman cross now in the southernmost city in the United States. Besides those mementoes, there is also the current winter abode of Tennessee Williams, the former home of Hemingway, and the present residence of a rather large group of naval types with submarines and all sorts of floating gear. The nearby Boca Chica naval base



DEVANEY

For sun-shy bathers, palms or beach umbrellas offer shelter.



# Who Travel By HORACE SUTTON



H. B. VESTAL

sends its blimps over the area to add to the overhead festivities.

Among the town's sights, in case you miss Tennessee or a passing President, are the Turtle Crawls (where huge characters up from Costa Rica are brought in for rendering and reshipping), the aquarium, and for my taste, the Cuban restaurants—not excluding a Cuban cafeteria where you can get paella on a steam table, and a Cuban ice cream parlor that dishes out canteloupe and guava ice cream among other fancy flavors. There are scads of motels tucked around town; and the largest hotel is the hardy standby, the Casa Marina, which offers a pair of pools plus a sand beach, and its own fishing pier.

Working one's way upward, or

towards the mainland, Marathon is for fishing, and likes to think of itself as somewhat south, latitudinally speaking, from Cairo, Egypt, not Illinois. Bone fishermen will have to shell out about \$45 a day, and charter boats for the big ones go for \$75. The so-called bonefish capital, self-knighted, is the metropolis of Islamorada. Figure anywhere from \$8 to \$18 for pretty good motel shelter in the area. The spread is based on the seasonal changes. The colder it gets up north, the hotter the prices down south.

I would also recommend to all and sundry the bird tours arranged by the Audubon Society. One operates from Tavernier on the way towards the Florida shore. With boats based at a hotel just off Highway No. 1, Audubon will take visitors out for a look at roseate spoonbills and other rare types. It's a great day in the sun even if you hate birds.

**T**HE ENTRANCE to Uncle Sam's fabulous playground in Florida is at Homestead. There you can enter Everglades National Park, a strange and eerie place overrun with beige grass and circled by covies of exotic white birds. Alligators laze in the sun and egrets nest in the treetops. Bobcats, cougars and deer flit through the tropical bush. Mangrove swamps everywhere, and cabbage palms grow. Sport fishing is permitted in Everglades Park and the catch is redfish, snapper, tarpon and snook, to mention a few types.

The west coast of Florida is a great  
*(Continued on page 42)*



BLACK STAR

A bumper crop of new luxury hotels—and motels—commands the shore line.

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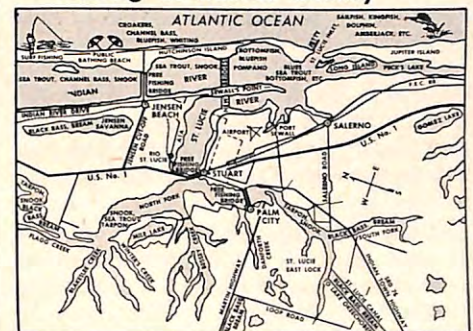
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# ROD and GUN

By **DAN HOLLAND**

PHOTOS BY THE AUTHOR

## Dan's ten-day quail hunt in Mexico lasted two hours

**M**IGUEL is a Mexican. He is a gentleman, a sportsman and a generous host; still he is a Mexican. There is nothing wrong with this, of course—especially if you are another Mexican—but to a restless Yankee it can present problems.

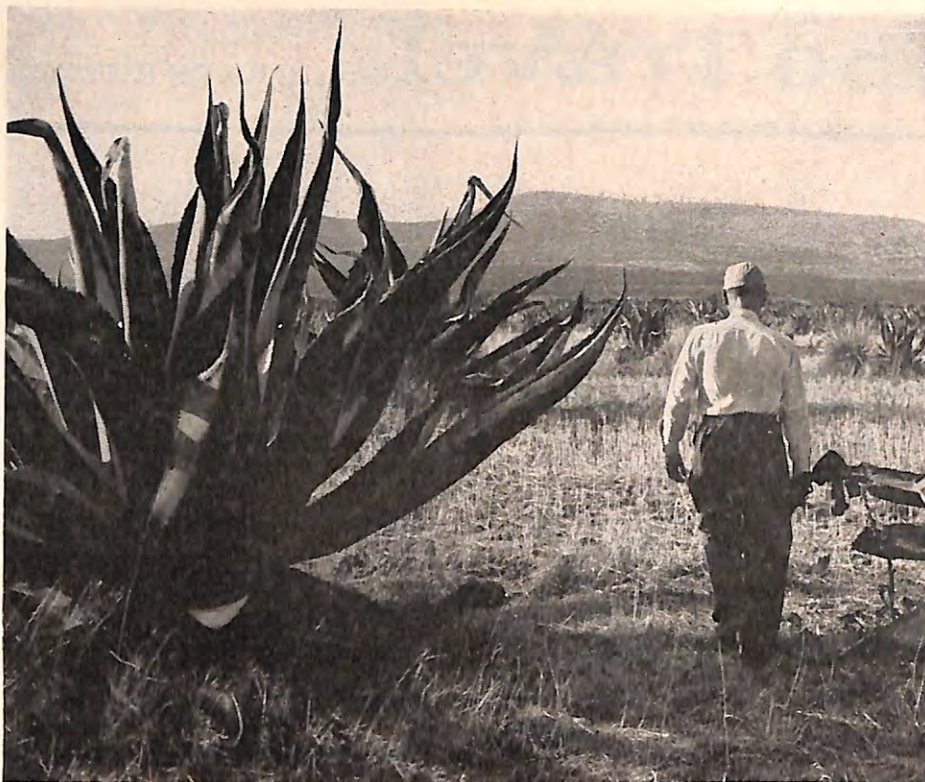
Miguel had invited my Dad and me to come to Mexico to hunt with him on a number of occasions. He would show us the finest of quail shooting, he told us. Being evidently a man of great pride, he merely wanted us Americans to see for ourselves the caliber of sport Mexico had to offer. He had no other reason to invite us, and, frankly, there were moments when we wished he hadn't.

After considerable correspondence we did finally go to Mexico. We could afford about ten days, which would be more than ample, and all arrangements were made. We were to go to the Hotel Diligencias in Veracruz on a certain date and proceed from there. This appeared to us to be a good arrangement, because we had heard rumors for years about the fabulous numbers of Mexican bobwhite which are to be found when hunting on the nearby Yucatan Peninsula.

We arrived at the hotel on schedule, but no Miguel. Nor was there any word from Miguel at the desk. No one had even heard of him. We waited a day and nothing happened; so we opened negotiations with the hotel telephone operator to try to reach Miguel at his Mexico City address. The telephone service in Mexico is hardly on a par with the Bell system, and my eight or ten words of Spanish didn't help the situation. Two days later, though, we finally did contact Miguel.



To Dan, it's a Mearns'.  
to Miguel, a Moctezuma.



The maguay plant, with Moctezuma quail, thrives on a mountain plateau.

"It is so kind of you to come to Mexico," he said, unperturbed. "I am most happy. Now if you will drive here to Mexico City, we will hunt the quail."

"But what about hunting here?"

"Ah, yes, *senor*, the quail hunting at Veracruz it is excellent, but here we hunt the Moctezuma quail, Mexico's own quail. Never before have you hunt the Moctezuma."

"But aren't there any Montezuma quail near here?"

"Not Montezuma, my friend. *Moctezuma! Moctezuma!* It is the name of the last great Aztec emperor of Mexico. You Americans always say it wrong. *Moctezuma*, not Montezuma."

When we got that settled, it was obvious that if we were to do any hunting at all we would have to drive up through the mountains to Mexico City. After all, it was only one more day's journey if we started early in the morning.

At the hotel in Mexico City to which Miguel directed us, we met a shooting gentleman from North Carolina who had also accepted an insistent invitation from Miguel to hunt in Mexico.

"I've been here a week," he told us, "and I have hopes. Tonight my wife and I have been asked out to dinner, so we are making progress."

He and his wife were in the hotel lobby waiting for their host when we went to dinner and also

when we returned from dinner. Two hours later, still sitting in the lobby, he told us, "I guess we'll go grab a sandwich."

The next day was Sunday, and we had all been invited to attend the bull fight, something which I didn't care if I witnessed or not. I didn't. Again the same thing happened. We concluded from this that the important thing in Mexico is the gesture. The invitation had been proffered, and that is what counted. Carrying it out was an uncalled for detail. Our host could not possibly have been more courteous or hospitable, but apparently such invitations are not to be taken too seriously, for we were also asked to go to a live-pigeon shoot with the same empty results.

We were determined that this would not happen to our quail hunt. The next morning we cornered Miguel to tie him down to some concrete plans.

"First," we told him, "we want to go this morning and get our Mexican hunting licenses."

"Hunting licenses?" he asked. "It is not necessary to have the license. You will be hunting with me."

"It's necessary to us," we insisted.

"But you say you have only five more days," he replied. "It is not possible."

"Of course it's possible. Either we get the proper licenses or we don't hunt. Let's go now and talk to the authorities who issue them."

"But you do not understand," he said, spreading his hands and turning his head in a despairing gesture. "Five days! In Mexico it is not done. These things take

(Continued on page 44)



# In the DOG HOUSE with ED FAUST

## Ancestors of the gentle St. Bernard once fought for Caesar

IMAGINE that today is two thousand years ago. Below us, a long line of bronzed, sturdy men are toiling through a rocky valley which centuries later will be known as the St. Bernard Pass. Let's watch them stumbling and struggling onward, some cursing, others joking, all heavily armed and none without the short, deadly sword that helped make them and others like them the mightiest military force in the world of their time. They are Romans, legions of the great Caesar on their way to drive the northern barbarians back across the Rhine out of Gaul, the country we now know as France. Here and there along the line we see giant, forbidding-looking dogs trained to attack the enemies of their masters when the legions were aligned for battle.

The dogs are an ancient variety, the *molussus*, originally an Asiatic, mastiff type known in Greece as long ago as 400 B. C. Plutarch, Greek biographer, tells a story about Pyrrhus, one of the Kings of that country who adopted a dog of this breed when he found it guarding the body of its murdered master and subsequently while reviewing his troops was astonished to see the dog suddenly attack several of the soldiers. The King had the men arrested and they later confessed to the killing.

Dogs of this breed were the ancestors of many of today's large breeds. The St. Bernard is one of them. They are descendants of the *molussus* or mastiff type dogs that were brought into Helvetia (or what we today call Switzerland) by Roman soldiers of long ago. Among all the breeds, we know the St. Bernard is the heaviest and among the largest. In size the Irish Wolfhound, incidentally, is the biggest. The Saint, as he's sometimes irreverently called, is a lot of dog, weighing as he does, from 160 to 200 pounds and measuring from 25½ to 27½ inches at the shoulder—where dogs are always measured for size. His Irish rival among the giants seldom weighs more than 130 pounds, although standing 32 inches at the shoulder. Like many big dogs, the St. Bernard is a dignified fellow. Once past his puppyhood, his manner is benign and seemingly philosophic. While his ancestry is ancient, the pure-bred St. Bernard as we know him today is not very old as pure-breeds go.

Because Switzerland's mountain peaks are among the highest in the world, they have for many generations offered a challenge to men who would dare to climb them—and some women too—whether natives of that country or visi-

tors who indulge in this spectacular way of breaking their necks. Along with six-day bicycle racing, your writer Faust views mountain climbing as among the most futile of all sports, but that of course is just one man's opinion. A rugged terrain such as the Alps called for a rugged, powerful dog for the work a dog is required to do there—among these duties being the location and rescue of lost persons.

The hospice for which the St. Bernard Pass was named and from which our St. Bernard dogs get their breed name, was founded by St. Bernard of Menthon during the latter part of the 11th Century. A hospice as Webster defines it is an inn where hospitality is accorded, especially one maintained by a religious order. We are indebted to the monks of St. Bernard for the creation of the breed of dogs of that name. How long ago the good brothers of the hospice began selective breeding of dogs that eventually resulted in the establishment of the St. Bernard is a matter of conjecture. The early records of the hospice contain no mention of the dogs, and it was probably sometime in the middle of the 17th Century that the earliest dogs of St. Bernard type were introduced there. It is assumed that the breed got its name about the year 1800, and it is definitely known that the first dog of the breed to be introduced to England came there in 1815.

The dogs used by the members of the hospice were found to have an uncanny sense of direction and unusual scenting

power which, added to their great strength, enabled them to track people who were lost in the snow. Not all dogs are endowed with the ability to track people over snow-covered ground—not by a couple of jugsful, and I don't mean the jugs that some facetious people refer to when they talk about the schnapps the dogs were trusted to bring to the lost traveler. It was in the early 1800's that the dogs began to carry the small containers of spirits on their rescue missions, and the contents of those same containers are said to have sustained many a person until human aid arrived.

ONE of the most famous of all St. Bernard dogs was Barry, who helped save more than forty people who otherwise might have died amid the rocks and deep snow or dense fog of the Alpine heights. Barry's home was at the hospice. He lived there for twelve years; and when he died in 1814 at the age of thirteen, his remains were preserved in the Natural History Museum at Berne.

In addition to the spirits carried by dogs of the hospice, they were equipped with a small bell attached to their collars and sometimes blankets on their backs. But the picture of the St. Bernard with the little cask is one that will long linger in the public mind. Actually, the carrying of restorative drink and blankets was discontinued about 1880 and the emergency equipment is now assigned to the monks.

At the hospice, the training of the  
(Continued on page 44)



Hardy trackers, dogs such as these have saved many lives in Alpine blizzards.





Est. Lect. Knight James Hawkins, other Elks and newsboy guests of Fresno, Calif., Lodge listen attentively as one of the Fresno Bee carriers introduces himself at the Newspaper Boys Banquet which was part of that lodge's prize-winning observance for lodges of more than 750 members.



Veteran newsmen Leon Baldwin, left, and Irving Galusha were among those honored at the Fulton, N. Y., Elks' outstanding program.

## THE ELKS AND

JUDGING by the quantity of entries in the 1957 Newspaper Week contest, sponsored by the Grand Lodge Committee on Lodge Activities, and the quality of the observances themselves, it is obvious that the Order cooperated wholeheartedly in Grand Exalted Ruler Blackledge's request to make "National Newspaper Week, in Elksdom's 90th year, a warm salute to America's great free press".

Divided into two groups, with lodges of more than 750 members in Group I and those of less than 750 in Group II, these entries were carefully considered by the Committee and its decisions are presented here.

In the category covering lodges of the greater membership, Phoenix, Ariz., Elksdom captured highest honors with a program that was recorded on tape by station KOY and offered by that station on two separate occasions. Under the Chairmanship of Robert D. Speakman, it highlighted an awards banquet when a group of ten top newspaper officials of the *Arizona Republic* and *Phoenix Gazette* saw the lodge's Community Service Plaque awarded to R. W. Barry, Managing Editor of the *Gazette*. In accepting this prize from E.R. L. Wayne Adams, Jr., Mr. Barry pointed out that he was only one of many newspapermen of the area who have given Phoenix a reputation for conscientious news coverage. Originated last year, the award is made annually to a Valley newsman who has made a notable contribution to the economic, civic and cultural growth of the greater Phoenix area.

The dinner was attended by 300 persons and featured a talk by Reg Manning, 1951 Pulitzer Prize-winning cartoonist of the *Arizona Republic*, in which he sketched American history with humor and insight. Winding up his address, Manning displayed drawings portraying present world figures and the tensions in which they move.

E.R. Mel Starkel got on the ball early, planning Fresno, Calif., Lodge's 1957 observance of this October event—On April 1st he appointed Max Armstrong Chairman of a live-wire eight-man Committee which immediately went to work; the result was an outstanding program which won second-place honors for lodges in Group I. The brochure covering

it included plans and decisions made at all Committee meetings from the inception of the program which emphasized the importance of our newsboys. Thirty specially selected youthful distributors of the *Fresno Bee* were invited to a dinner in their honor. These boys, and their parents, made up an audience of over 200 who applauded talks by U. S. Dist. Judge G. H. Jertberg and E. J. Fenston, publisher of the *Hanford Sentinel*, *Santa Maria Times* and owner of station KNKS who spoke on behalf of the newspaper fraternity.

The paper's Circulation Department prepared a display of the boys' awards and activities which was set up in the lobby of the lodge home where its Advertising Department had arranged an interesting collection of oldtime and modern advertisements. Each boy had as his personal host an individual member of the lodge, and awards were presented to the young guests by Exalted Ruler Starkel.



An exciting event in the Chester, Ill., Elks' observance was a newspaper folding contest for carriers of the community's publications.





Pulitzer Prize-winning cartoonist Reg Manning spoke at the Phoenix, Ariz., Lodge program honoring R. W. Barry of the Phoenix Gazette.



Bill Flowers, center, selected as Newspaper Boy of the Year, receives a U. S. Savings Bond from Trustees Chairman Anthony Sansone of Mamaroneck, N. Y., Lodge. Looking on at left are the young man's parents, Mr. and Mrs. Roy M. Flowers, and at right is E.R. Fred Yankocy.

## NEWSPAPER WEEK

Under the personal supervision of E.R. Peter A. Manyo, the Elks of Ashtabula, Ohio, put on a topnotch affair which was judged third in this group. Immediately upon his receipt of the Grand Exalted Ruler's directive, Mr. Manyo appointed a special committee which planned a program aiming for public participation; that this goal was reached was due to careful and intelligent planning. The cooperation of local merchants, with a striking display in the window of Carlisle-Allen, the city's largest department store, explained the business of telling-the-news to the public. Through the United Press and the *Star-Beacon*, operating teletype and telephoto machines were installed, and the *Star-Beacon* provided the "Story of a Story", showing the actual process of carrying the first Newspaper Week story from the reporter's copy to the press plate. Letters of warm endorsement of the Elks' plans to pay tribute to the press, from Vice-President

Richard M. Nixon, as well as Ohio's Gov. C. W. O'Neill, U. S. Senator John W. Bricker and Congressman D. S. Dennison, were also displayed.

Highlight of the week was the dedication and presentation dinner held under Elk auspices and sponsored by the Joint Service Clubs. Speaker was Manager Alfred Kuettner of the Atlanta UP Bureau whose address was taped and rebroadcast by WICA. E.R. Manyo presented the Elks plaque to Donald C. Rowley, publisher of the *Star-Beacon*. In addition, an inspiring, illuminated display on "The Flame of Freedom" was erected outside the lodge home and dedicated at a ceremony featuring addresses by P.D.D. J. E. Creamer and Business Mgr. Earl C. Hankins of the *Star-Beacon*.

Among the lodges of less than 750 members, the program offered by Chester, Ill., Lodge, under the Chairmanship of Garrett C. Berry, won top accolades. At a gala banquet for representatives of the 13 newspapers within the lodge's jurisdiction, Mason Smith, Dean of Journalism of Southern Illinois University, was an interesting speaker, introduced by Warden Ross V. Randolph of Illinois State Penitentiary. Following the dinner, each guest received as a souvenir a miniature special edition of the Chester *Herald-Tribune*. The lodge home was also the scene of an exciting paper-folding contest for newsboys of the community, with the winners suitably rewarded at a luncheon for all contestants. An interesting panel discussion by newsmen of the area, in which E.R. Roy D. Meyer participated, was broadcast over radio station KSGM.

Mamaroneck, N. Y., Lodge's observance of Newspaper Week, which won second place in this group, featured a dinner honoring the staff of the *Daily Times*, a member of which, Arthur Dunn, Jr., was Chairman. Mr. Dunn's program had an unusual twist in that he had arranged to have various members of the lodge sit in with the newspaper's department heads to learn something about how each job is done. At the dinner, in concise, well-phrased remarks limited

(Continued on page 40)



The Ashtabula, Ohio, Elks displayed the inspiring "Flame of Freedom", symbolizing our free press, on the grounds of their lodge home.



# A PLEDGE RENEWED

With the New Year, the promise first made in 1947 by your National Service Commission is renewed for 1,200,000 Elks

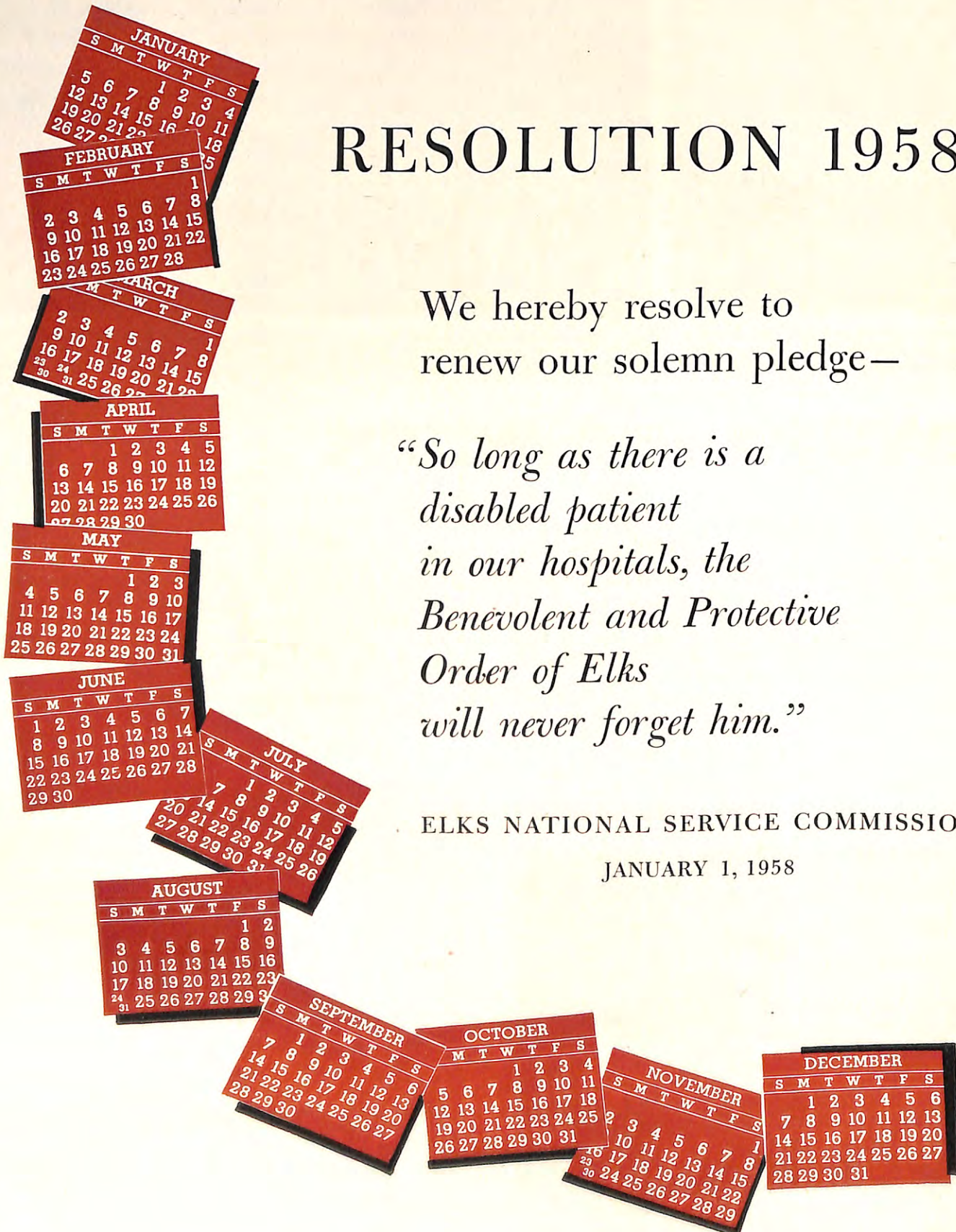
## RESOLUTION 1958

We hereby resolve to  
renew our solemn pledge—

*“So long as there is a  
disabled patient  
in our hospitals, the  
Benevolent and Protective  
Order of Elks  
will never forget him.”*

ELKS NATIONAL SERVICE COMMISSION

JANUARY 1, 1958





# A Report from CALIFORNIA'S ELKS



Photographed at the pre-Convention rally which took place at the home of Santa Barbara Lodge on October 8th were, left to right, Convention Director Vincent H. Grocott, Grand Trustee Horace R. Wisely, candidate for the office of Grand Exalted Ruler for 1958-59, Past Grand Exalted Ruler L. A. Lewis and retiring State Assn. Pres. Owen O. Keown.

California's 135 lodges were represented by 4,404 delegates to the 43rd Convention of its State Association in Santa Barbara Oct. 9th to the 13th. Grand Exalted Ruler and Mrs. H. L. Blackledge, guests of honor for the entire meeting, were welcomed by Convention Director Vincent Grocott and a reception party composed of Past Grand Exalted Ruler L. A. Lewis, State Pres. Owen Keown, Santa Barbara's Mayor Floyd Bohnett, host E.R. William Vickery and Grand Trustee Horace R. Wisely, prominent member of California Elkdom whose candidacy for the office of Grand Exalted Ruler for 1958-59 was announced in last month's issue.

Mr. Keown opened the first business session on Thursday morning when H. L. Blackledge was the principal speaker, introduced by Past Grand Exalted Ruler Lewis.

Two outstanding programs of the Elks of this State were covered at the second day's session—the vital Major Project, handled by a committee headed by R. Leonard Bush, and the Veterans Service activity through which, Chairman R. N. Traver reported, \$92,000 in processed leather had been distributed to VA Hospitals during the year.

Again at this meeting it was revealed that the primary interest of California Elkdom lies in its great Major Project which now employs 25 therapists, 23 of whom are in the field, traveling 364,000 miles annually in 23 completely equipped station wagons to care for some 600 cerebral-palsied children throughout the State. The other two therapists are conducting a research program under the guidance of the medical staff of Los Angeles County Hospital.

Supported entirely by the Elks of California, this program receives great financial assistance through the well-known Piggy Banks which this year brought in a record total of \$227,000 for this important work. A special feature of this meeting was the televised production of "The Major Project Story". Authored and narrated by Mr. Grocott, a member of the Major Project Committee, it was presented over KETY-TV; recorded on film, it will shortly be available to all lodges in the State. Following this report, the annual Memorial Services were conducted by Past Pres. Jim B. Nielsen, with former Pres. C. P. Hebenstreit as eulogist.

Elkdom's progress in California was reflected in the many other special re-

ports made at this conclave. Eleven lodges were instituted during year brought to a close by this Convention, and a net gain of 6,660 members recorded. Various Youth Activities were reported on the increase, with Elks National Foundation Scholarships awarded to 22 students and totaling \$11,300.

Salinas, Compton and Santa Ana Lodges took honors in that order in the Ritualistic Contest, and Long Beach golfers captured the team title, with low gross going to Lou Barber of Van Nuys; James R. Bradford of Ventura, Dick Smart of Santa Ana and B. L. Elsinger of Huntington Park wound up in a three-way tie for low net.

Unusual features of this meeting included the grouping of all vocal units into a great chorus of 202 voices for a program of music preceding the special entertainment which closed the meeting, and a Mass of Thanksgiving celebrated by State Chaplain, Rt. Rev. Msgr. George Scott of San Pedro at the Old Mission Santa Barbara. A 20-page section of the Santa Barbara *News-Press*, devoted exclusively to the Elks, was distributed to all guests of the Convention which closed with a parade and a Spanish barbecue.

John A. Raffetto, Jr., of Auburn was elected Pres. of the Assn. to serve, until the 1958 session in Fresno, with Vice-Presidents F. E. Corson, Susanville; Dr. T. D. Marsha, Ukiah; V. D. Kuhl, Lodi; P. S. Moffatt, Berkeley; H. K. Schipper, Hollister; Fred Holdinghausen, Sonora; J. F. Nutsch, San Fernando; W. D. Brunner, Redondo Beach; O. H. Holmes, Santa Ana, and Houston Smith, Riverside. New Trustees are August Lepori, Petaluma; J. T. Kenward, Marysville; Norman Goodrich, Gilroy; M. P. Collins, Pomona, and R. F. Buchheim, Orange. Edgar W. Dale of Richmond was elected Secy. for the 19th term and Robert Walker of Santa Ana continues as Treas. N. G. Culjis of Sacramento was appointed Sgt.-at-Arms, with Roy Gordon of San Pedro as Asst. Sgt.-at-Arms; A. Carl Dwire, Jr., Oxnard, is Tiler and Royal Wellington, Jr., of Auburn is Asst. Tiler. Msgr. Scott will again serve as Chaplain.



The Spanish atmosphere of the 1957 California Elks Association Convention which took place at Santa Barbara early in October is evidenced in this photograph, marking the arrival of Grand Exalted Ruler and Mrs. H. L. Blackledge, seated in a Spanish "carretta", surrounded by girls costumed as "Senoritas de las flores". Standing at center are, left to right, Past Grand Exalted Ruler Lewis, Mayor Floyd O. Bohnett and State Pres. Keown.



# Lodge Visits of H. L. Blackledge



A tour through Disneyland was one of the features of the Grand Exalted Ruler's visit to Anaheim, Calif., Lodge on October 9. Shown coming out of "Sleeping Beauty Castle" are (front row, from left to right) District Deputy Tom Golden and Mrs. Golden, Mr. and Mrs. Blackledge, Mrs. Edward Bloxson and Exalted Ruler Edward Bloxson, and a number of other Anaheim Elks and their ladies enjoying the tour with the Grand Exalted Ruler's party.



Inspecting the attractive birthday cake at the 50th Anniversary celebration of Rochester, Minn., Lodge on Oct. 18 are (left to right) Grand Lodge Credentials Committee member Norman Hansen, State President L. R. Benson, Mr. Blackledge and Exalted Ruler Charles Jones.



A welcoming committee met Mr. Blackledge at the airport when he visited Minot, N.D., Lodge on Oct. 17. Left to right are: Emil Martin, Exalted Ruler of Bismarck Lodge; Ed Beyers, manager of the Dickinson Elks Club; District Deputy Walter T. Stine, of Valley City; (Mr. Blackledge); Ray Dobson, of Minot, member, Grand Lodge State Associations Committee; Robert K. Olson, ER, Minot Lodge; State Pres. Milton Kelly, of Devils Lake; Olaf Arneberg, Secy., Minot Lodge; PER John D. Decker; Past District Deputy T. J. McGrath; Father Felix Andrews, Chaplain of N.D. Elks, and PER Robert W. Palda.

At a meeting held in honor of Mr. Blackledge on Oct. 16, Sioux Falls, S.D., Lodge initiated this class of 50 candidates. Sitting with Mr. Blackledge before these candidates is Past Grand Exalted Ruler James G. McFarland. Standing, left to right, are Wayne Shenkle, Jean Kroeger, W. A. Stringham, Elmer Anderson, ER Arthur B. Cahalan, Darrell Drake, State Pres. R. E. Case, DD Fred Green, P. H. Lammers, Bram McKenzie, E. B. Morrison.



Pictured at a reception which was given on Oct. 22 by Two Rivers, Wis., Lodge, are (from left to right) Past Grand Exalted Ruler Floyd E. Thompson, Mr. Blackledge, District Deputy Henry P. Berzinsky and Exalted Ruler Charles M. Webster. More than 200 Elks and their ladies came from various points throughout the area in order to be on hand for this gala occasion.

Meeting on the runway at Rapid City, S.D., Airport on Oct. 15, prior to a Black Hills tour, are (from left) State Pres. Ross E. Case, District Deputy Fred Green, Mr. Blackledge, Deadwood Lodge Exalted Ruler C. C. Loupe and Past Grand Trustee J. Ford Zietlow.







Mr. Blackledge attended a meeting of Provo, Utah, Lodge on Oct. 14, with (front row, from left) Max Bray, Exalted Ruler Louis Willmore, (Mr. Blackledge) District Deputy W. J. Welsh (Mayor of Provo, Utah) and Grand Tiler Seth Billings. In the second row are Harold Ward, State Pres. W. E. Blaylock, H. E. VanWagenen (Mayor of Provo), Past Grand Trustee Douglas E. Lambourne and Ted Soles, of Salt Lake City Lodge. Third row: PER Gordon R. Billings, Chaplain Fred Hafen, PER Charles Ward, Sidney Vincent, J. E. Burton, F. S. Brown and Secy. J. M. Haran.



On October 22, the Grand Exalted Ruler visited Sheboygan, Wis., Elks in their new lodge building, which has just been opened. Mr. Blackledge is shown congratulating Exalted Ruler William S. Russell. With them are (seated, from left to right) Past Grand Exalted Ruler Floyd E. Thompson, Grand Secretary Lee Donaldson and Grand Lodge Activities Coordinator Bert A. Thompson. Shown standing, from left to right, are District Deputy Henry P. Berzinsky, State President Arthur J. Chadek and Past Grand Tiler Otto B. Stielow.

## A Tour of Disneyland

A novel change of pace marked the busy schedule of Grand Exalted Ruler H. L. Blackledge when he visited Anaheim, Calif., Lodge—the home lodge of Past Grand Exalted Ruler L. A. Lewis. Mr. Blackledge and the Anaheim Elks enjoyed a luncheon at the Disneyland Hotel and embarked on a tour of Disneyland, accompanied by District Deputy Tom Golden, Past District Deputy Frank Mattox, Past Exalted Ruler Judge John Shea and Exalted Ruler Edward Bloxson. During this tour, on October 9, Mr. Blackledge had the rare experience of leading the famed Disneyland Band. The regular Bandmaster, Vesey Walker, has been an Elk for 28 years.

## Air Trip to Utah

Taking a plane from California after attending the State Association Convention, October 9 to 13, Mr. Blackledge visited a number of Utah lodges on Oct. 14. A full day of activity began with his arrival at Salt Lake City Lodge, followed by a visit to Ogden Lodge.

That evening, the Grand Exalted Ruler was the honored guest at an official meeting of Provo Lodge. In attendance at this meeting were Past Grand Trustee Douglas E. Lambourne, Grand Tiler Seth Billings, District Deputy William J. Welsh, Jr., State President W. E. Blaylock, Vice Presidents Jack Parsons and John C. Green, Jr., and Brother Harold E. VanWagenen—who is Mayor of Provo. Exalted Ruler Louis Willmore directed the affair.

## Through the Black Hills

Arriving at the Rapid City, S. D., airport on Oct. 15, the Elk leader was

greeted by Past Grand Trustee J. Ford Zietlow, State President Ross E. Case, District Deputy Fred Green, Past State Presidents Ken Roberts and Max Richmond and Exalted Ruler C. C. Loupe of Deadwood Lodge. The party left the airfield to tour the Black Hills, stopping at Mount Rushmore. From there, they drove to Deadwood, where Mr. Blackledge addressed a meeting of Deadwood Lodge.

The next morning, Mr. Blackledge was back in Rapid City in time for breakfast at Rapid City Lodge. He was welcomed to the community by Mayor Fred Dusek, who is a Past Exalted Ruler of the lodge. After the breakfast meeting, Mr. Blackledge flew to Sioux Falls.

Disembarking from the plane, Mr. Blackledge's party was greeted by Exalted Ruler Arthur B. Cahalan and other officers of Sioux Falls Lodge. The group then visited Sioux Falls Crippled Children's Hospital and School, where Mr. Blackledge presented the institution with an American flag, which had been flown over the Shrine of Democracy at Mount Rushmore. Assisting at this ceremony was Ernest B. Morrison, director of the hospital and Chaplain of Sioux Falls Lodge.

The Grand Exalted Ruler also visited the Sioux Falls Veterans' Hospital, where he received the thanks of hospital officials for the outstanding services of the Elks National Service Commission.

In the evening, Mr. Blackledge witnessed the initiation into the Order of 50 candidates, at a special meeting held in his honor. This meeting took place in the new lodge room, dedicated that day by the Sioux Falls Elks. Among the Elk dignitaries present were Past Grand Exalted Ruler James G. McFarland and State President Elect Harold Ricketts.

On the morning of Oct. 17, the lodge held an old-fashioned Western breakfast, after which Mr. Blackledge was escorted to the airport in time to board a flight to North Dakota.

## Present At Golden Anniversaries

The Grand Exalted Ruler addressed more than 800 Elks the evening of Oct. 17, at a banquet given by Minot, N. D., Lodge, celebrating the lodge's Golden Anniversary. Every lodge in the state was represented at the gathering.

In his address, Mr. Blackledge noted that the Order, now in its 90th year, is experiencing an all-time high both in membership and in its ever-widening benevolent services and charities. To keep Minot Lodge young and active, he advised the Brothers to rededicate their time, talents and resources to the Elks program of service.

On the occasion of its 50th birthday, Minot Lodge extended special recognition to its four surviving charter members, by presenting honorary life memberships to Thomas B. Murphy, Dr. L. H. Kermott and George W. Kemper (all of Minot), and to Vic Rose, now living in Green Bay, Wis. The lodge also celebrated the anniversary and the visit of Mr. Blackledge by issuing a Golden Anniversary Brochure, featuring on its gold-colored cover a drawing of the lodge's new home, which was dedicated in 1954.

Mr. Blackledge was also able to attend another Fiftieth Anniversary celebration—that of Rochester, Minn., Lodge, on Oct. 18. The occasion was marked by a public birthday party and reception, attended by many leaders of local civic, fraternal and patriotic groups.

A Golden Anniversary class of candi-

*(Continued on page 41)*



# News of the LODGES



Baton Rouge, La., Lodge recently welcomed 15 new members as part of the celebration of moving into its newly renovated home. E.R. L. J. Alonzo, right foreground, reports that the \$150,000 added facilities increase its downtown property value to over \$500,000.



Dignitaries participating in the dedication of the \$500,000 Idaho Elks Rehabilitation Center at Boise included, left to right, State Chaplain E. G. Yates, State Supreme Court Justice Wm. D. Keeton, former Grand Lodge Judiciary Committee Chairman William S. Hawkins, U.S. Senator Henry C. Dworshak who is a member of the Order, Dedication Chairman and State Vice-Pres. A. A. Steele, U.S. Congresswoman Mrs. Gracie Pfost, State Trustee Wm. C. Rullman, State Pres. Fred Hilliard, State Trustee Ed. D. Baird, Past Grand Exalted Ruler L. A. Lewis, Building Committee Chairman Robert S. Overstreet, Executive Board Members F. H. Wheeler and Wm. J. Spaeth, State Trustee E. J. Elliott, Executive Board Member R. L. Pence and Board Secy. W. W. Benson.



Lou Brissie, center, former major-leaguer and now National Junior Baseball Program Director for the American Legion, discusses the fine points of the game with two Little Leaguers during Wheeling, W. Va., Lodge's banquet for 500 young baseball players and their parents.

## Oklahoma Elks Meet at Guymon

A very successful Fall Conference of the Oklahoma Elks Assn. took place at Guymon Nov. 9th and 10th. Approximately 200 Elks and their wives from all over the State enjoyed the social activities planned by the host lodge, climaxed by a banquet at which Past Grand Exalted Ruler Earl E. James was the featured speaker.

Mr. James also addressed the business session which was highlighted by reports by various committees, including the Elks Youth Center report which revealed that 194 children had made use of the Association's camp during the past summer.

Pres. Bert Wysor appointed a committee to investigate the possibility of the Assn.'s establishment of scholarships to further scientific research. This group

## NEGATIVES NEEDED

In an effort to improve the quality of our photographic reproductions, we have adopted a new policy with regard to our requirements for the fraternal photographs we publish.

It has been determined that very often a better print may be secured when we are able to have one made to our own specifications. We therefore request that, whenever possible, the negatives be sent along with the glossy prints of all photographs submitted for publication. Upon request, we shall be more than pleased to return both negatives and prints after they have served our purpose.

If you are unable to secure the negative, please let us know when you submit the print. You will be informed immediately as to whether or not it will be possible for us to reproduce it.

We are sure all of you will cooperate in this endeavor to better the appearance of the pages of your Magazine.



is composed of Vice-Pres. Brooks Bicknell, D.D. Harold D. Cheney and All-American Esq. Thomas N. Harris of Stillwater. It was also decided that the Spring Meeting of the Association would take place on April 26th and 27th at Oklahoma City, with the Elks of that community and the members of Midwest City Lodge as co-hosts.

### Beaver Dam, Wis., Elks Score Hit

Under the capable Chairmanship of B. W. Morris, Beaver Dam Lodge No. 1540 sponsored a very pleasant social event and realized more than \$1,000 for its many fine youth activities.

Admission to the affair, a Harvest Dance, were four tickets, and over 400 persons took advantage of the opportunity to attend and participate in a side attraction, a Jingle Contest, in which over \$800 in prizes were awarded. The sentence which had to be completed by the contestants was "The Elks Crippled Children's Program is worthy of its name; come to the dance and . . ."

Beaver Dam's Elks have no doubt that it was this added attraction that made the event such a success.

### Scarsdale, N. Y., Has Lodge

Scarsdale Lodge No. 2056 was instituted by D.D. Martin J. Traugott, with Chairman James A. Gunn of the Grand Lodge State Assns. Committee as Master of Ceremonies. E.R. Frank A. Nugent and officers of the sponsoring New Rochelle Lodge initiated the Charter Class with the assistance of P.E.R.'s of Mount Vernon and Yonkers Elkdom. The first panel of officers, led by Thomas J. Santone, were installed by White Plains E.R. Joseph J. Zak.

Speakers on this occasion included State Pres. Frank H. McBride, Vice-Pres. Albert M. Hansen, Past State Pres. Franklin J. Fitzpatrick, Mr. Gunn and Mr. Traugott.

### West Haven, Conn., Elks Celebrate 30th Anniversary

P.E.R. Joseph P. Gregory was General Chairman for the very successful three-day celebration of the 30th Anniversary of West Haven Lodge No. 1537 which opened with the initiation of a class of 70 candidates. E.R. Dominic E. Garofalo and his officers conducted the ceremony and D.D. Thomas E. Woods addressed the initiates at this program during which 40 30-year mem-



A few of Fairbury, Neb., Lodge's 200 guests at the first high school dance in its new home.

bers were honored, 18 of them receiving Life Memberships. State Assn. Pres. A. Clayton Weisner spoke on the activities of the Connecticut Elks, and Past Pres. Edwin Maley discussed the work the Association is doing for crippled children. A reception and buffet supper followed.

The following evening a dinner-dance was attended by 400 Elks, their wives and guests, with Wm. J. Hefferman and George Florentine serving as Co-Chairmen. The celebration closed with open house at the lodge home when over 400 persons enjoyed the Elks' hospitality.

### A New Lodge for Kentucky

St. Matthews Lodge No. 2052 was instituted by Special Deputy Jos. G. Kraemer, Chairman of the Lodge Activities Committee of the Kentucky Elks Assn., in the presence of Past Grand Exalted Ruler Wade H. Kepner and many other dignitaries of the Order. Among them were Grand Lodge State Assns. Committeeman J. Edward Stahl, Pres. Stephen J. Banahan and Secy.-Treas. George M. Rock of the Ky. Elks Assn., D.D.'s Dean Dowdy and Jerome Staubach, and Past Pres. Wm. T. Gresham under whose administration the organization proceedings for the new lodge began.

Sponsored by Louisville Elkdom, No. 2052's membership elected Nelson Perry as its first Exalted Ruler. Former Grand Trustee Arnold Westermann participated in the ceremony which was followed by a banquet at which Mr. Kepner was an inspiring speaker.

It is interesting to note that St.

Matthews' Mayor, James H. Noland, is Chairman of the new lodge's Board of Trustees; that its first Tiler, Louis H. Eyermann, is the grandson of 81-year-old Louisville Lodge's first Tiler, and that one of its 75 Charter Members is the grandson of Astley Apperly of Louisville who was Grand Exalted Ruler of the Order in 1893-94.

### Wheeling, W. Va., Honors Junior Diamond Stars

Over 500 Little Leaguers, their parents and coaches were guests of Wheeling Lodge No. 28 at a banquet shortly after the close of the baseball season.

Featured speaker on the program was Lou Brissie, former pitcher for both the Philadelphia Athletics and the Cleveland Indians and now National Junior Baseball Program Director for the American Legion.

This League, which is sponsored entirely by the Wheeling Elks, consists of eight teams of 144 boys representing all communities which make up the city of Wheeling, and has been running for the past ten years. The East Wheeling Pirates were the Junior Division Season Champions and the Warwood Redbirds were the play-off champions. The names of the Junior Division All-Star Team were announced at this program. They are Joe Doerr, Chuck Vees, Dave Myers, Fred Baker, Bob Kota, Howard Meagle, Ray Johnson, Jerry Dowd, Ted Tsoras and Dan Hirsch.

Following the speaking program, the Wheeling Elks, under the direction of Est. Lead. Knight Charles Seabright, served a hot lunch.





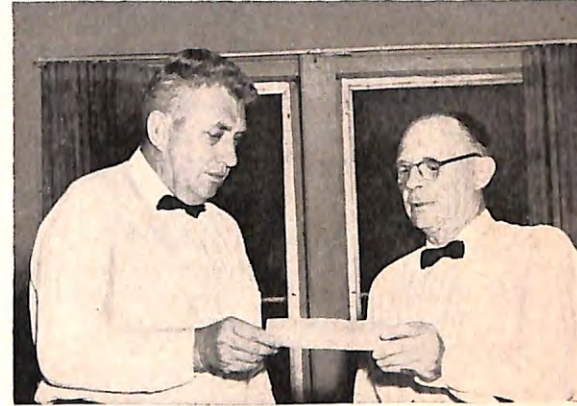
At the institution of Scarsdale, N. Y., Lodge, No. 2056, left to right, seated, Esq. I. A. Monforte, Secy. J. J. Kennedy, Est. Loyal Knight Albert Torzilli, D.D. M. J. Traugott, E.R. T. J. Santone, Lect. Knight Harold Uhlin, Lead. Knight E. P. Stachnik; second row: Trustee J. H. Heller, Inner Guard Charles Rein, Trustee Raymond Santone, Tiler Robert Dean, State Pres. F. H. McBride, Grand Lodge State Assns. Committee Chairman James A. Gunn, Trustees Thomas Pernice and William Conway, Chaplain Thomas Martin and Treas. A. P. Sansone. Missing are Trustee Ralph Pohl, Organist M. H. Sparks and Subordinate Forum Justice V. D. Fisher.



When D.D. J. F. Kelley visited Medford, Mass., Lodge, 15 candidates were initiated in memory of the late Walter J. Ballou, a P.E.R. and former Trustee. Among the initiates were his grandsons, Walter J. and Earl F. Ballou, Jr., pictured with their father, P.E.R. and Trustee Earl F. Ballou, Sr., left.



For the past four years, the Elks of Hillsboro, Ore., have been the sole sponsors of several youthful baseball teams, including the Cubs, PeeWees, Midget and Little Leagues. Esteemed Lecturing Knight Byron J. Hodge, photographed standing fourth from right, has been devoting a great deal of time to this work. He is pictured with Little Leaguers and members of the PeeWee group which won second place in this year's playoffs in the Oregon State League.



During the official visit of State Vice-Pres. V. F. Martin, left, to Kissimmee, Fla., Lodge, host E.R. Paul Smith, right, presented to him a \$100 check as part of his lodge's commitment to the Harry-Anna Home for Crippled Children.



E.R. Arthur C. Rollins, Jr., left foreground, and the other officials of Decatur, Ga., Lodge are photographed with D.D. Robin Harris, center foreground, on the occasion of his official visit when he was entertained at a banquet preceding a regular session of the lodge.

## LODGE NOTES

Grand Exalted Ruler Blackledge volunteers some interesting news concerning the succession to office of a pair of Elk fathers and sons. Last year, Joseph A. Janeski was E.R. of Amsterdam, N. Y., Elkdom; this year his son, William J. Janeski, is E.R. And a few years back, when Henry L. Schwan, Sr., relinquished the gavel of office as E.R. of Biloxi, Miss., Lodge, it was accepted by his son, Henry L. Schwan, Jr.

Another U. S. Representative to join the ranks of Elkdom is Robert W. Hemphill of South Carolina's Fifth District who became affiliated with Rock Hill Lodge in September.

Fred B. Mellmann, former member of the Grand Forum, follows up Past Grand Exalted Ruler Bohn's discovery of a three-man law firm of P.E.R.'s with news of one composed of four former Exalted Rulers. All of Richmond, Calif.,





Continuing their generous interest in community projects, at the site of the Pascack Valley Hospital, officials of Westwood, N. J., Lodge turned over a \$10,000 check to Hospital Assn. Chairman Joseph F. Wildebush, a P.E.R. of the lodge. Photographed on that occasion were, left to right, E.R. Charles F. Heinz, Trustee Henry May, Trustee W. Merle Hoffman, P.D.D., and Mr. Wildebush.



Officers of Atlanta, Ga., Lodge, visiting officials and members of the class initiated in honor of Noah Langdale, Jr., President of Georgia State College and a former Est. Lead. Knight of Valdosta Lodge, two of whose Past Exalted Rulers are Mr. Langdale's father and uncle. With the guest of honor, who appears in the center background, are E.R. Robert H. Young and other officers of Atlanta Lodge, E.R. Homer W. Forrer of Cascade Lodge, E.R. Anthony N. Addy of Buckhead Lodge, State Assn. Pres. Henry M. Rosenthal, Grand Treasurer Robert G. Pruitt and D.D. Robin Harris.



State Pres. Dr. Wm. F. Maguire, host E.R. Dr. W. Francis Flynn and Past Grand Exalted Ruler John F. Malley, left to right, during the Chicopee regional meeting of the Mass. Elks Assn. when philanthropies totaling \$16,000 were voted, and approved by the Advisory Board.



Superior Court Justices of Orange County, Calif., gathered with fellow Elks of Newport Harbor to pay tribute to newly initiated Superior Court Justice Karl Lynn Davis, center foreground, during the official visit of D.D. Thomas P. Golden, right. Others are, left to right, host E.R. C. B. Lanning, Judge Franklin G. West, a P.E.R. of Santa Ana Lodge, Judge Robert Gardner, Judge Robert Kneeland and D.D. Robert G. Barnes.

Lodge, they are Thomas M. Carlson, Robert V. Collins, George R. Gordon and Frederick Bold, Jr.

Newport News, Va., Lodge is proud of the fact that P.E.R. A. I. Neihouse was one of two research scientists at Langley Aeronautical Laboratory to be honored by the National Advisory Committee for Aeronautics. Mr. Neihouse, head of Langley's Spin Tunnel for the past 13 years, received the NACA achievement award for his outstanding leadership in the development of vital spin research techniques, and the art of predicting spin and recovery characteristics of airplanes.

It has recently been reported to us that when Charles N. Musser was installed as 1957-58 Exalted Ruler of Hagerstown, Md., Lodge, no less than 15 District Deputies were on hand to participate in the ceremony.

The local Elks played a major role in the third annual historic tour of Natchitoches, La. All social functions held in conjunction with the tour took place at the lodge home where nearly 400 visitors were entertained. Mrs. John Pollack, Jr., wife of the lodge's current E.R., and Mrs. Giles W. Millspaugh, Jr., whose husband is a P.E.R., were among the hostesses for the interesting and well-attended two-day event.

John Passonno, talented 14-year-old Troy, N. Y., golfer, captured the under-15 division trophy in the N. Y. State Elks Junior Golf Tournament at Kingston. His award was presented to him, at a banquet following the event, by Federal Judge John M. Cashin who, with County Judge Louis G. Bruhn, served as Honorary Co-Chairman.

Birmingham, Ala., Lodge mourns the passing of J. K. Oliver, its immediate

P.E.R. Always active in Elk affairs, he had served on many committees and had participated in an official capacity in an event at the lodge home on the eve of his death. He is survived by his wife and two sons.

Quincy, Mass., Lodge was well represented at the homecoming visit of D.D. Kenneth B. Prue to Maynard Lodge, and again at Salem, when D.D. Arthur D. Kochakian was welcomed there. Quincy Elkdom cooperated in a very worthwhile community effort recently by donating \$100 to help finance the expenses of two Boy Scouts to the 1959 International Jamboree to be held in the Philippine Islands.

Not long ago, a group of Punxsutawney, Pa., Elks surprised Charles W. Lewis with a visit on his 80th birthday. Mr. Lewis, a Life Member of the lodge, is also its Tiler.



**Fairbury, Neb., Elks Entertain**

Late in October the Elks of Fairbury Lodge staged a Semi-Annual high school dance under the direction of Chairman Russell A. Davis and his Youth Activities Committee, of which Supt. of Schools F. Don Maclay is a member. Mr. Maclay and High School principal Lewis Patrick, a recently initiated member of the lodge, took care of detailed arrangements.

The first semi-public activity to take place in the Elks' new home which had been dedicated a few weeks earlier, the dance was well received, although the Asian flu, at its height there at that time, held attendance to 209—less than half the number of students invited.

Music was furnished by "Bud" Holloway's 11-piece orchestra from Lincoln which played without charge, except for transportation costs, through the co-

operation of the Lincoln Musicians Assn. Another dance is planned for the Spring, under the same arrangements, with music again provided by the Association.

**Hoquiam, Wash., Elk Birthday**

A four-day program marked the observance of the 50th Anniversary of Hoquiam Lodge No. 1082, climaxed by a special lodge session. On this occasion Special Deputy Edwin J. Alexander of Aberdeen Lodge, a former Grand Lodge Committeeman, was the principal speaker, following his introduction by E.R. Ulric Branshaw.

Among the other participating dignitaries were Secy. W. C. King, Vice-Presidents George Warren and Herb Odlund, a Grand Lodge Committeeman, and Ritualistic Chairman Al Schroeder, all of the Washington Elks Association, as well as D.D.'s Wm. Roy Baker of

Olympia and Ted Butcher of Centralia. Willis Bunker and P.E.R. Hilden J. Pryde, Jr., were Co-Chairmen of the various Committees handling the varied program which included a reception and dance, a tribute to the lodge's Charter Members and a smorgasbord dinner for Elks and their wives.

**Levittown-Hicksville, N. Y., Elks Dedicate New Home**

E.R. Peter T. Affatato and the other members of Levittown-Hicksville Lodge No. 1931 were hosts to a large crowd of well-wishers at a very happy event recently. The occasion was the dedication of the lodge's fine new home, a ceremony handled by a group of the State's top Elk leaders. Led by Past Grand Exalted Ruler James T. Hallinan, these officials included John F. Scileppi of the Grand Forum, Grand Esq. Thomas F. Dougherty, Past State Pres. Franklin J. Fitzpatrick, State Vice-Pres. Franklin G. Edwards, D.D. George L. Varjan, Past State Vice-Presidents Walton S. Gagel, John T. Brown and Gordon H. Meyer and P.E.R.'s Herman J. Schulz and Barney Roque of Levittown-Hicksville Lodge.

**Garden City, Kans., Lodge Honors Veteran Members**

Thirteen devoted members of Garden City Lodge No. 1404 were honored not long ago at a meeting at which Grand Chaplain Rev. Father F. W. Zimkosky, a member of Goodland, Kans., Lodge, and D.D. Harold E. Ripple of Dodge City were guests of E.R. Andrew D. Ott and the other Elks of No. 1404.

Father Zimkosky delivered a very inspirational address at this program, when Life Memberships were presented to P.D.D. Chas. I. Zirkle, P.E.R.'s J. H. Burnside and Dr. T. P. Wadley, Oil Brown, C. E. Montgomery, E. M. Schreiber, J. W. Nolan, L. D. Williamson, Bryant Garnand, Frank Schulman, D. A. Knox, Dr. L. A. Baugh and R. B. Christie.

**Athol-Orange, Mass., Elks for Safety**

The urgent need for the participation of all responsible citizens in an all-out safety program is recognized by all lodges of the Order, and those of Western Massachusetts are no exception. The Elks of Athol-Orange Lodge No. 1837 were co-sponsors of the traffic safety program in that community, distributing 1,000 bumper strips to motorists of the area, and painting STOP, LOOK and WAIT on all sidewalks at and around school intersections. In addition, heavy promotion of safe driving was publicized in local newspapers and on the radio.



Half-century Hoquiam, Wash., Elks honored on the lodge's 50th Anniversary were, left to right, E. N. Endresen, Dr. H. C. Watkins, A. G. Rockwell, Robert Robertson, Jr., Wilfred H. Dole, Joseph H. Smith, Oliver S. Morris, R. W. Craig and A. G. Anderson. Others not on hand included Angus M. Campbell, George F. Wandel, L. W. Taft and George Kellogg.



Hoboken, N. J., Lodge is richer by the five-man Schmidt family, pictured with E.R. Stephen Kovara, center, who initiated them. Including a father, his three sons and a grandson, all sponsored by Elk James Schmidt, Sr., right, they are, left to right, Wm. J. and Charles Schmidt, Jr., their father, Charles, Sr., Navy Storekeeper 3/c James Schmidt, Jr., and John F. Schmidt.





In celebration of the 50th anniversary of Harry W. Morgenthauer as a member of the Order, Coral Gables, Fla., Lodge held a dinner and initiated in his name a class of 17 candidates, pictured here with Mr. Morgenthauer in the foreground, flanked by his lodge officers.



At the Toms River, N. J., Elks' 4th Annual Crippled Children's outing were Chairman F. B. Reeve, left, and E.R. E. M. Kelkuski.

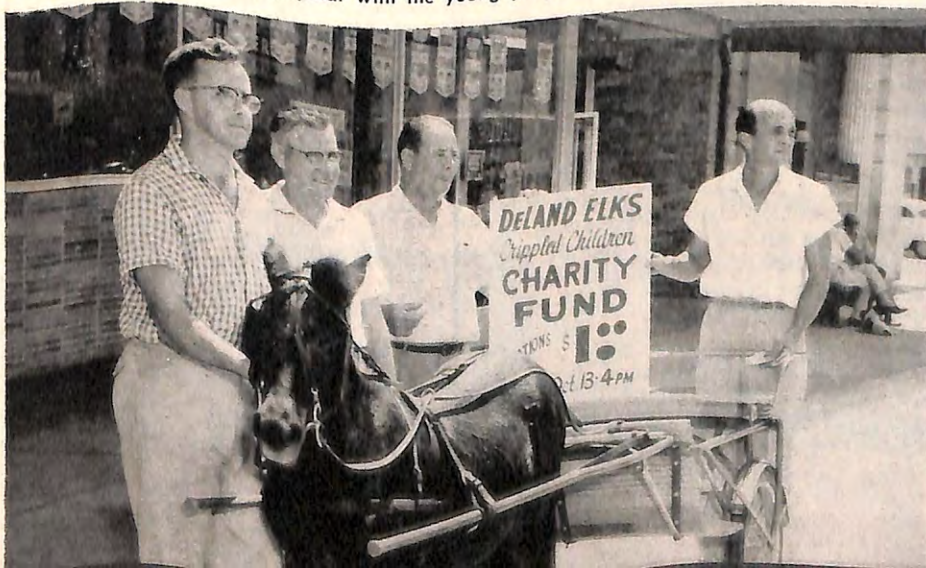


Not long ago, Thomas Cozetti held a reunion dinner for those members of Huntington, N. Y., Lodge who had been initiated into the Order during 1954-55, his term as Exalted Ruler. Seventy-six guests were on hand. Photographed at the speakers' table on that occasion were, left to right, seated, Mrs. Cozetti, E.R. Chester L. Murray, Past State Vice-Pres. Dr. Morris Milstein, Past State Pres. Franklin J. Fitzpatrick, National Convention Committee Director, Mrs. Milstein and Mrs. Fitzpatrick; standing are P.E.R. Cozetti and four of the Elks he initiated, left to right, Karl Keller, Harold D. Guckenberger, Alfred C. Hulse and Charles H. Sheridan.



Although P.E.R. Charles G. Detweiler of Harrisburg, Pa., Lodge has spent the last 30 years in a local hospital, being bedfast the last 21 years, he continued his Elk affiliation. He recently received his 50-year-membership pin from, left to right, Chaplain Edgar J. Huggins, Secy. Abe R. Kerson and E.R. Leo F. Gerber.

Below: One of the most successful efforts of De Land, Fla., Lodge in raising money for the Florida Elks' Harry-Anna Home for Crippled Children is Fun Day. This year's event included entertainment, a Louisiana shrimp dinner and the awarding of prizes, among them a pony and cart which is pictured with, left to right, Kenneth S. Rymal, Walter Glatzau, James M. Locklair, Sr., and J. W. Johnson, Jr. E.R. George F. Brillante has inaugurated a series of Teen-Age Dances which has been extremely popular with the young people of the community.



Below: New Smyrna Beach, Fla., Lodge honored P.D.D. and Mrs. J. J. Reilly on their Golden Wedding with the initiation of a class and a banquet, a duplicate of which was sent to their home where their three sons and their families joined in the celebration.





# Small Business' Stake in a Big Business

(Continued from page 7)

or developed by vendors working with Chrysler engineers.

A distinctive innovation currently promoting sales of our 1958 Chrysler and Imperial cars is the "Auto-Pilot" which permits a driver to cruise on highways at a set speed without maintaining foot pressure on the accelerator. This is an important safety device since it prevents a driver from going faster than he intends and relieves fatigue. Further, traveling at a steady, reasonable speed is the most economical way to operate a car. This device was brought to us by the Perfect Circle Co., of Hagerstown, Indiana, and their engineers worked with Chrysler engineers to develop the item to its present form.

In searching for the finest craftsmanship and material available, we have gone as far as Italy to meet our requirements. The most expensive American car on the market today is the Chrysler Imperial Crown limousine, a super deluxe job that sells for \$15,750—and up. This eight-passenger, 22-foot land-going yacht is shipped to Turin for the finishing touches by the Ghia Company, famous throughout the world for its superb work with sheet metal, leather and fabrics.

**T**O satisfy your curiosity about that \$15,750 price tag, the Imperial Crown limousine has two air-conditioning units, broadcloth and top grain leather upholstery, carpets made of sheared mouton lamb and a 325-horsepower engine. For the final note of elegance, its chromium-plated hood and deck ornaments are mounted on a 24-carat gold-plate foundation. Only 75 limousines are being made this year and they come in so many different color and interior combinations that no more than two or three are duplicates.

The Imperial Crown limousine is a custom-built beauty, but the same attention to quality is devoted to the mass-produced Plymouth, Dodge, De Soto, and Chrysler and Imperial. Although Detroit is the capital of the industry, we go into 41 states to find suppliers who are leaders in various specialties. In glancing at our list of vendors, I notice we get small, fine valves for plugs and instruments from Zelienople, Pennsylvania, a tiny community 25 miles north of Pittsburgh. I don't know how a colony of machinists qualified to do such close tolerance work happened to settle in Zelienople. All I know is that we're very happy indeed to draw upon their skills.

Ohio and Pennsylvania are generally regarded as the centers of the rubber industry, but we get pliable rings for attaching fixtures from Old Saybrook, Connecticut. From Hazellhurst, Geor-

gia, come the finished boards for floors and body frames; from Keokuk, Iowa, special steel piglets for making certain alloys; from O'Fallon, Indiana, loading and gripping devices used in heavy plant machinery. Independent suppliers are vital to the assembly lines of every automobile manufacturer, but we lean heavier on them than our major competitors. Our major competitors are more highly integrated than we are.

As I pointed out earlier, this widespread distribution of expenditures is in keeping with the Chrysler Corporation's philosophy of doing all it can to stimulate small business. We could more highly integrate our operation, which grosses more than three billion dollars annually, and at some future time we may become more highly integrated. But bigness for the sake of bigness never has held special attractions for the men who shape our policy. They believe it is imperative to keep fanning the spark of individual initiative that has made the automobile business the Number 1 industry in America. They have not forgotten that the giants who revolutionized the social and economic patterns of the country were given the opportunities to capitalize on the intelligence and enterprise which raised them from obscurity.

Henry Ford was an engineer for the Detroit Edison Company when he began tinkering with the newfangled gas combustion engine in a backyard toolshed. Charles Kettering, an unknown mechanic, became the engineering genius of General Motors. Walter P. Chrysler was a locomotive engineer and K. T. Keller, later the chairman of our board, started his career at a workbench in a small factory.

Something more than sentiment, however, prompts us to protect the little fellow's stake in the benefits of free enterprise. A network of prosperous suppliers helps to create a favorable economic climate for selling automobiles. As I have indicated, our products have been improved by the technical advances suggested by vendors—and I could fill three pages of this magazine with more examples of their assistance.

This teamwork between big and small companies is not a one-way proposition, of course. Many inventors lacking the capital or the scientific knowledge to develop their ideas have hit the jackpot through our facilities and advice. Few new devices or processes are ready to be put into production when they are first submitted. Our experts make the refinements and adjustments which, more often than not, convert a visionary sketch into cushy royalty checks.

We help our suppliers when they are in trouble. To cite a typical example, a little firm that makes rubber bushings

delivered a shipment to us a few months ago. Like all parts manufactured in our own and outside plants, the bushings were put through a series of laboratory tests to check on their quality. This shipment failed to meet the standards specified in the contract; the bushings wore out too fast when they were put into a machine which in a few hours subjects a part to the wear and tear it gets in thousands of miles of actual driving.

Under the terms of the contract we could have cancelled the entire order. But we knew the vendor had all his capital tied up in raw materials for our order and we felt we had an obligation to make every effort to rescue him from bankruptcy. Our chemists went to his plant to examine his formula for the rubber and found nothing wrong with it. The bushings then were exposed to an electronic microscope which revealed the vendor was using carbon black with faulty organic structure, a relatively

(Continued on page 38)

## THE ELKS MAGAZINE Small Business Articles

This article by Emlyn Lloyd of the Chrysler Corporation is the fourth in a series that The Elks Magazine is publishing in the interest of the very substantial percentage of members of the BPOE that, surveys prove, are engaged in small business. Previous articles in the series were:

### May 1957

"\$28,006 REWARD FOR A GOOD IDEA" BY STANLEY FRANK. How the suggestion box is providing business firms and government with practical money-saving ideas from employees working at all levels in an organization.

### July 1957

"SMALL BUSINESS—WHAT MAKES FOR SUCCESS OR FAILURE?" BY EUGENE RACHLIS. Why some small enterprises prosper and develop, and others fail to make the grade. This article is based on research experience of Dun and Bradstreet.

### October 1957

"UMPIRE FOR BUSINESS" BY EUGENE RACHLIS. What the Better Business Bureau can do to circumvent misleading merchandising and advertising practices carried on in a community at the expense of consumers and ethical businessmen.

Copies of any, or all, of the issues in which the previous small business articles appeared are available without charge. In ordering copies, please specify date of issue and enclose 5 cents in stamps for each issue requested. Orders should be sent to The Elks Magazine, 386 Fourth Avenue, New York 16, N.Y.





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Minimum lot size is 40 x 125' or its equivalent of 5000 square feet, and to assure a spacious 10,000 square foot homesite, our minimum purchase requirement is two lots (Waterview \$990—\$20 down, \$20 monthly... waterfront \$1790—\$40 down, \$40 monthly). Lots are platted in 40 x 125' units instead of 80 x 125' homesites in order to make it possible for those who desire more than 80 feet of frontage not to have to purchase 160 feet.

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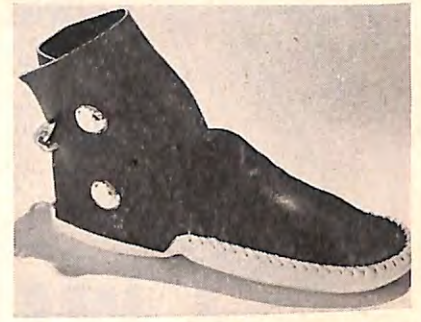
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# Elks

# FAMILY SHOPPER



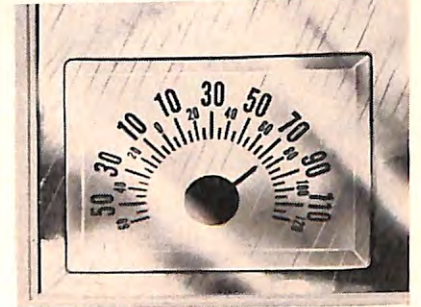
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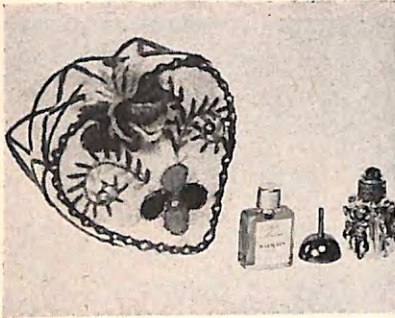
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# Elks

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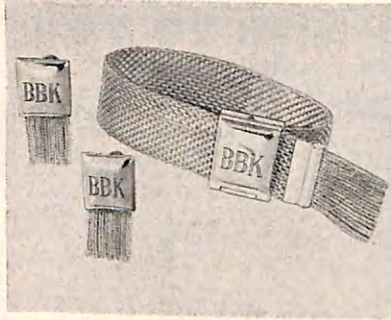
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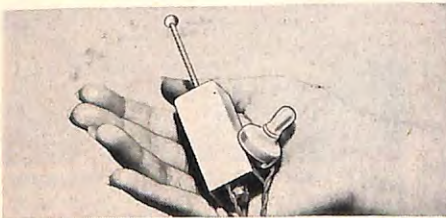


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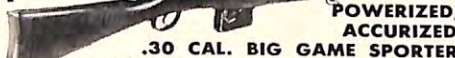
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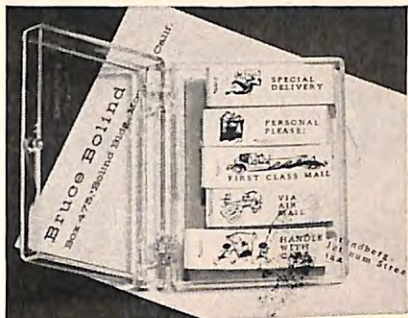
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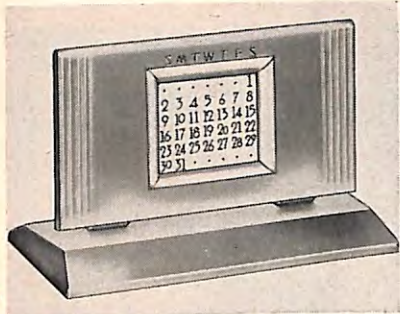
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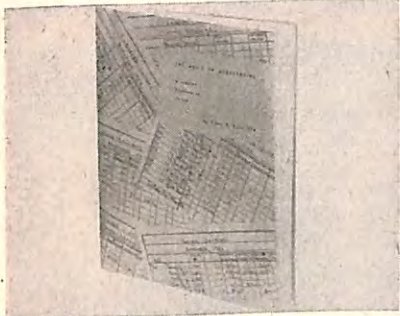
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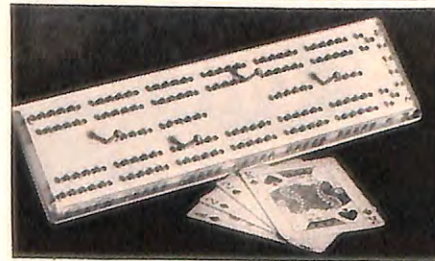
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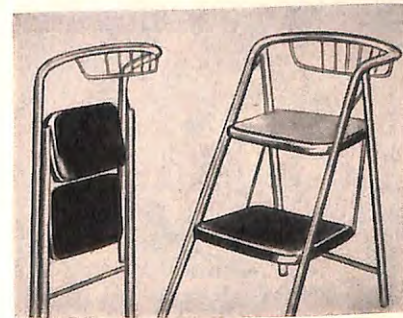
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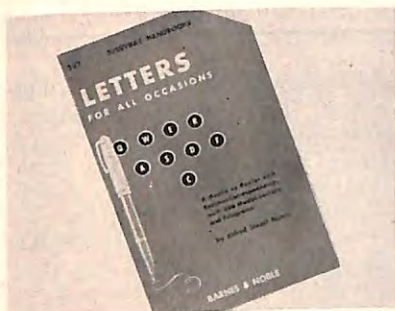


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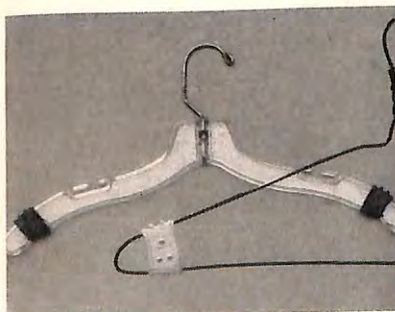




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## Business in 1958

(Continued from page 9)

demand for public works is still great and the decline in interest rates will stimulate the financing and construction of public works.

The main unknown force, however, is what the Federal Government will do. If under the pressure of recent developments in the Soviet Union, the government should deem it necessary to increase materially our defense expenditures and operate with a substantial deficit, it could have a pronounced impact on business sentiment. Many individuals, as well as management, believe that deficit financing is bound to lead to a renewal of the forces of inflation, and this in turn will stimulate not only borrowing, but also anticipatory buying. The general attitude would be that any delay in purchase would only mean paying a higher price later on. In this connection, the fact should not be overlooked that there is a ceiling on the Federal public debt—at present \$275 billion—and only Congress can increase it. The tip-off as to the size of the Federal deficit will come early in the year when Congress considers the debt limit. If the Administration asks for an increase in the public debt limit of not more than \$5 billion, the impact on the economy is not likely to be far-reaching. On the other hand, if the debt limit is increased by a substantial amount, thus forecasting a large Federal deficit, the impact could be considerable.

### Course of Readjustment

Eliminating the possibility of a return to large-scale deficit financing, the

depth and the duration of the readjustment will depend on whether the strong or the weak forces which exist at present in our economy will predominate. This in turn requires an analysis of: The steps and measures that can be taken by government to influence business activity. The inherent strength of the American economy. The maladjustments or weaknesses that have crept in.

### Government Action

The Reserve authorities have already realized that the forces of inflation are receding, and in lowering the discount rate they gave notice that the policy of active credit restraint has come to an end. The availability of bank credit will increase, money rates will decline and bond prices will naturally rise. This is bound to have a favorable effect on public works and housing, and may benefit those potential borrowers who during the past two years found it difficult to obtain credit accommodation. Smaller businesses will benefit from this development. However, as experience during the summer of 1953 and during 1954 has shown, there is a time lag between the lowering of money rates and its impact on business activity.

Although expenditures by the Federal Government may increase, if business activity turns downward and unemployment increases, there is still a possibility that individual income taxes may be lowered. While such a measure will benefit primarily families in the lower-income groups, lowering of income taxes has a strong impact on the whole economy.



Dr. Marcus Nadler is Professor of Finance at New York University and Consulting Economist for The Hanover Bank, New York. He is recognized as a foremost analyst of economic matters and has contributed annual business reviews and forecasts to The Elks Magazine since the January, 1949, issue. This article is supplemented each year by a mid-year review in the May or June issue.

The economy of the country is inherently sound. The disposable income of the people will remain large even though employment may be less plentiful. Moreover, the economic security of the people is great and the liquid savings of the people are very substantial. Furthermore, even those who temporarily lose their jobs will not be entirely deprived of income since they will be entitled to unemployment insurance, and many workers are covered by supplemental unemployment benefits.

The economy of the country remains dynamic. The population is increasing, the birth rate is high, the decentralization movement continues and living standards will continue to rise. Moreover, research continues to play a very important role in the economy of the country. Research creates not only new products which have to be tested and marketed, but also new methods of production. Since the cost of doing business will remain high and competition will be keen, the demand for labor-saving devices will be as pronounced as before. Finally, there has been no tie-up between credit and speculation, and therefore a decline in the equity market could not have the same effect on the credit system of the country as it did in 1929 and 1930.

The above factors clearly indicate that the economy of the country is essentially sound and that a sharp decline in business activity is not in the making.

### The Weaker Elements

There are some maladjustments in our economy which cannot be over-

## Gunnison Has Well-Planned Indoctrination Program

THE EXPERIENCE of Gunnison, Colo., Lodge No. 1623, with its indoctrination program demonstrates the soundness of the statute adopted at the last Grand Lodge Convention, adding a standing Committee on Indoctrination in every lodge. After initiation, too many men never are seen in the lodge room again; having only the haziest idea of what Elksdom means, they lose interest and drop out. Gunnison Lodge decided to do something about it.

Exalted Ruler Lawrence E. Phelps appointed a "screening committee," made up largely of Past Exalted Rulers, to put a plan of indoctrination into action. Candidates for membership are asked to appear singly before the committee, where they learn about the Order—how it is organized, its purposes and programs. The social features are explained in relation to more important activities of the lodge and Order.

The committee lays major stress, with each candidate, on the importance of at-

tending lodge meetings. He is informed frankly that the lodge has a large membership for a small community, and is not interested in mere dues-paying members, but wants men who will take an active interest in the lodge's affairs. A promise is exacted from the candidate that, if elected to membership, he will attend lodge at least once a month and as often in addition as possible, on the theory that regular attendance builds interest.

PER Robert G. Porter, a member of the committee, reports: "This plan is beginning to bear fruit, and we have obtained in the last six months several new members who have already become actively engaged in some phase of lodge activity." Brother Porter adds that many applicants have been surprised to learn what Elksdom really stands for, "because they have heard only of the social activities of the Elks and know nothing of the more serious and satisfying aspects of the Order." ● ●



looked. Briefly, they are described as follows:

**THERE ARE GREAT DISCREPANCIES IN WAGE SCALES.** In some industries wages are substantially higher than in others, and there is a danger that buying power of people with stabilized incomes may be curtailed.

**THE SMALLER CONCERN** finds it difficult to compete with the giant corporations. Business today not only requires a great deal of capital but is also forced to spend huge amounts on research. It is obvious that the large concerns are in a better position to obtain credit and capital and undertake research. Therefore, the number of failures will continue to be large and the merger movement will continue.

**PRIVATE INDEBTEDNESS NOW IS LARGE.** Consumer credit at the end of September, 1957, stood at \$43,011,000,000 as compared to \$11,677,000,000 a decade ago. Mortgage indebtedness on one-to-four-family homes has risen sharply, and the debt of private corporations also has increased materially. It is not as yet certain whether individuals and management will be willing to increase their debt to the same extent as they did in the past. If private indebtedness does not rise as fast in the immediate future as in the past, it will have an adverse effect on business.

**FINALLY,** the productive capacity is greater than the effective demand, and capital expenditures by corporations on new plants and equipment will not resume their upward trend until this demand has caught up with the supply. In the sort of economy prevailing in the United States with its high standard of living, psychological factors play an important role. It should be borne in mind that only about 50 per cent of consumption expenditures by individuals are for necessities. The rest are optional in character. This raises the question as to whether the people will be willing to spend more freely or to save more—decisions each of which will have a different impact on the national economy. Also, the equity market plays a more important role today than before, because of the wider ownership of stocks.

Be that as it may, and assuming no unforeseen events in the international political field, one may reach the conclusion that the readjustment, while painful, will not go very far and will not last very long. The pattern of business may be as mild or even milder than was witnessed in 1953-54 although, in view of the maladjustments which have crept into our economy, there is also a possibility that the decline may approach that of 1948-49.

### Conclusions

**THE BOOM** which set in in the early part of 1955 has run its course and the economy is headed for a moderate readjustment. Business activity, at least in

the first half of 1958, is likely to decline, unemployment to increase and commodity prices to stabilize themselves. This trend could be reversed only if the Government were to revert to large-scale deficit financing. Such a measure would revive the fear of inflation, lead to increased anticipatory buying, and borrowing by individuals and business concerns. To judge from recent statements made by the President, while the Treasury may operate during the fiscal year 1958-59 with a deficit, it is not likely to be large.

The readjustment has been brought about by the fact that capital expenditures by corporations are decreasing, the boom in office buildings has slowed down, inventories are being liquidated and exports to foreign countries are declining.

**A DECLINE IN BUSINESS ACTIVITY** accompanied by a moderate increase in unemployment will lead to a lowering of money rates. This should later on have a favorable effect on public works of political subdivisions, which will be large and may later on in the year lead to a revival of home construction. Competition in the new year will be keen, perhaps keener than ever before. The number of failures is likely to be large and the merger movement will continue unabated.

**SMALL AND MEDIUM-SIZED COMPANIES,** particularly those that cannot adjust themselves to highly competitive conditions, will not fare so well. However, those that have reduced their costs and adjusted themselves to present economic conditions in the country will do well.

**THE READJUSTMENT,** on the whole, must be considered as a wholesome development. A continuation of the boom would have accentuated the inflationary forces, would have led to a further deterioration in the purchasing power of the dollar, and ultimately would have caused a much more severe decline in business activity than we expect in the immediate future.

**FINALLY,** it should be borne in mind that the readjustment does not alter the long-range outlook for business activity of the United States. The economy of the country continues to remain highly dynamic. The population is increasing, living standards are rising and research creates new products, as well as new methods of production. The liquid savings in the hands of the people are substantial and their economic security is very great. After the present readjustment has run its course, business will resume its upward trend and lead not only to a higher level of economic activity, but also to higher living standards.

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## Small Business' Stake in a Big Business

(Continued from page 28)



Political cartoon from "The American Past" by Roger Butterfield, Simon and Schuster, Inc., publishers.

### BELVA LOCKWOOD For President!!!



She was small and slender and very handsome in her new blue gown as she stepped onto the roughhewn platform. Above her, flags snapped against the summer sky. Before her, the lady delegates of the Equal Rights Party stood up and cheered.

Belva Anne Lockwood accepted their cheers, and their nomination, to become in 1884 the woman who ran for the Presidency of the United States.

A gallant choice she was, too. Defying massive prejudice, she had fought for and won a college education, a law degree—the first ever given an American woman, and, finally, the right to plead cases before the Supreme Court. (Where, among other triumphs, she won a \$5,000,000 settlement for the Cherokee Indians.)

She didn't expect to be President; that wasn't her point. She would run to make America conscious of women's right to political equality. And run she did. Ridiculed in the press, hooted on the street, even denounced by fellow-suffragist Susan Anthony, she nevertheless received 4,159 popular ballots from six states.

More important of course, she dramatized, as no one else had, women's battle for the right to vote.

Before Belva Lockwood died, her fight was won and America had gained the strength of millions of new "first class citizens," her women. That strength today mightily reinforces the living guarantee behind one of the world's soundest investments—United States Savings Bonds. It is one more reason why you *know* that in America's Savings Bonds your savings are safe and your return is sure. For real security, buy Savings Bonds, through Payroll Savings or at your bank.

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simple mistake to correct. The vendor, who could not afford to buy an expensive microscope, would have gone broke if our equipment had not shown him how to save the contract.

You hear a lot of loose talk about big, soulless corporations stifling initiative by forcing the little businessman to the wall. It's utter nonsense. Competition has put a higher premium on intelligence and get-up-and-go than ever before. Mass production has raised the American standard of living and created a greater demand for the goods and services of the small retailer and manufacturer.

Like every progressive organization in business for the long haul, Chrysler Corporation recognizes its responsibility to promote the general welfare. We have contributed \$300,000 to Cornell University's research program on the causes and prevention of auto accidents. We sponsor contests to discover boys with engineering and mechanical aptitude. We set aside a portion of our profits for college scholarships and community projects, including the United Foundation and Junior Achievement. Most people are inclined to take these benefits of a vigorous, expanding economy for granted, but to someone like me, who is not a native-born American, the opportunities for individual advancement in this country are a source of never-ending astonishment and admiration.

I was born in Wrexham, Wales, in 1901 and was apprenticed to an engineering firm at the age of fourteen. A year later I was assigned to the Royal Air Force as a mechanic and stayed on that job for the duration of World War I. The R.A.F. had a fiendishly

clever scheme for making sure its equipment was serviced properly. After overhauling a plane, the mechanic had to go up with the pilot on a test ride. You may say that was the origin of my lifelong insistence on scrupulous maintenance of machinery.

During the war I had seen and heard so much of America's industrial potential that I couldn't wait to emigrate and become a part of it. I finally saved up passage money to Canada in 1923 and was admitted to the United States under the British quota shortly afterward. My first job in Detroit was with the J. L. Hudson Department Store selling pianos. Despite my heavy Welsh accent, I sold a piano the first week and received a commission of \$80. That was more money than I ever had owned in one piece, but it was just a snare and a delusion. I didn't make another sale. I quit a month later and hooked on with the engine assembly department of the old Maxwell car and, after it was merged with Chrysler Corporation, I went into time-study work.

In 1928 the automotive industry witnessed the most ambitious expansion by a company in history. Chrysler bought control of the Dodge Brothers Company and, the same year, introduced the Plymouth and the De Soto. As you undoubtedly know, re-tooling for a new model of an established car is a tremendous job that takes two or three years of preparation. Launching two completely new cars from scratch involves tremendous effort and a million headaches under the best circumstances. The facilities of the Chrysler and Dodge plants already were strained to the breaking point to fill orders before two cars were added to the line. The Plymouth and

## Dr. Barrett Makes Gift to the Home

Past Grand Exalted Ruler Robert South Barrett, whose generosity has made him a major benefactor of the Elks National Home, recently presented a check for \$5,000 to the Board of Grand Trustees for improvement of the Home's hospital facilities.

Doctor Barrett has been a frequent visitor at the Home for more than 40 years, and earlier this year was a guest there while convalescing from surgery. Presenting the check to Chairman Arthur Unlandt, during a meeting of the Board of Grand Trustees at the Home in Bedford, Doctor Barrett said that he was grateful for the opportunity he had had to stay at the Home, which he characterized as the finest of the many such homes with which he was acquainted in this country and abroad. His deep interest in the Home

prompted Doctor Barrett to provide the funds for the erection several years ago of the Harper Memorial Auditorium at the Home in memory of Past Grand Exalted Ruler Fred Harper.

On November 12th, Dr. Barrett and his wife celebrated their 59th wedding anniversary. Mrs. Barrett has actively participated with Past Grand Exalted Ruler Barrett during their years of married life in making a great many generous gifts to charities and public institutions.

The week prior to their 59th anniversary, the Virginia Press Assn. presented to Dr. Barrett a handsome bronze plaque designating him as the oldest living past president of the Association. Dr. Barrett served the Association as president in 1916, when he owned and published the Alexandria "Gazette."



the De Soto never would have gotten off the ground if not for independent manufacturers who met our frantic demand for parts.

During this period vendors were indispensable adjuncts of the business. One of my assignments was to make a survey of the cost of materials used in Chryslers and Dodges. I discovered vendors were selling comparable products at lower prices than the company could turn them out. Further, they come through so magnificently on the avalanche of rush orders hurled at them that the top-level executives decided that definitely there was a place for independent suppliers already in business.

Today, the engines, major body stampings, transmissions, axles and crankshafts, suspension parts and power steering are made in our own plants for the cars in our line. Nearly all the other component parts come from vendors. We buy everything from a 65-cent can of roach powder—needed when wild life suddenly invades our spotless cafeteria—to about two million tons of steel a year.

All sorts of strange requisitions pass through the purchasing department. We have rented the University of Detroit's wind tunnel to study the effect of air pressure on aerodynamic designs of cars, and I've gone crazy trying to hire a steam calliope for a dealers' presentation when the publicity boys wanted to introduce a new model with a fanfare. I grouse about rising costs as loudly as any housewife when I see the monthly food bills for the company cafeterias; then the next moment I have to be a combination prophet and gambler when placing orders for a large consignment of steel.

Last spring, when there were rumors of a stiff rise in the price of steel, considerable pressure was exerted on us to load up before the increase went into effect. My staff and I decided to pay the still unknown higher price instead of stockpiling steel. Why? The cost of storing steel is two dollars per ton a month and we figured it would be cheaper in the long run to buy the stuff as we needed it. The gamble paid off. Some experts anticipated the increase would amount to eight or ten dollars a ton. Actually, it was six dollars. By avoiding storage charges we saved the company and its stockholders several million dollars.

A few weeks later another ticklish decision had to be made when the price of scrap steel went into a tailspin. We had thousands of tons of metal ready to be sold. What to do? Should we dump it before the market dropped or hang on in the hope the price would rise? I crossed my fingers and said we'd hang on. Luckily, for me, the price went up and \$165,000 was added to the company's funds.

There are, and always will be, a welter of problems involved in spending more than two billion dollars a year on



# I'd like to give this to my fellow men... while I am still able to help!

I was young once, as you may be—today I am older. Not too old to enjoy the fruits of my work, but older in the sense of being wiser. And once I was poor, desperately poor. Today almost any man can stretch his income to make ends meet. Today, there are few who hunger for bread and shelter. But in my youth I knew the pinch of poverty; the emptiness of hunger; the cold stare of the creditor who would not take excuses for money. Today, all that is past. And behind my city house, my

summer home, my Cadillacs, my Winter-long vacations and my sense of independence—behind all the wealth of cash and deep inner satisfaction that I enjoy—there is one simple secret. It is this secret that I would like to impart to you. If you are satisfied with a humdrum life of service to another master, turn this page now—read no more. If you are interested in a fuller life, free from bosses, free from worries, free from fears, read further. This message may be meant for you.

by Victor B. Mason

Out of the thousands who read this message perhaps only you and a few others will have the vision and the intuition to realize that it may be intended that you read this page at this time—that the coincidence of holding this magazine in your hands may shape your destiny, may guide you to lots of independence beyond the dreams of avarice.

Don't misunderstand me, I am not speaking of mysterious laws of nature that will sweep you to success without effort on your part. That sort of talk is rubbish. If this message is intended for you, you are the kind of man who knows that anything worthwhile must be earned. If the earlier development of your karma has revealed to you that there is no reward without effort, you may now be ready to learn and use the secret I have to impart.

Please don't misunderstand this statement. I am not a philanthropist. Frankly, I am going to charge you something for the secret I give you. Not a lot—but enough to convince me that you are a little above the fellows who merely "wish" for success.

I have two businesses that now pay me all the money I need. One

of them is unusual in two respects: 1) It is needed in every little community throughout this country; 2) It is a business that will never be invaded by the big fellows. It is essentially a one man business and can be operated without outside help. It is good summer and winter. It is growing each year. It can be started in spare time on an investment so small that it is within the reach of anyone.

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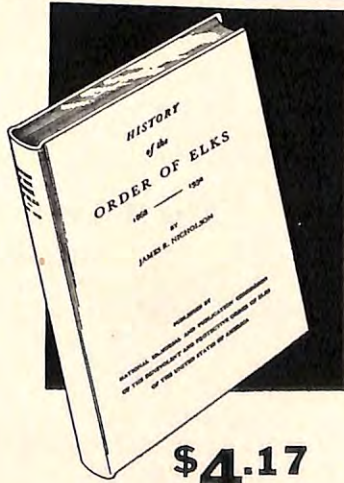
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to tell you the full story, but if you are interested in becoming independent in a business of your own, in knowing the sweet fruits of success as I know them, send me your name. That's all. Just your name.

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fluctuating markets, but the over-all concern of the purchasing department is building up a large reservoir of vendors who can feed our assembly lines with high quality products at reasonable prices. This aspect of our operation is so important that J. Carl Poyner, one of our best men, recently received an appointment to head a new area of supplier relations.

In fact, we lean so heavily on small businessmen that we no longer wait for them to come to us. We search them out all over the country as intensively as the major-league ball teams scout prospects. We cannot afford to overlook any potential supplier, no matter how small he is, who can provide us with new materials, processes or designs, and replace vendors who have not remained progressive or competitive. We do not drop old vendors capriciously; some firms have been doing business with us for thirty years. The turnover each year is not large, but we constantly are adding new companies to the list.

Chrysler's open door policy for small businessmen is a good deal more meaningful than a resounding phrase in press releases. An interview with our engineers or purchasing representatives can be arranged merely by calling or writing to our headquarters in Highland Park or one of our nineteen branch offices in every section of the country. To stimulate the free exchange of ideas, we ask vendors to submit bids two ways: (1) As shown in our blueprints; (2) With any suggestion for modification which will enable the product to be made at lower cost with the same or better built-in quality.

Red tape is inevitable in any large organization, but we try to reduce it to the minimum. There are 700 people including clerical workers in our various purchasing departments and 150 have

the authority to approve contracts for orders. With the exception of an item requiring extensive laboratory testing, a bid normally is accepted or rejected within five weeks after it is submitted to us.

We have so much confidence in our vendors that we do not hesitate to let them in on trade secrets. It is a tribute to the integrity of the small businessman to report that confidence never has been misplaced. There never has been a "leak" on such competitive features as a new mechanical improvement or a trend in styling.

IN the final analysis, our most precious asset, good will, depends on 12,553 large and small independent companies. They furnish the bulk of the materials and parts essential for the satisfactory performance of our cars. The sensational spurt made by Chrysler in 1955, and maintained since then, was the direct product of their pride of craftsmanship. It was a complete justification of the policy the Corporation reaffirmed immediately after World War II.

Like every cog in American industry, called "the reservoir of democracy" by President Franklin D. Roosevelt, we had brought off miracles of production. The day after Pearl Harbor we began building a tank factory in an open field near Detroit. Six months later the factory was completed and two months after that the first tank rumbled off the assembly line for shipment overseas.

At its inception Chrysler Corporation adhered to the traditional practice of using independent suppliers. We then decided the public interest and the welfare of the company could be served best by encouraging small businessmen who were competitive to share in the benefits of the free enterprise system. That was our philosophy then—and we still practice that philosophy today.

**The Elks and Newspaper Week**

(Continued from page 17)

to three minutes, each "student" Elk reported on what he had learned, as his "tutor" from the *Daily Times* listened carefully. There was no doubt that each had done his job well.

Paid ads in all newspapers, congratulating the press, was part of the third-prize-winning Newspaper Week observance in this category, produced by the Elks of Fulton, N. Y. In addition, a "Favorite Newsboy" Contest was sponsored throughout the community, a title won by Robert Vayner, a *Herald-Journal* carrier. An essay contest for high school students writing on "Freedom of the Press" had many entrants with John Terramaggi coming out on top. He and Robert Vayner were guests of the lodge at a reception and banquet for newspapermen and their wives from all papers circulating in the city, the climax

of the Fulton celebration. James E. Doyle, Editor of the *Utica Observer-Dispatch* and a District Deputy of the Order, was the speaker. The duties of Master of Ceremonies were capably handled by State Youth Activities Chairman James B. Hanlon, following a welcome by E.R. Maurice Shapiro.

The Grand Lodge Committee selected a number of entries for Honorable Mention. This honor went to Altoona, Pa., Bristol, Conn., Charleroi, Pa., Fond du Lac, Wis., Greensboro, N. C., McAllen, Texas, Miami Beach, Fla., Sacramento, Calif., and Scranton, Pa., Lodges in Group I, and in Group II to Ambridge, Pa., Bessemer, Ala., Farmington, N. M., Harlingen, Texas, Leominster, Mass., Midwest City, Okla., Rumford, Maine, San Angelo, Texas, and San Benito, Texas, Lodges.





On his arrival at Green Bay, Wis., Lodge, on October 22, the Grand Exalted Ruler is shown with (left to right) Grand Lodge Activities Coordinator Bert A. Thompson, Exalted Ruler Dr. M. J. Junion (greeting Mr. Blackledge), Past Grand Exalted Ruler Floyd E. Thompson and Grand Secretary Lee A. Donaldson. On the same evening, this photograph was flashed across local television screens as a news commentator described Mr. Blackledge's visit to the city of Green Bay.

## Lodge Visits of H. L. Blackledge

(Continued from page 21)

dates was initiated during the afternoon, and that evening they attended a reception at the lodge rooms. A dinner and semi-formal dance climaxed the festivities. Following this visit, Mr. Blackledge departed for Wisconsin.

### Wisconsin Lodges Visited

In Sheboygan, Wis., on Oct. 22, Grand Exalted Ruler Blackledge visited the cemetery at which rests late Past

Grand Exalted Ruler Charles E. Broughton. With Mr. Blackledge as he placed a wreath on the grave of Brother Broughton were Past Grand Exalted Ruler Floyd E. Thompson, Grand Secretary Lee Donaldson, State President Arthur J. Chadek, Sheboygan Exalted Ruler William S. Russell, Sr., and Brothers of Sheboygan Lodge. The day of this visit—October 22—marked the date of Mr. Broughton's birthday, 84 years ago.

At a noon luncheon, the Grand Exalted Ruler complimented the lodge on the opening of the new Sheboygan Elks home, dedicated that week. Past Grand Tiler Otto Stielow served as master of ceremonies at the luncheon, and the official greetings of the city were extended to the Grand Exalted Ruler and other guests by Mayor John Bolgert.

At a reception given by Two Rivers Lodge that afternoon, over 200 Elks were on hand to greet the Grand Exalted Ruler. The gathering was treated to a performance by the Schmitt Brothers Barbershop Quartet. Regarded as champions in this field, the Schmitt brothers (Jim, Joe, Fran and Paul) are all Elks.

After the two-hour reception, Mr. Blackledge headed for Green Bay Lodge, where he attended a dinner with some 200 members. He was greeted by Exalted Ruler Dr. M. J. Junion; Past Exalted Ruler Carl Janssen acted as master of ceremonies at the banquet, and Mr. Blackledge was presented with the key to the city by Mayor Otto Rachals.

During his four-day tour of the state, Mr. Blackledge also visited lodges at Marshfield, Chippewa Falls, Rice Lake, Madison and Beloit.



The Grand Exalted Ruler made an unscheduled trip to Manitowoc, Wis., Lodge on Oct. 22, in order to congratulate 10 new holders of Participating Certificates of the Elks National Foundation. Past Grand Exalted Ruler Floyd E. Thompson, a Trustee of the Foundation, looks on as Exalted Ruler Harold Radandt presents a \$1,000 check from the 10 Manitowoc Elks, and Mr. Blackledge accepts it on behalf of the Elks National Foundation.

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## For Elks Who Travel

(Continued from page 13)

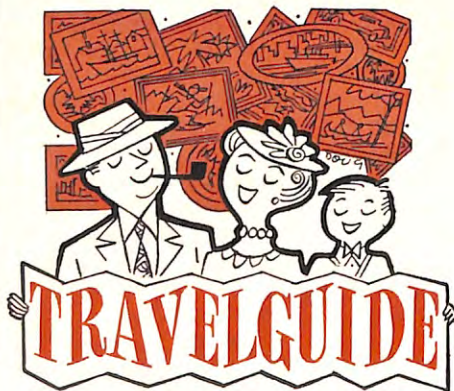
place for a family and I would think wild horses wouldn't be able to drag a youngster home, once he had been to Sarasota. There the circus warms up every winter, giving performances in the open. The calliope steams like mad (and like the old days), while girls recently imported from Japan practice rope climbs. Trainers work out with wild animals, elephants get brushed and bathed, not to mention manicured (with a file). There are motels in the area, owned now by retired circus people, and there are restaurants that use circus acrobats and trick riders in the floor show.

John Ringling, who really got the circus established in Sarasota, left some tidy memorials of his own, among them a fantastic home which is a museum. It is supposed to resemble a Venetian villa, and indeed it does face on the bay; and at one time the Ringlings had a gondola on hand to complete the scene. There is a great public beach on the keys off Sarasota, accessible by a bridge and with facilities for family sunning, swimming, changing, and eating all handy and available.

From here north to Tampa is a nest of ball clubs; and if you plan your trip late enough in the season, you will see the teams working out in Bradenton, Sarasota, St. Pete and Tampa. It is rather an unlooked-for way to make a baseball widow of the wife, but probably she will not mind it nearly so much with the beaches, the excursions, and the resortwear shops all on hand.

No one keeps as active as the so-called senior citizens up in St. Petersburg, which for numbers of games played by the most people is doubtless one of the sportiest cities in the United States. Don't miss the Kids and the Kubs, a league of super-annuated ball players who play fast softball several times a week. They have umpires, uniforms, rhubarbs, and shortness of breath.

Tarpon Springs offers a great day's excursion and a chance to see a Greek colony in action in the tropics, the same way they might be working on the Greek isles. They are after sponge, and divers rake the bottom both for the tourist's benefit and the owner of the ship. Why stay home and shiver?



A GROUP of lively and enterprising Brothers from the New Orleans No. 30 Lodge, known as "Elks Krewe of Orleanians", has appointed Chris R. Valley Captain of this year's Elks Mardi Gras Parade, the biggest parade of all. Also this year the group has been appointed to put out the official Mardi Gras catalog, which contains all the information about the Mardi Gras: the balls, parades, etc., and the dates for the next ten years. These are available at 35 cents, or 3 for \$1, mailed anywhere.

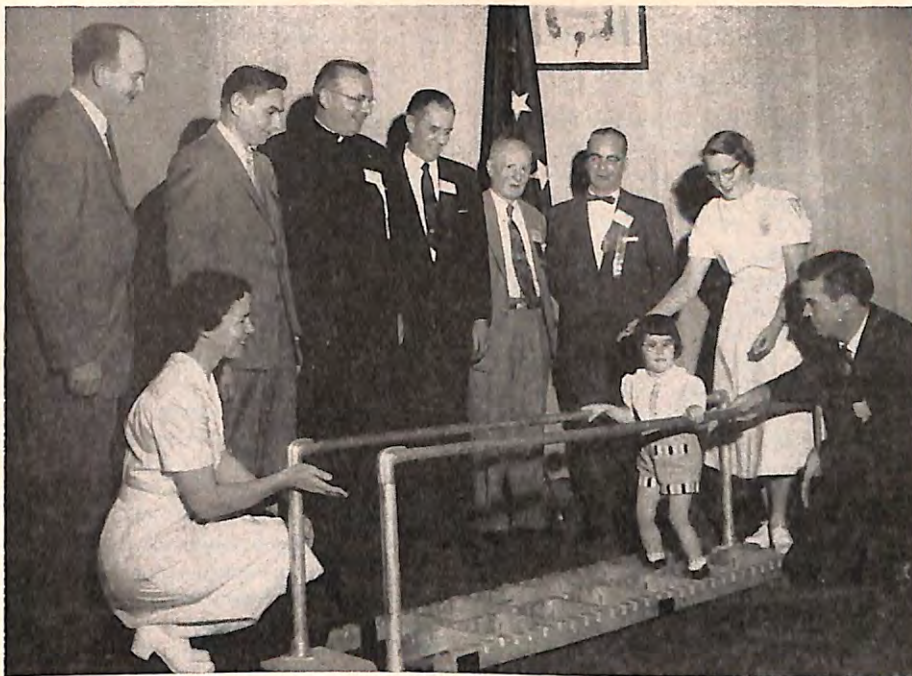
The Mackle Company, well known developers of retirement communities in Florida, report that their Port Charlotte development on the West Coast between Punta Gorda and Sarasota offers some of Florida's finest natural advantages. The company is developing Port Charlotte into an area of broad

beaches, fishing piers, marinas and waterways with direct access to Charlotte Harbor and the Gulf of Mexico. The area is famous for fishing and hunting and has long been a favorite wintering place for all strata of society. We suggest on your trip south this winter you visit Port Charlotte.

From Dan Sanborn comes a special bulletin: "At long last, the Brownsville-Mexico Road is back in business." A new governor of Tamaulipas was elected last fall, keen young Dr. Norbert Trevino Zapata of Matamoros, personal physician to the president of Mexico. He promised in his inaugural address that on the first order of business was the rapid completion of the Brownsville-Matamoros-Victoria highway. He lived up to his word and the road was officially opened in November.

Eddie Bohn and his Pig'n Whistle Motel at Denver, Colorado, were featured in a recent issue of the American Motel Magazine. The author, Jim Pease, reports that about 65 per cent of the patrons of the Pig'n Whistle learn of its luxurious advantages through outdoor advertising. About 60 outdoor boards "in various sizes and vivid color, with a frolicsome, piccolo-playing Pig trademarking them all, stud the state and spill over into Wyoming." We have the folders on the "Pig'n Whistle" and will send them to those interested in stopping at one of the most modern luxury motels when visiting Denver.





Chief therapist Dave Morris, kneeling at right; Mabel Nihoul, kneeling at left, and Maybelle Townsley, right, demonstrate a treatment on one of the cerebral-palsy victims being cared for by the Alaska Elks Assn. Looking on are, left to right, retiring Pres. John A. Gibbons, Gov. Michael A. Stepovich, former Grand Chaplain Rev. Father Richard J. Connelly, Cerebral Palsy Commission Chairman Robert D. Lewis, former Grand Tiler M. E. Monagle and Special Deputy Edwin J. Alexander.

## A Report from ALASKA'S ELKS

The 10th annual Convention of the Alaska Territorial Elks Assn. in Anchorage opened for registration on Oct. 9th, with the first business session taking place on the 10th under the gavel of Pres. John Gibbons. Former Grand Chaplain Rev. Fr. Richard J. Connelly offered the invocation, and welcoming addresses were made by E.R. William H. Darch of the host lodge and Mayor Anton Anderson of Anchorage. At the meeting which took place on the 11th the Assn.'s 1957-58 officers were elected, and in the afternoon the many achievements of the Alaska Elks' Cerebral Palsy Commission were dramatized by a public demonstration of treatment with one of the 115 patients being cared for by the Elks of the Territory. This was augmented by the showing of a full-color movie delineating the various phases of this important work which is in the capable hands of Chief Therapist Dave Morris, assisted by Maybelle Townsley and Mabel Nihoul. After an inspiring address by Special Deputy Edwin J. Alexander, another honored guest of the Convention, the Assn.'s 12 member lodges presented checks totaling nearly \$40,000 to help carry on the Commission's program for the year. These gifts were accepted by Commission Chairman Robert D. Lewis and Assn. Pres. Gibbons.

The next morning found the Convention delegates and guests at the Sydney Laurence Municipal Auditorium where the moving annual Memorial Services took place with P.D.D. L. J. Weeda as speaker.

The officers for the coming year were installed at a public ceremony at the home of Anchorage Lodge by the Assn.'s first President, E. C. Smith. They are James Nolan, Wrangell, Pres.; Hal Gilfilen, Seward, Vice-Pres., West; W. C. Stump, Ketchikan, Vice-Pres., East; L. J. Weeda, Anchorage, Secy.-Treas., and Hollis Henrichs, Cordova, Chairman; E. Robert Haag, Juneau, and Bud Metzgar, Kodiak, Trustees. D.D.'s for Alaska are Matt Onkka of Palmer and Joseph Bailey of Ketchikan.

At the President's Banquet on the evening of the 12th, Michael A. Stepovich, Governor of Alaska, delivered the principal address, following his presentation by retiring Pres. Gibbons who also introduced Past Grand Tiler M. E. Monagle of Juneau.

Another social highlight of the meeting was the innovation of an All-Alaska Dinner, with each lodge of the Territory contributing an item of food famous in its area. Nearly 900 guests availed themselves of the opportunity to enjoy such delicacies as King Crab, caribou, salmon and the like.

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## In the Dog House

(Continued from page 15)

dogs was done by the monks. Usually two dogs were sent out together, one an older, trained dog along with a younger dog undergoing training. Upon locating a traveler who was unconscious, the dogs would first try to revive that person by licking his or her face. Whether the individual was conscious or not, the dogs would run back to the hospice; and by their actions in barking or showing excitement they would attract attention, and then lead a rescue party to the person who needed help. If the person needing help was able to walk, the dogs were trained to guide his way to the hospice.

One of the remarkable characteristics of these dogs is their ability to sense an oncoming storm, at which time they became restless and show every indication of wanting to get outdoors. Once outside, they conduct searching sorties

on their own. It is estimated that since their employment by the monks, the dogs have rescued more than two thousand persons.

WHEN the St. Bernards were first brought into England they were termed "Sacred dogs," because of their origin at the hospice. As mentioned here earlier, this was during the forepart of the 19th Century. For some time thereafter, the breed had no specific name. At one time the name "Alpen-dog" was suggested. The first use of the name "St. Bernard" occurred in 1865, but officially this name was not recognized until 1880.

From then until about 1900, the breed was quite popular in this country. In subsequent years it declined, and only recently is it giving indication of recapturing its former favor with the public.

## Rod and Gun

(Continued from page 14)

time. Besides, you are my friends. The license it is not necessary."

We didn't get our licenses.

On our tenth and last day, however, we did hunt the Moctezuma quail. Without being legally licensed, Dad wouldn't go. I went, but equipped only with a camera. I don't break game laws either, in Mexico or anywhere else. Our friend from North Carolina had waited too long, however. His patience was used up. He went with his twenty gauge, plenty of shells and blood in his eye.

Our plan was to start early since the Moctezuma quail live high in the mountains—above ten thousand feet—and it would be a long drive over narrow, winding roads to the shooting. A friend of Miguel's would drive, and a dentist who owned a fine pointer would accompany us.

Early in Mexico turned out to be 1:00 p.m., and even then the dentist wasn't ready to go. In fact, he seemed surprised to see us in spite of the fact that we had talked over our plans the day before. We finally took Pancho, his pointer, and left the dentist at home. At last we started for the mountains.

It may take a Mexican a long time to get moving, but once he gets in the spirit of the thing, he wastes no time. I've driven a lot of mountain roads, and I've flown with some bush-happy pilots in the north country whose planes should long since have been relegated to the scrap pile, but I've never experienced anything like that afternoon's drive. Miguel told us proudly that the driver's ambition in life was someday to enter the Indianapolis 500-mile race, and apparently he was proving to us that he would

win or would be killed in the attempt.

On our arrival—after we had recovered from the shakes—the Moctezuma quail hunt turned out to be a fascinating affair, even without a gun. The location was a high mountain plateau, some eleven thousand feet up, on which was a plantation devoted solely to growing plants used to produce an inferior Mexican liquor called pulque. This liquor is made by fermenting the sweet juice, or sap of these plants, known as maguey, which are similar to the century plant although much larger. The sap—called *agua miel*, or honey water—is held in a cup-shaped chamber in the heart of the plant. Being a desert plant, this has long served as a source of refreshment to thirsty travelers. Our driver cut a dried thistle, which has a hollow stem, stuck it into a plant from which the top had been cut to expose the sap, and gestured to us to use it as a straw to sample the honey water. It was very sweet and as palatable as most bottled pop. The dentist's dog, Pancho, didn't need a straw. When thirsty, he would climb such an open plant, dive in headfirst and lap up a bellyful of the sweet liquid.

Most Mexican hard liquor is made from this maguey plant, but the quality depends on the particular province—the climate, I presume—in which the plant is grown. Tequila, which is considered the best liquor, comes from one province, mescal from another, and pulque from this area in which we were to hunt. Pulque, I concluded as I looked around, might be an inferior grade, but it was popular. The big maguey plants, some of them eight and ten feet high, extended in rows for miles. Miguel confided that his friend who owned the plantation

During its early years in England, the nobility of its appearance made it a frequent subject for the great English animal painter, Sir Edwin Landseer. One of his favorite models was a dog named Lion, which was imported directly from the hospice.

The color of the saint may not be generally known; for those who do not know and may be interested, here it is—white with red, or red predominating with white as secondary. The red can be in all shades. Another accepted variation is white with light to dark barred brindle patches, or both of these with white markings. These white markings are absolutely necessary to conform to the standard and to be acceptable to the show ring judge: nose band (white muzzle), blaze, chests, legs and tip of tail. A collar or spot of white on the neck is desirable.

was very wealthy, which wasn't difficult to believe.

But we were anxious to start hunting and to see these much-touted Moctezuma quail. We had only two hours to hunt before dark at best. Miguel said that the plantation was well supplied with them, that they lived everywhere among the weeds that grew in and about the larger plants. And Pancho knew why he was there. He raced up and down the rows of maguey speedily and efficiently, and soon whipped into a stylish point. Miguel and the gentleman from North Carolina each dropped a bird as a small covey rose to the air, and our driver added to the occasion by firing his pumpgun rapidly, if ineffectively.

We picked up the pair of birds and examined them with interest. The male Moctezuma turned out to be elaborately colored. The head was boldly marked in black and white, the sides profusely covered with small white dots, and the breast patterned with a rich russet and velvety black. The two of us from the States turned it over in our hands admiring it and immediately arrived at the same conclusion, that the Moctezuma quail is a variety of the Mearns' quail, a desert bird found in the United States only in limited localities in Arizona, New Mexico and Texas.

Miguel, who had just joined us unnoticed, interrupted our conversation indignantly, "It is not what you call a Mearns' quail. You do not seem to understand," he continued emphatically. "This is the Moctezuma—not Montezuma—Moctezuma quail. It is Mexico's very own quail. It does not live in Arizona. It does not live anywhere else. Only



here, high in the mountains of his native Mexico. Sometimes we call him *codorniz payaso*, clown quail. See how his face is painted, like the clown."

Miguel looked at us sternly, with a sad, almost pained expression, and repeated, "He is not your Mearns' quail. He is Mexico's own Moctezuma quail."

"He is beautifully marked," I said quickly, realizing that the nationality of this bird was a matter of considerable pride.

"And a fast flyer," added the hunter from North Carolina. "He is a difficult target."

"The finest game bird for the sportsman," concluded Miguel.

With that settled, we could continue the hunt, but first I took a picture of Miguel with the quail. Miguel is a small, wiry man, not much bigger than the shotgun he carried, but for this occasion he stretched to his full five feet two inches and wore his most somber expression. Photography was a serious business.

We continued to hunt, locating small covies and singles as we made our way through the plantation. The gentleman from North Carolina shot well and Miguel shot well—with understandable satisfaction in his ability with a shotgun. Meanwhile, I tagged along restlessly with my camera, and the driver demonstrated a Fourth of July spirit by blasting away noisily with his pumpgun, not the least dismayed by lack of success.

The more birds we flew, the more I wanted to get in there and swing on one. Most desert quail are racehorses—they would rather run than fly—but not these. They lay well to a dog, and they flew exceptionally fast. In all respects they showed themselves to be fine game birds. When flushed, they rose with a conspicuous clatter of wings, more pronounced than with any other variety of quail, and the speed with which they took off would be a challenge to any hunter. I wished that I had brought my shotgun after all, license or not.

Soon our time ran out and we started back toward the car. Our North Carolina friend realized how I felt and several times had offered me his gun. Now he insisted, and I weakened. I couldn't resist any longer. It was too late to take

any more pictures anyway, I told myself, as though I needed an excuse.

We were about a mile from the car, and the way things had been going we should find a number of birds in that distance, but we didn't. Pancho didn't point, nor did he hesitate. We seemed to have run out of quail completely, and the closer we got to the car, the more anxious I became.

When we were within a hundred yards of our destination, I realized that I had lost my chance to shoot at "the finest game bird for the sportsman." Just then Miguel, who was walking about fifty feet to my left, put up a single. It started off with a clatter of wings, flying head high and directly away from us. I'm not in the habit of stealing another man's shot, but this was my chance—my only chance—to shoot at a Moctezuma quail. Without pausing to give it a second thought I swung and fired. Somehow I made a clean hit, and the bird had no more than tumbled when Miguel's gun cracked futilely. I had been a split second too fast for him, and that, I realized immediately, was even more unpardonable than calling Mexico's own Moctezuma quail merely a Mearns' quail.

Miguel turned to me stiffly, bowed slightly from the waist, and said soberly, "You make a very long shot, señor." I thanked him for the compliment, but that didn't help. The harm had been done. Miguel looked as though he had lost his last friend.

Even some of the gaiety had gone out of the occasion for our driver. We returned down the mountain at a relatively safe speed, not as though we were making a trial run for the Indianapolis race. And Miguel will likely reconsider before he issues an invitation to any more frantic-minded Americans who want to rush right out and go hunting the first week or two, and buy licenses, and who shoot quail out from under his gun—and especially who show such disrespect as to infer that Mexico's very own Moctezuma quail was merely something called a Mearns' quail.

But I'm glad that he did invite us. Even though it was a long trip, and even though we realized only a two-hour hunt out of ten days, I enjoyed it.

## Night Game

(Continued from page 5)

of a mouse, he had decided, was no career for a man. Certainly the fourteenth inning, with the score still tied, was not the time to send your husband scampering for a phone. The shirt-sleeved mob was standing all around them. Men were shouting, pleading and perspiring. It was Ferguson's desire to shout with all the passionate abandon of the rest, and he might have, too, had Catherine not anticipated him and said, "Please, Harmon—don't be adolescent."

It made you die a little inside yourself to hear your wife say things like that—Catherine, who had never before been cruel, and could only be speaking now from a lack of respect.

"Harmon," she said crisply. "Are you or are you not going to telephone Amelia?"

"Amelia be damned," he said.

He was himself surprised, but he had spoken each word clearly. He glanced at her cautiously. She was waxen, mo-

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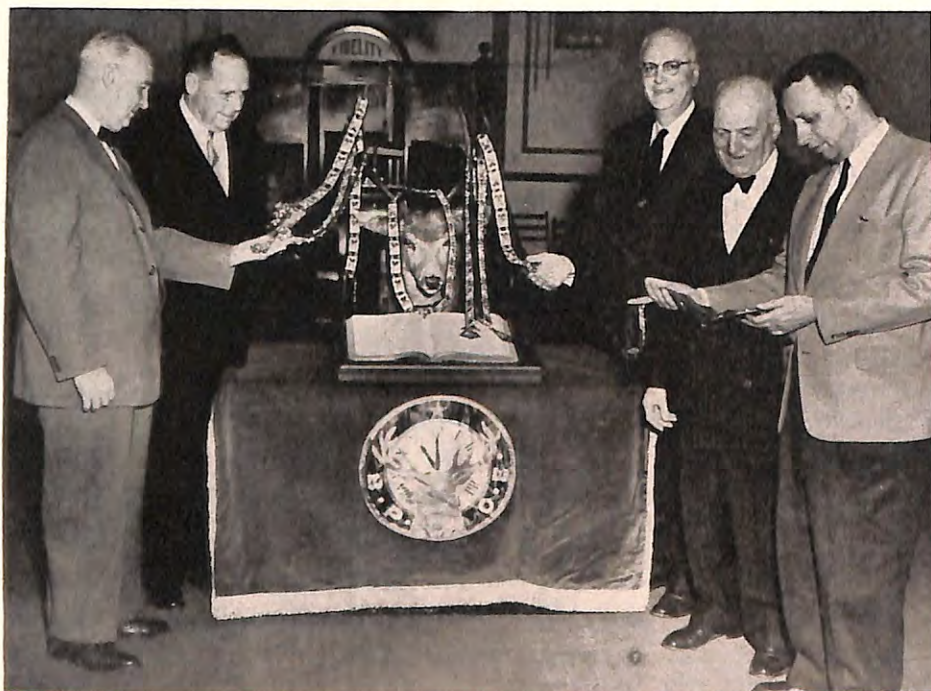
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## Lynchburg Elks Present Jewels to Home Lodge



Lynchburg, Va., Lodge recently presented a magnificent set of jewels to the Elks National Home Lodge. Photographed as they wore them for the first time are, left to right, Home Lodge officers Outside Guard Dockert Harpool, Esq. Herbert Cutter, Treas. John McQuade, Est. Lect. Knight Andrew J. Ingersoll, E.R. Matthew Tanzer, Est. Lead. Knight Clyde Ruhl, Est. Loyal Knight Fay Morse, Secy. James M. Jordan, Chaplain Harry F. Connell and Inner Guard Julius Fiedler.



Home Lodge E.R. Tanzer, fourth from left, inspects the jewels with, left to right, Lynchburg Elks Gardner W. Bond, P.D.D. R. C. Wood, E.R. John C. McKee and P.E.R. H. Winston Mead.

tionless, silent in the narrow wooden seat. *I've done it*, he thought; *I'm over the falls in a cardboard canoe.*

"She loaned you money when you needed it, didn't she?"

"Yes, dear; I will concede she did."

"And she warned you against investing our savings in the assinine scheme of an assinine friend, didn't she?"

He preferred not to answer this because it was true Amelia had warned him first and then come forward with the necessary loan. He sometimes wished there was a sheltered side to marriage from which for brief and merciful interludes you could not see the goblins of country club dues, the payments on cars, the bills from the department stores or the college tuitions to be met

in September. He sat in injured silence. He was dressed correctly in a lightweight suit and a splendid leghorn hat. You would not have suspected, looking at him, that he had successfully speared a foul ball in the seventh inning, thereby earning the applause of many in their section of the mezzanine. He didn't look especially athletic and, as he could very well have told you, he was not. His clutching the ball had been a hasty reflex in defense of his skull, but he had greatly enjoyed the unexpected success. Catherine, observing it all, had said that he was merely showing off.

"I caught it so I could bring it home to Joe," he said at the time. It was a lie, and unlike him, but he had been feeling so desperately the need for ad-

ditional prestige in Catherine's eyes. *How can this happen to people who have loved each other so much?* he had asked himself.

"I'll phone Amelia when this inning is over, Catherine," he said now. "I'm sorry I was rude."

HE HADN'T EXPECTED to find a public phone available. The protracted length of the game had already drawn a swarm of people to the few coin booths. The one closest to Ferguson had a line a block long. He supposed that most of these men would be calling their wives, or else explaining the reason for the delay to restless babysitters. He didn't think there would be many Amelias waiting in cold anxiety for an explanatory call. Amelia, for one thing, hadn't known a moment of cold anxiety since her alimony had been briefly discontinued in the summer of 1953. Amelia, for another thing, would have consumed half a dozen achingly dry martinis before ten o'clock, and while he had never in his life seen Catherine's clever sister crooked, it was safe to predict she would by now be as securely at rest as a pig's pickled foot.

A soft wind, laden with the sweetness of summer grass, pressed through the stadium. Ferguson, finding no phone available, attempted to watch the game from the rear of the mezzanine. He hadn't wanted to be rude with Catherine. Books were full of the things, both real and imagined, that can besiege a woman at some odd and unexpected stanza of her middle years. He only hoped that he could be forgiven if, preoccupied with problems of his own, he did not always carry the book.

"It don't pay to get married," someone said, and this voice, close beside him, was like an echo from his own forbidden thoughts.

"Excuse me?" Ferguson said.

He found a perspiring and dejected little man next to him. The man wore a sport shirt of bizarre design. He carried an evening newspaper and a container of beer.

"Call the baby-sitter! Call the baby-sitter!" this small man said in bitter mimicry. "Wait for a telephone until it's time to collect my pension? The hell I'll wait for a telephone!"

"That's the way things go," said Ferguson, understanding.

"Except I'm waitin', anyhow," the small man said. "There any change in the score?"

"I don't think so," Ferguson said. "We'd have heard."

"How many guys do you imagine fly the coop each year?" the other man asked him then.

"I don't know what you mean."

"I mean like a guy gets up and says to his wife, 'I'll be right back, Peaches-baby; I gotta go out,'—then *bingo!*—the South Sea Islands."

Ferguson smiled. He felt less alone.



Fidelity, after all, was nothing, if it was not the glistening dividend of temptations overcome. It was probable that some rebellious notions occurred to every loyal husband at some time.

"You take this guy on the front page here," Ferguson's new acquaintance said. He had finished his beer and put the container aside. He opened his newspaper wide. "This Sidney Hassen, for instance—the guy with the million dollars and the tax men on his tail—you think he'll make it?"

"I doubt it," Ferguson said. "The South Sea Islands must be getting crowded, and he's too well known. He looks tired, doesn't he?"

"He just looks fat to me—fat and rich," the small man said. It was a heavy, jowlish and, as far as Ferguson could see, an exhausted face that stared at them from the *Reporter Dispatch*. An eight-column headline declared, **SIDNEY HASSEN DISAPPEARS!** The subhead stated: *Gambler Forfeits Bail; Vanishes On Eve Of Trial.*

"He knows where the bundle's buried," the small man said. "I wish I had his dough."

"And his troubles, too?" He was aware of the multiple sins and involvements of Sidney Hassen, but pity was a sentiment that welled in Ferguson more easily than shock or indignation.

"You worry about his troubles," the small man said. "I'll think about his cash."

Harmon Ferguson walked on, hoping to find a phone. The tired and desperate image of Sidney Hassen stayed in his mind. Was it really so strange, he asked himself, for a community of 2,000,000 souls to be this preoccupied with Sidney Hassen's flight from the law? Excepting only the fate of the Blue Sox in the pennant race, it was the biggest topic in town. *I guess it's easier than facing our own problems and deficiencies, he decided; I know, at least in my case, that it's true.*

"Excuse me," he said to an usher, "but could you tell me if there's a telephone anywhere that isn't being used?"

"Try under the grandstand," he was advised. "Ask one of the cops down by the dressing rooms. . . . That's right. You go down this ramp, then another one."

Ferguson followed these directions. He could not help thrilling to the roar of the crowd, because big league baseball was still a novel and exciting thing in town. The rich and powerful city felt for the first time certified as a metropolis. Ferguson took the smooth, once-batted ball from a pocket of his lightweight coat and decided that, however "adolescent" it might appear to Catherine or Amelia, he would have it autographed by at least one member of the local team and bring it home to Joe. But first he would phone Amelia. Timid man that he might be, there were things concerning himself and Catherine which

he felt it was his duty to make clear, and the phone—well, it could prove a bit less dangerous.

Ferguson got lost under the grandstand. Somewhere he took a wrong turn. He didn't know this when it happened. He walked along on finely ground black cinders. The vast and dimly lighted area beneath the stands was labyrinthine. It was humid and mysterious. When the crowd erupted overhead in a surging, inundating blast, the wave of passion re-echoed like a cannon fired in a cave. Ferguson saw two white-jacketed refreshment vendors walking along.

"Excuse me!" he called, in hope of being directed by them, but they failed to hear him in the swelling noise. They added their empty baskets to a pile of other baskets. They kept walking. He passed a wall of empty soda-pop cases, piled to a tall man's height. Farther on he saw a white-washed structure with a small truck parked close to it. A man took a box from the rear of the truck and placed it on his shoulder. He appeared to be in a hurry and, not glancing in Ferguson's direction, walked to the door of the building. **MARCUS BROTHERS, Caterers, it said on the door. NO ADMITTANCE.**

"Ex-cuse me!" Ferguson called after the man. It was undoubtedly the phrase that he most frequently and characteristically employed. "Ex-cuse me!" he repeated loudly, but the unabated clamor of the crowd above them swamped and muted his words. The man with the box on his shoulder put a key in the lock and went inside. Ferguson, hastening, placed his own hand on the closing door before the latch could become engaged. "Excuse me," he said, entering, but this time the monotony of the phrase had registered with him. "I was wondering," he said, "if there was a telephone around that I might use." He smiled at them. It was his way to soften his approaches with a smile.

There were two men inside. Each of them had heard him speak, but neither one responded. The man with the box on his shoulder had already set it down. He turned in disbelief, as though Ferguson had entered through a crack in the floor, like a licensed ghost, or a puff of sudden steam. But Ferguson's attention was drawn more strongly to the other man—a strangely familiar figure, gray-haired, corpulent, somehow powerful, yet infinitely weary, too. The first thing Ferguson said was prompted by habitual courtesy—"Hello,"—as one would greet an acquaintance or a friend. *I know this man, he thought in confusion, but why can't I think of his name?*

"We don't have a telephone here," the younger, thinner man said nervously, but Ferguson's eyes were still on the one whose identity puzzled him. It was then he heard himself say, politely and distinctly, as though one part of his brain was working, while the rest of it

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was not quite warm. "Excuse me, Mr. Hassen."

That's how it happened. *Sidney Hassen*, he repeated to himself, but it was already too late. The betrayal was accomplished. It stood among them like a breathing dinosaur. The younger man had already moved between Ferguson and the door. He said, "Walk into the other room," and Ferguson, turning, saw the revolver in his hand. "The other room," this man said again. It seemed so entirely unreal to Ferguson that fear—at least as he understood the emotion of fear—had not yet taken hold. Even so, looking at the gun, he did as he was told.

LATER on he would be able to say with truthfulness that his first thoughts were of Catherine and the children—she first, then each in turn. He thought of them with clear and aching affection, but also with a depressing feeling that he had managed to bungle their affairs again. What he could have said in the first and critical instance was, "I'm a cop. The department knows I'm here. There are twenty or thirty men under the grandstand now." But he hadn't enjoyed such presence of mind. He hadn't been able, unrehearsed, to be glib or inventive at all. *If only you had used your head, Harmon*, he could imagine Amelia saying. *If not for Catherine's sake, then for the children's. Couldn't you have thought of them?*

"What did you say your name was, mister?" Sidney Hassen asked.

"Ferguson," he repeated. "Harmon Ferguson."

The room they had entered was sizeable and square. Three desks, three telephones, a row of filing cabinets, a mimeograph and an adding machine testified that this was some kind of business office but not the supply depot of MARCUS BROTHERS, Caterers. The opaque windows were of pebbled glass. A cot, behind a partition, plus a single, unopened suitcase, suggested that Sidney Hassen had just arrived—almost certainly in the small truck parked outside.

"What line of business are you in?" Hassen asked.

The celebrated fugitive had seated himself at one of the desks. His hands were as round and heavy as cantaloupes. Much of the tiredness had left his face. The man with the gun (Hassen called him "Howie"; "Howie, sit down, and keep the cork in your head.") was white with worry and tight with rage. But he was silent now, leaving procedure and policy to Hassen.

"I asked you what kind of business you were in. Didn't you hear me?"

"I'm in the advertising business," Ferguson said. "That is, I am a copy writer for an advertising firm."

"You'd better search him for identification," Sidney Hassen suggested to the other man, then, to Ferguson, "Don't

fool with Howie. Do what you're told."

In the close, dead atmosphere of the airless room, the sweat stood out on Hassen's brow like plastic beads. Behind his casual doodling on a pad, he was obviously deciding what had to be done. *Nothing will bother him too much*, Ferguson thought. The howling of the crowd was muted by the jammed-tight windows. Nonetheless it came in unrelenting volleys, telling them that the



## Back MARCH OF DIMES

SIX-YEAR-OLD TWINS Sandra Sue (left) and Linda Lou Solomon, members of 1958 March of Dimes Poster Family, shown with Grand Exalted Ruler Blackledge on a recent visit to National Memorial and Headquarters Building in Chicago. The twins thanked Brother Blackledge for the wonderful help given the March of Dimes by the Elks over the years, and asked him to make sure that it is continued so that all children will receive the benefits of the Salk vaccine which came too late to help them. Twins are daughters of USAF Major and Mrs. Joseph L. Solomon of Warner Robins, Ga., Air Force Base. The girls, their nine-year-old brother, Joe, and their mother were stricken with polio in July, 1953, while visiting relatives in Lincoln, Nebr. All three children have now received full series of Salk vaccine shots, and are outpatients of the Georgia Warm Springs Foundation. They will continue to need help for many years to come, and little Joe and Sandra will require operations when they are about 12 years old, doctors say. Brother Blackledge assured Sandra Sue and Linda Lou that the Elks would support the March of Dimes campaign of the National Foundation for Infantile Paralysis again this year so that they, and thousands of polio victims like them, would continue to receive the best medical care possible.

game had still not been concluded. It was hard to believe, facing Sidney Hassen and the other man, that 50,000 people were no farther than the power of their lungs away. It was 12:58 by Ferguson's watch. A placque on another of the desks said HOWARD COTTER, Supt. The man named Howie followed Ferguson's glance, and by a tightening of his jaws, confirmed his own identity. He was not an endearing personality. The hate poured out of Mr. Cotter faster than the sweat. It was like heat from a straining stove. Cotter took the wallet from the inside pocket of Ferguson's coat and passed it to Hassen.

"Stand where you are," he said. "Don't move."

It was then they heard the loudest and last of the crowd's crescendos. The sound of running feet on the concrete ramps above them made it clear the game was over. Stoodees on the fringe of the crowd were already running for the exits, the bus lines and the parking lots. A tight smile grew in the corners of Cotter's mouth.

"Well, I guess we're in business now," he said. He seemed to be hoping the mechanical smile on his face would have a contagious effect on Sidney Hassen. It did not. "Listen, I can't help it if this chump walked in behind me. I never heard him, Sid. I never heard a thing until he was standing here inside."

"All right, all right. You made a stupid mistake. Admit it," Hassen said. "Don't try to talk it to death." The big man continued to examine the contents of Ferguson's wallet. "I guess he wasn't lying about the advertising business. He's a vice-president, it says here—Courtney, Travers and Bell—not exactly a slob . . . let's see what his driver's license says. . . ."

Now you could hear the more orderly shuffling of the crowd. They would be filing out of the ball park shoulder-to-shoulder, stacked in the aisles like cookies in a box. Catherine would be waiting in the mezzanine, behind third base, searching and puzzled, stretching and twisting her summer gloves. *When, Harmon Ferguson asked himself, would she first begin to fear?*

"I think you should understand something—about my wife," he said.

"Shut up," Cotter told him. "We understand enough. We understand you're here."

Overhead, the exodus continued to the strident measures of the Blue Sox "Victory Song." The canned organ music was boisterously loud through countless amplifiers. Ferguson knew that in another hour this jubilant center of light and sound would be the most deserted area in town. The Blue Sox would be on an eastbound train, not to return for sixteen days. A few caretakers and groundkeepers would remain, but where, in all the vastness of the place, would these few people be? Next to an undisturbed grave, Fergu-



son could think of no better place to harbor a hunted man.

"This guy is forty-seven years old," Sidney Hassen said. "Blue eyes, five eleven, he weighs a hundred and fifty-one pounds." He looked at Ferguson as a man might examine the last thin lamb chop on a plate, and it was then the organ music stopped. The heavy chorus of shuffling feet had lessened overhead. Those departing now had space on the ramps and in the aisles to walk with open stride. The amplifiers sputtered once, then Ferguson heard the voice:

"Attention, please!"

Somehow he knew that this announcement would concern himself. Sidney Hassen looked up. Howard Cotter was still.

"Call-ing Mis-ter Har-mon Fer-gus-on!" the mechanical voice intoned. "Mis-ter Har-mon Fer-gus-on!"

"My wife," was all he said.

"I'll cry tomorrow," Cotter said. "Or the day after that. Remind me."

Sidney Hassen said nothing. He kept looking at his own fat hands.

"... will Mister Har-mon Fer-gus-on please report to Section Five?"

That was all. The packaged music was resumed. Ferguson found no hint of mercy or compromise in Cotter's face. He turned again to Sidney Hassen. The big man's fingers drummed daintily on the surface of the desk. His thick lips, with his tongue between, had the mass effect of a three-layered cake.

"This guy's a commuter," Hassen continued. "He lives out at Arbor Oaks. Then it says here, on another card, 'Secretary, Seneca Council, Boy Scouts of America.'" Slowly, wearily, Sidney Hassen shook his head. "I must say you let in a high-type citizen, Howie. Of all the things that could happen to me, it has to be a pillar of society."

"You can buy a pillar of society," Cotter said. "You can buy them six for a dollar."

"Why? Because I was able to buy you? Do you think it's always the same?"

Cotter didn't reply to this. His lips were pale. The blunder and the shame were his. His hate was high. "You can get rid of a pillar of society," he said, "the same as any other kind."

Hassen sighed in acknowledgement of this. "I guess you can." He threw down the last of the cards he had taken from Ferguson's wallet. "It says here you're a member of the First Episcopal Church at Arbor Oaks."

"I am," said Ferguson.

There'd be no profit in begging, he realized, just as there was no mistaking the practical plans that Cotter and Hassen had in mind. Somewhere, under the grandstand, beyond the airtight windows of this room, there would still be someone who could help. But it mightn't be true for long.

"Sit down," Cotter told him.

"I don't believe I want to sit down," Ferguson replied.

The organ music continued to blare above them, brazenly gay and calliope-loud. Cotter came closer as Ferguson prayed: *Lord, help me now.* He sprang past the stolid bulk of Sidney Hassen and punched ineffectively at Cotter. He raced for the door and the outer room through which he hoped to escape. He heard the blast of Cotter's gun as he tripped and fell over the wooden box of pop bottles in his way. He was trying to get up to continue his flight when he was brutally smashed unconscious. . . .

HARMON FERGUSON sat on the opposite side of the desk from Sidney Hassen. He had been instructed to sit there and he did as he was told. For a while his head buzzed like a clock from the blows Howard Cotter had inflicted. But things were clear at the moment. Hassen walked to a small sink at one side of the room and returned with a damp cloth in his hand.

"Here—wipe your mouth with this," Hassen said. "You're dripping again."

Ferguson, looking into the tired, expressionless face, accepted the cloth. "Thank you," he said.

"No thanks at all. Just don't be stupid again. Howie gets emotional and I can't say that I blame him."

Hassen sat down at the desk again. The chair creaked and protested under the weary weight of him. Ferguson cleaned his face with the cloth. Where his lips were lacerated and swollen, the water stung. Cotter, silent and vigilant, did not enjoy hearing himself discussed. He sat near the entrance to the other room. It was cooler now. The windows that had been tightly shut were open from the top. The pebbled glass of the lowered frames forbade a view to any unlikely passerby. The night breeze entered with strength enough to ruffle papers on the desk. The silence was total. Under the cracked crystal of Ferguson's watch the hands declared the time: 3:17. He didn't bother to compute the time he had been unconscious. He put the damp cloth aside.

"You're a pretty game guy," Sidney Hassen said.

"Excuse me?"

"I said you're a pretty game guy. You take a licking better than a lot of mugs I know."

"I see . . ."

Harmon Ferguson lowered his eyes. He was ashamed of his gratitude for the compliment paid him by the criminal across the desk. He wished his sons could come to know what Sidney Hassen had said of him, if only because nobody else, himself included, had ever expected that in a situation of this kind he might prove brave. He looked once at Cotter, then back to the less forbidding face of Sidney Hassen.

"Why didn't he kill me?" he asked.

"Howie? Just give him time," Hassen

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said, "and I guarantee he won't disappoint you. He had no problems till you came along. Either he gets rid of you, or you blab to the cops."

Ferguson felt a chill creep over him. He watched Hassen shuffle a deck of cards, then lay them out in an elaborate solitaire pattern that he had never seen.

"I was going to spend a nice quiet ten days here," the big man said, "while the cops ran rings around themselves. It's a smart idea, huh? Hidin' out in a ball park while the home team's away? It's the best place in the country for a man to hide. That's what Howie told me. He works here all the time on the books, when the Sox are on the road, so it never seems funny if a light is on, for instance. He guaranteed it, you know? He guaranteed everything except that the lousy ball game was gonna last for sixteen innings and a jerk like you would walk in looking for a telephone!"

Hassen raised his hands to his unhappy face, trying to rub some of the frightful weariness away. He smiled without mirth.

"You want to sit here while I try on my new toupe?" he asked. "It's real pretty, I can tell you, and it cost eleven hundred bucks. That was Howie's idea, too. 'Grow a mustache and put a rug on your head,' he said. 'It's as simple as that, and when the pressure's off, you ride off in the truck and get a private plane to —' What the hell am I telling you this for?"

"I didn't ask you to tell me."

"I guess you didn't, at that. You got a family home?"

"Two sons and two daughters," Ferguson said.

"You're pretty fond of them, huh?"

Ferguson didn't say. He had always flinched at invitations to open his heart like a Christmas cornucopia, and he had no desire to do it now. Each of his children—complete with faults—was a distinct and treasured image in his mind. He had been told a hundred times that he was an indulgent fool where his family was concerned. If this were true, he didn't regret it now.

"You wouldn't know about my family," he said at last. "I don't think you could possibly understand."

"You're probably right."

Hassen continued laying out his game of solitaire. His hands were swift and expert with the cards, but his disinterest in them plain. "An honest game can get pretty dull," he said. "You know what I mean?" He laid a black on a red and a red on a black and a king came up conveniently. "In my own case," he said, "I always had more wives than kids. The last time I looked it up, the score was four to two." He destroyed the orderly alignment of the cards with a lazy circular motion of his hand. "The boy's twenty-six and the girl's twenty-two," he said. "A funny thing, only one of them's ever been arrested—the girl." His tired eyes now sought Ferguson's,

and his agony was deep. "You don't think it's funny, do you?"

"No," Ferguson said.

"I didn't think you would."

Sidney Hassen rested his tired head on the meat of his folded arms and in a little while he was asleep. Howard Cotter had come quietly forward, like the distillation of evil—lean and alert, the revolver in his hand. It was the absence of pity that declared this man a stranger in any company. Hassen

sighed in his fitful sleep. His hands opened and closed spasmodically, the soft flesh of his face misshapen by the weight of his head on his arms, his thick lips dry as ashes, except for the one small puff of saliva. His gray hair was skimpy and his broad scalp pink in the light of the hanging lamp. Ferguson wished that Hassen would come awake.

"So?" Cotter said.

The single syllable was not a question. It was a declaration, a judgment,

## FREEDOM'S FACTS

# Moscow Youth Festival Aftermath

TOGETHER with many organizations, the B.P.O.E. took a strong stand against the so-called "Youth Festival" held in Moscow last July and Grand Exalted Ruler Fred L. Bohn warned of its implications in his message in the Magazine and in addresses to subordinate lodges. This month's excerpt from "Freedom's Facts," a monthly bulletin of the All-American Conference to Combat Communism, is a timely round-up of the failure of the Festival to interest or influence our American youth in any important way.

Now, some two months after the end of World Youth Festival in Moscow, we can begin to assess its effect on the United States.

A few returning youths have said harsh things about the Communists. Others have carried back the message the Communists wanted them to carry—"the Russians want peace."

Some of these have given interviews to writers of the "Daily Worker." One such is a 28-year-old, Leroy Wolins, who has been Secretary of the Chicago Council of American Soviet Friendship for "the past couple of years."

Unable to get a U.S. passport for travel to Moscow, Wolins crossed into Canada and set out for the Festival from there. He told a "Daily Worker" writer (October 11) that the one outstanding feature that impressed Americans at the Festival was the desire of the Soviet people for peace. Wolins said: "I would say that there was ninety-nine per cent agreement that the Soviet people are for peace."

Wolins, of course, also said much more. He said the full picture of what is happening in America is not reported in the Soviet Union. He said there was no real free speech in the Soviet Union for a long time but that "it is being promoted today." He commented on the economic progress in the Soviet Union.

And he concluded that he hoped the next World Youth Festival, two years from now, could be held in the "West,"

possibly even in Chicago instead of Peking. This, he said, would "bust the cold war wide open from the view of the people."

A similar tale was told by two teenagers from Detroit who attended the Festival. They were David Wellman, 17 and Joel Schatz, 15.

According to the October "Daily

Worker," these two youngsters had worked two and a half years with a newspaper route and carrying out packages at a supermarket to raise the \$700 it cost for the trip. They had done it, they said, because of "curiosity" and because of "reports of previous Festivals coming from Americans in attendance." Since returning to Detroit, they said, they had

been giving talks of their experiences before different groups of students. One boy said: "I find the students to be open-minded and curious about life in the Soviet Union. It would not surprise me if many of them should start preparing now to attend the next Festival scheduled for Peking, China, in 1961."

Through efforts of "Freedom's Facts," of Government agencies, and of many organizations associated with the All-American Conference, relatively few American youths attended the Moscow Youth Festival. About 160 were reported there instead of the some 700 the Reds had hoped to get. Many of those who did attend came there from Europe, where they were traveling or studying.

The Reds obviously want us to think of them as "peace loving" so we will accept their attacks on our way of life as a "peaceful" gesture. In Moscow, indeed, every youth who returns to the free world and speaks of the Soviets' "desire for peace" is chalked up as another Communist propaganda success.

"Freedom's Facts" is available on a subscription basis at \$3.00 a year from the All-American Conference to Combat Communism, 917 15th Street, N.W., Washington 5, D.C.





a final verdict: *there is nothing you can do.*

*I can kill him*, Ferguson thought. It was strange how easily the answer came. *I can kill him before he decides to kill me.* It was stranger still that he was not too much afraid. The quiet wrath that filled him had a substance of its own, a kind of insulation that separated his intentions from the likely consequence. He began to think how best he might accomplish the killing of Howard Cotter. *Reach out and take the gun*, he thought. It could be so simple. Cotter held it danglely loose, like a turkey neck in a butcher's hand.

"What's the matter with you?" Cotter said.

"The matter?"

"You've got a look in your face. A crazy, stupid look in your face."

"It's the way I am, that's all."

When he reached for the gun, rising from the chair with a quiet motion, he was almost successful. He managed to gain a hold on Cotter's wrist, if not on the gun. He applied the power of his two hands, holding Cotter's arm aloft, and when Cotter kicked him low in the stomach, Cotter was himself not wholly accurate. They fell heavily and together to the floor, with Ferguson still turning Cotter's wrist. He never knew to what degree they were entangled at the moment the gun went off. He rolled instinctively away, too stunned for practical action. It took a moment for him to realize that he had not been shot. It took another moment for him to raise himself on his hands and knees and see that Howard Cotter was dead.

"All right, Hercules," Sidney Hassen said.

The revolver in his chunky hand was as real and persuasive as the one that lay next to Cotter. He rose with groaning effort from the desk at which he had slept. A few playing cards slid to the floor. He retrieved Cotter's gun and stood there looking at the body.

"You're the cutest thing since the income tax," Hassen said. "I ought to scramble your Boy Scout set of brains."

"You wouldn't," Harmon Ferguson said.

"Why wouldn't I?" Hassen stepped closer. He was enormous in his wrath.

"Because you'd have to account for Cotter's body, as well as mine. You never counted on murder."

"How do you know?"

"Everybody knows something. That's one of the things I know. Let me phone my wife—and then the police. I can account for Cotter."

"You kidding, Mac? Are you crazy? I jumped a hundred thousand dollar bail for this. I already paid Cotter more money to hide me out in this lousy ball park than he's earned or stolen in the last ten years."

"Cotter's dead," said Ferguson. This simple statement distressed him not at all. "Without him there is no place to

hide. You're finished without him. You know that."

"Who the hell are you to tell me what I know?"

"Somebody should," said Ferguson. "There's no one here to conceal you for the next ten days. Or to make those arrangements at the airfield you were talking about. No one to drive you out of here in the same covered truck that brought you in—you and your mustache and your thousand dollar toupe!" It was a considerable speech for him to make. To himself he had sounded excessively loud. "May I have a drink of water, please?"

"Go ahead. Have one on Cotter. Add a little cyanide an' charge it to my account."

Ferguson went to the small sink at the side of the room. He drank the water slowly, then walked back. Hassen watched him closely.

"Who do you think you are, the Lone Ranger, Mac? Do you want your picture in the paper so bad that you just don't care what happens?" Hassen nudged him heavily. "As a matter of fact," he said, "you're the one who's going to drive the truck out of here. Don't tell me you don't know how. I've got your driver's license on the desk—blue eyes, no brains, a hundred and fifty-one pounds. Let's get started."

Ferguson shook his head. "You couldn't make me," he said; and, oddly enough, he believed himself. "I'm somebody, Mr. Hassen. I learned that tonight. I'm a bit of a mouse, but that's mostly at home." He started walking towards one of the phones.

"Get away from there, you clown!"

"It's almost daylight in the streets, Mr. Hassen," Ferguson said. "If you were caught in a Marcus Brothers truck, they'd know that you'd been here."

"So what?"

"You're a gambler, Mr. Hassen. You know about these things. What do you think your chances would be when they found two bodies here?"

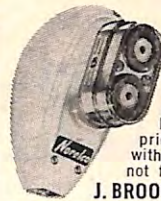
Sidney Hassen didn't say. He sighed in his deep and exhausted way. He sat at the desk where the cards were scrambled, then he put the guns aside.

"Call them," he said, as Ferguson reached for a phone. "Believe me, Mac, I'm too damned tired to care. . . ."

A PATCH OF MORNING LIGHT had filtered through an opening in the grandstand overhead, while Ferguson sat at the phone. The summer day would be a long and bright and splendid one, as far as he could see.

"Don't shout at me, Amelia," he said firmly. ". . . No, Amelia . . . I don't mean to be discourteous, but it's none of your business where I've been until now . . . I'll thank you to put Catherine on the phone."

Sidney Hassen, listening, shrugged his massive shoulders, then began to shuffle the cards.



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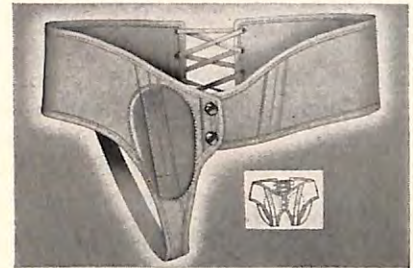
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# Editorial

**"Oh Wad Some Power The Giftie Gie Us  
To See Oursel's As Others See Us"**



Probably when Robert Burns penned the foregoing, it didn't occur to him that some day there would be organizations making a business of telling groups of people how they appear to them.

Such an organization is Daniel Starch and Associates. It is one of the oldest and most efficient survey organizations in the country.

For several years it has been making surveys of the readers of various magazines. At the present time there are 55 national magazines on its list.

It finds as follows:

**25 per cent of the members of our Order are in the \$7,000 to \$9,000 income group.**

This is the largest percentage shown by the readers of any of the 55 national magazines covered by the survey.

**94.5 per cent of the Elks own one or more automobiles.**

The readers of only one other magazine on the list reach that percentage.

**31.2 per cent bought new cars in the last recorded 12 months.**

This is a larger percentage than shown by the readers of any other magazine.

Only two other magazines show a larger percentage of the ownership of three automobiles than that shown by The Elks Magazine readers.

**Among Elks the number of cars per 100 homes is 128.**

The highest among the 55 recorded magazines.

When it comes to travel, the Starch organization found that The Elks Magazine readers were among the first six of the 55 magazines in respect to the management of money spent for business and travel trips.

The Elks were in the same category in respect to money spent for wearing apparel.

When it comes to household equipment, the Elks subscribers are first in practically all such items included on the Starch list.

In short, Daniel Starch and Associates have found it possible for us Elks to see ourselves as others see us and have brought facts about the members of the Order that a large percentage of the members may not have known.

In the Starch Report, the Order of Elks can be seen as composed of men who have a good income, spend freely, travel well and have a standard of living far above the average.

## The Grand Exalted Ruler's Progress



When this issue of The Elks Magazine reaches its readers, Hobe Blackledge practically will have finished the first half of that year he was unanimously selected to serve as Grand Exalted Ruler of our Order.

Those who, knowing him well, had expected an impressive showing, capacity in initiative, in vision and in devotion to the causes and principles of Elkdom have not been disappointed.

His six-months record shows his possession of those qualities in a full degree and of the determination to use them to the fullest extent in the strengthening and advancement of the fraternity of which he had been for many years an active member.

A devoted churchman, a lay reader in the Episcopal Church, it was natural that he should base his Grand Exalted Ruler's Program for Elkdom's 90th year on a text from the Bible.

"Observe the Opportunity".

This advice we find, after some research, in Ecclesiasticus.

Sufficient time has elapsed since installation of Brother Blackledge as Grand Exalted Ruler to note that the four features of his Program are being well received by the members of the Order and that excellent response is noted in the adoption of the following:

1. Indoctrination of new members.
2. Elks and the young men.
3. Open house.
4. Elkdom's 90th year.

With new members properly indoctrinated with the good works of Elkdom, with more young men attracted to membership, with Elkdom's home attractions made known through the "Open House", our 90th year unquestionably will mark a significant step in Elkdom's progress.

Brother Blackledge has shown himself appreciative of the administrative features of the Grand Exalted Rulership and is well organized to meet them.

## Light From The Past

The double talk that is characteristic of Soviet Russia's spokesmen, and for which, in their own words, they are well known, is not a product of their communist training, it now develops. Evidence is at hand that this attribute is more Russian than communist.

Thumbing through the October, 1904, issue of "The Friendly Elk," one of the numerous publications that preceded The Elks Magazine, we were arrested by the timely applicability of a little joke, entitled "A Transparent Euphemism", that went as follows:

"Well, no, your honor," explained the prisoner charged with assault and battery, "I can't say that he called me a liar in so many words, but he did say that I was a Russian diplomat."

The passage of 54 years has not improved the joke any more than it has changed the Russian. Czar or commissar, scratch either and find Ivan.



# Over and over again—It's the same old story...

*Finally a formula that really works*



*"I was ashamed to always be so tired!"*

**I** ALWAYS felt simply "run down." People were thinking of me as a "spoil-sport." I didn't know why until my doctor put me wise. He told me that I acted like a man much older than myself . . . and explained why I felt "tired" . . . why my youthful vigor was slipping away . . . why my wife and family were beginning to think of me as a worn-out man.

He told me how a vitamin-mineral deficiency in my diet could bring on these symptoms—rob me of the joys of living . . . and suggested that I supplement my diet with pep-building vitamins and minerals. Thousands of others had found new energy, new youth, new happiness by adding these essential factors to their diet.

Well, I put off doing anything about my condi-

tion—until one day I read the Vitasafe ad in a magazine, offering a 30-day FREE supply of high-potency Vitasafe C.F. Capsules! I figured I had nothing to lose, so I mailed the coupon. When my free supply arrived, I began taking one Capsule a day. In a short time, I began to feel like a new man! My pep and vigor came back, I continued with the Vitasafe Plan—and I felt stronger—younger—more energetic!

Today, no one thinks of me as a "worn-out old man." I've got pep and energy to burn, and I have fun like a fellow half my age! And you may too! Why don't you take advantage of this sensational free offer to see for yourself whether you too can feel peppy and full of life! Accept this *no risk offer* as I did.

*"Thirty days ago I turned back the hands of time!"*

**I**F anybody told me that a little capsule could make me feel 10 years younger in just 30 days . . . full of pep, energy and happy well-being, I would have thought he was joking. I felt like so many people around me, just all tired out by the day-to-day pressure of modern life. I could hardly keep up with my work. Everything seemed an effort. My friends and family said I acted like an old lady.

Then one day I came across a Vitasafe ad. It explained that many people nowadays may be well-fed and yet be under-nourished because of the lack or destruction of certain vital elements in their food due to storage, processing, freezing, cooking, etc.

It told how thousands of folks who have lost their full vitality because of this very common lack of balance in their diet now enjoy full, rich, happy

lives again—thanks to high-potency Vitasafe C. F. capsules.

Well, since they offered a 30-day free trial supply of this high-potency nutritional supplement, I thought I might as well see whether it could help me. I sent in the coupon. *Believe me, that was the smartest thing I ever did.*

Now, I have the pep and healthy glow I last had years ago. And I enjoy my work, my family and friends more than I can ever remember.

If you just don't feel 100% up-to-par, you may also be suffering from this common nutritional deficiency. YOU would be smart to see how much younger and peppier you may feel by taking safe, pure Vitasafe capsules. So why not send for a free 30-day supply, *right now!*



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**HOW THE VITASAFE PLAN OPERATES TO SAVE YOU MONEY**

When you receive your free 30-day supply of vitamins, you are under no obligation to buy anything. With your vitamins you will also receive a handy postcard. If after taking your free Vitasafe capsules for three weeks you are not satisfied in every way, simply return the postcard and that will end the matter. Otherwise, it's up to us—you don't have to do a thing—and we will see that you get your monthly supplies of vitamins on time for as long as you wish, at the low, money-saving price of only \$2.78 per month.

only a short trial that we are absolutely convinced that you, too, may experience the same feeling of health and well-being after a similar trial. In fact, we're so convinced that we're willing to back up our convictions with our own money. You don't spend a penny for the vitamins! All the cost and all the risk are *ours*.

**AMAZING NEW PLAN SLASHES VITAMIN PRICES ALMOST IN HALF!**

With your free vitamins you will also receive complete details regarding the benefits of an amazing new plan that provides you regularly with all the vitamins and minerals you will need. This Plan actually enables you to receive a 30-day supply of vitamins every month regularly, safely and factory fresh for exactly \$2.78—or almost 50% lower than the usual retail price. BUT YOU DO NOT HAVE TO DECIDE NOW—you are under no obligation to buy anything from us whatsoever. To get your free 30-day supply and learn all about the benefits of this amazing new Plan, be sure to send the coupon now!

**EACH DAILY VITASAFE CAPSULE CONTAINS**

Choline Bitartrate	31.4 mg.	Niacin Amide	40 mg.
Inositol	15 mg.	Calcium Pantothenate	4 mg.
dl-Methionine	10 mg.	Vitamin E	2 I.U.
Glutamic Acid	50 mg.	Folic Acid	0.5 mg.
Lemon Bioflavonoid Complex	5 mg.	Calcium	15 mg.
Vitamin A	12,500 USP Units	Phosphorus	58 mg.
Vitamin D	1,000 USP Units	Iron	30 mg.
Vitamin C	75 mg.	Cobalt	0.04 mg.
Vitamin B <sub>1</sub>	5 mg.	Copper	0.45 mg.
Vitamin B <sub>2</sub>	2.5 mg.	Manganese	0.5 mg.
Vitamin B <sub>6</sub>	0.5 mg.	Molybdenum	0.1 mg.
Vitamin B <sub>12</sub>	2 mcg.	Iodine	0.075 mg.
		Potassium	2 mg.
		Zinc	0.5 mg.
		Magnesium	3 mg.

We invite you to compare the richness of this formula with any other vitamin and mineral preparation.

**SPECIAL FORMULA FOR WOMEN ALSO AVAILABLE. CHECK COUPON IF DESIRED.**



**Yours FREE Retail Value \$5.00**

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**VITASAFE CORP.**

43 West 61st Street, New York 23, N. Y.

Yes, I accept your generous no-risk offer under the Vitasafe Plan as advertised in ELK'S MAGAZINE.

Send me my FREE 30-day supply of high-potency Vitasafe Capsules as checked below:

Man's Formula  Woman's Formula  
I ENCLOSE 25¢ PER PACKAGE for packing and postage.

Name.....

Address.....

City..... Zone..... State.....

This offer is limited to those who have never before taken advantage of this generous trial. Only one trial supply per person.

IN CANADA: 394 Symington Ave., Toronto 9, Ont.  
(Canadian Formula adjusted to local conditions.)

**VITASAFE CORPORATION, 43 West 61st St., New York 23, N. Y.**  
IN CANADA: 394 Symington Ave., Toronto 9, Ontario





Because the gift tells so much  
about the giver...

Give the World's Leading Whiskey in Seagram's Centennial  
Luxury Satin... Give Seagram's and be Sure

