

THE

Elks

MAGAZINE

JUNE 1958 ^c

CONFESSIONS OF A TV WRITER

By WILLIAM FAY

NEW YORK FOR
THE CONVENTION

By HORACE SUTTON



FERN HANICKI

Just Imported from West Germany! Never Before So Low Priced! SAVE 50%!

New Pocket Adding Machine Adds & Subtracts to One Billion!

ONE THOUSAND TIMES HIGHER THAN OTHER ADDING MACHINES

- ★ 100% Accurate—Never Makes a Mistake!
- ★ Many Times Faster Than Human Brain!
- ★ 10-Year Replacement **GUARANTEE!**
- ★ Mail Coupon for 10-Day **FREE** Trial!

BARGAINS ARE OUR BUSINESS and Thoresen proves it once again with one of the most fabulous values ever offered to our customers. Now—just imported from West Germany—the finest super-speed **AUTOMATIC** Pocket Adding Machine in the world! It's the **all-NEW Wizard Calculator**—the **ONLY** machine of its kind that adds and subtracts not only to 999,999, but to **ONE BILLION!** Just think—while others pay \$3.98 and \$4.98 for adding machines that calculate only to one million, you now receive a machine that goes to **ONE BILLION**—almost one thousand times higher—yet you pay only \$1.98 complete! You get **FAR MORE!** You pay **FAR LESS!**



NOT \$3.95
1.98

this year alone! We import by **BOATLOADS!** As a result **only** Thoresen is able to bring you this adding machine for **HALF THE PRICE** you would expect to pay—only \$1.98. And that's not all. You **TRY** before you **BUY.** Use the Wizard Calculator for 10 full days at our risk. You must agree it's the biggest, most amazing bargain of its kind or we return your money. You risk nothing—**NOT EVEN A CENT!**

Pays for Itself Many Times Over in Time, Work & Money Saved!

The Wizard Calculator adds and subtracts with lightning speed. Use it to divide and multiply too. It even does decimal fractions. It does everything in **SECONDS!** Not a toy, not a gadget, but precision-made to our rigid specifications by some of the finest engineers and craftsmen of West Germany. Unlike some other low-cost adding machines made of heavy cardboard, cheap plastic or flimsy tin, the **Wizard Calculator mechanism is constructed of genuine rugged KORUM STEEL**—made from original dies worth \$25,000.00! This machine is geared for heavy-duty work day after day, month after month, year after year. It's 100% accurate. It **NEVER MAKES A MISTAKE!** It's **guaranteed for 10 full years!** You could pay up to \$150.00 for a big-size office adding machine and still not get the same guarantee.

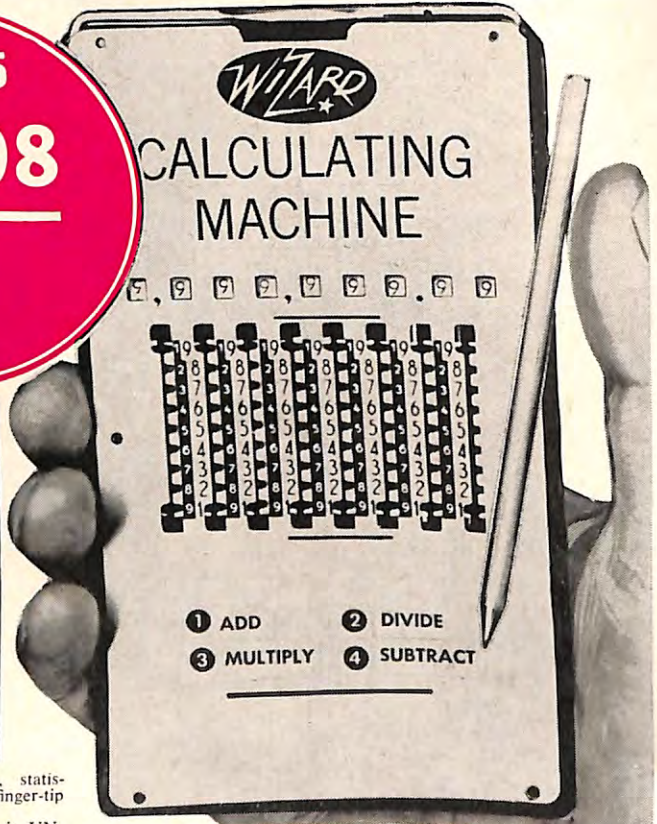
How Is This Amazing Value Possible?

As you may know, we are the world's **BIGGEST** importers of binoculars, telescopes, etc. from West Germany. We have given plants and factories abroad millions of dollars worth of business. No other mail order import house has connections and contacts in West Germany like Thoresen's. Under ordinary circumstances, most companies might place an order for 5,000 machines. Our first order was for 100,000 Wizard Calculators for

Now—add, subtract, calculate in seconds. Merely press down the numbers you're adding and the Wizard Calculator clicks out an accurate running total. **See your answers pop into view like a cash register!** Add mountains of figures, column after column of numbers, prices, etc. in mere **MINUTES** while others take **HOURS.** No guesswork, no double-checking, no pencil chewing, no messy erasures, no starting all over, no costly human mistakes that may mean **MONEY OUT OF YOUR POCKET!** This machine saves you time, work, money, needless mental aggravation and frazzled nerves!

Use it to check bills, statements, purchases. Use it for income tax returns. Keep running tab of food purchases at supermarkets (*you always know how much you've spent—before you reach check-out counter!*) Check children's homework in seconds. Use it to balance checkbooks, etc. It's indispensable for housewives, students, executives, business men, store keepers,

- 3 1/2 MILLION**
Pocket Machines
In Use in America,
Canada, Europe!
- Check Grocery Tapes!
 - Total Sales Slips!
 - Check Your Bills!
 - Add Long Columns of Figures, Numbers.
 - Check Homework!
 - Use for Preparing Income Tax Returns!
 - Save Time, Work and Money 101 Other Ways!



bookkeepers, accountants, statisticians, etc. for fast, finger-tip computing.

The Wizard Calculator is **UNBREAKABLE** in normal use. It never needs repairs, adjustments, lubrication. No loose parts to fall out. Fits pocket or purse. Very slim, modern, sleek design. Has **CLEARING LEVER** that clears machine in a split-second! It works smoothly and silently. Even a youngster can operate it. Comes complete with stylus—**READY TO USE!** Same type as used in **3 1/2 MILLION** homes, stores, firms here, in Canada, in Europe. Acclaimed even by the experts! Get yours **NOW.** Mail coupon **TODAY!**

FREE

10-DAY HOME TRIAL! NO RISK! NO OBLIGATION!

You've got to see the Wizard Calculator to really appreciate it. We honestly believe it's the finest automatic pocket adding machine in the world—yes, even better than machines at **TWICE** and **THREE** times the price! That's why we say **"TRY before you BUY."** You must be 100% "sold" on this quality instrument or **YOUR MONEY BACK** (and we still remain good friends!). But you must hurry. We expect a complete **SELL-OUT** fast and new shipments from West Germany won't arrive until next month. Don't lose out. Mail **FREE TRIAL, HALF-PRICE** Coupon for prompt delivery. On prepaid orders we deliver **FREE** to your door anywhere in **USA.** Order direct from famous importer: **THORESEN, Inc., 585 Water Street, New York 2, N. Y.**

Only Adding Machine That Adds, Subtracts to ONE BILLION—Yet Costs Only 1.98

You could spend \$2.98, \$3.98, even \$4.98 for a pocket-size Adding Machine and still not get all the amazing features of Wizard Calculator.

1. Most \$3.98 machines add to 999,999. Wizard Calculator adds to 999,999,999—**ONE THOUSAND TIMES MORE!**
2. Many other machines add and subtract only. The Wizard Calculator adds, subtracts, and can be used for multiplication, division—even decimal fractions, dollars and cents!
3. Many other machines are made entirely of plastic or cheap tin yet cost up to \$3.98. Wizard Calculator mechanism is of heavy-gauge Korium Steel—costs \$2.00 LESS!
4. Wizard Calculator has clearing lever that clears machine to zero in a flash!
5. Wizard Calculator comes with aluminum stylus at no extra cost!
6. Wizard Calculator is guaranteed to be as accurate as any office adding machine costing \$150.00!

SAVES YOU MANY DOLLARS AT MARKET!



Housewives often say "I went to the market to spend \$7 or \$8 and I spent \$15.00!" Now with the Wizard Calculator, you add up your purchases as you take them off the shelves. You know how much you're spending as you go along. You **SAVE** by knowing when to stop **BUYING** on "impulse" for items you may not really need. You know how crowded the check out counters are. How impatient some folks get, and how fast clerks punch your totals. Everybody's human, and everybody makes mistakes. With your Wizard Calculator you **KNOW** how much your bill should be... **BEFORE** the clerk has punched a single figure on the cash register!

Mail 1/2-Price Free Trial Coupon Now!

THORESEN, Inc., Dept. 103-F-118
585 Water Street, New York 2, N. Y.

Rush amazing new Wizard Calculator for 10-day home trial. My money back if I'm not satisfied.

- One for \$1.98 Two for \$3.95
- Special! 3 for \$5. (Makes ideal gift to friends, employees, etc.) You save \$1.00 on 3 machines.
- Check, cash or money order enclosed. Send postage-paid.
- Send C.O.D. plus C.O.D. fee and postage costs.

(PRINT)
NAME

ADDRESS

TOWN OR CITY

STATE

SPECIAL for buyers of adding machine. New 1958 Slide Rule 110 inches long complete with 32-page book. Makes short work of complicated math problems, discounts, square root, etc. Only \$1 with adding machine. (May be purchased separately for \$1.98.) No. 137.

Canadians: Address 489 King St. West, Toronto 2B, Ont.

Who took the rocking chair out of this year's cars?



IN MOST CARS when you turn sharp, you rock *this way*. (Hang on to your hat!)



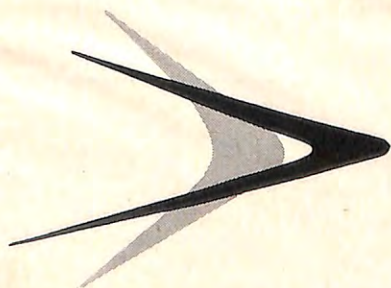
IN MOST CARS when you stop fast you rock *this way*. (Watch out for your nose!)



IN MOST CARS when you start fast you rock *this way*. (Whoops!)



BUT NOT IN THE CARS WITH THE FORWARD LOOK! They're the only cars with Torsion-Aire ride . . . biggest advance in automobile riding since shock absorbers.



Who's taken the rocking chair out of driving?—Chrysler Corporation! Torsion-Aire gives you the *first* ride without rocking, tilting, nose-dive stops and squatting starts. And at no extra cost, too.

It's the biggest step forward in automobiles today. And only one kind of dealer has it—the dealer with The *Forward Look*! Why not go see him?

CHRYSLER CORPORATION The *Forward Look*

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

NOW... MAJOR MEDICAL INSURANCE

is included in

NEW YORK LIFE'S EMPLOYEE PROTECTION PLAN

Designed for firms
with 5 or more
employees



MEDICAL CARE BENEFITS in New York Life's Employee Protection Plan can now, in most states, include *Major Medical Insurance* to help provide financial aid when very serious illness or injury strikes. Supplements basic benefits that help meet hospital, medical and surgical expenses due to non-occupational accidents or sickness. Several benefit schedules available for insured employer, employees and their dependents.

Plan also provides employer and employees with these modern benefits . . .

LIFE INSURANCE payable at death to beneficiary. Accidental death benefit optional.

WEEKLY INDEMNITY BENEFIT payable for total disability due to non-occupational accident or sickness. Different amounts and benefit periods available.

NEW YORK LIFE can design an Employee Protection Plan based on all or a combination of these benefits to fit your company's needs. Ask your New York Life agent for facts *now* or write to address below.

Individual policies or a group contract may be available, depending upon number of employees and applicable state law.

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

A Mutual Company  Founded in 1845

The New York Life Agent in
Your Community is a Good Man to Know

THE ELKS MAGAZINE

VOL. 37 NO. 1

JUNE 1958

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

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

JOHN S. McCLELLAND Chairman
EMMETT T. ANDERSON Vice-Chairman
JAMES T. HALLINAN Treasurer
WADE H. KEPNER Secretary
EARL E. JAMES Asst. Secy. and Asst. Treas.

JAMES R. NICHOLSON
General Manager

LEE C. HICKEY
Editor

REGINA M. FISHER
Associate Editor

WILLIAM O. CHESSMAN
Art Director

ROBERT ELMAN
Assistant Editor

GENEVIEVE G. CONOVER
Advertising Production

W. H. MAGRATH
Controller

JOHN SCHMITT
Circulation Manager

ARTHUR J. GROSSBARD
Promotion Manager

EDITORIAL OFFICES, 386 Fourth Avenue, New York 16, N. Y.

Cover Painting.....	TRAN MAWICKE	
Tom Wrigley Writes from Washington.....		4
New York for the Convention.....	HORACE SUTTON	6
Mid-Year Report on Business.....	DR. MARCUS NADLER	9
Confessions of a TV Writer.....	WILLIAM FAY	10
Lodge Visits of H. L. Blackledge.....		12
They Belong to Boston.....	HAROLD ROSENTHAL	14
Rod and Gun.....	DAN HOLLAND	16
The Elks and Our Flag—A Message from the Grand Exalted Ruler.....		17
Our National Emblem and Its Defenders— Elks National Service Commission.....		18
Elks and the MS Battle.....		19
Elks History Gifts to Libraries.....		20
News of the State Associations.....		21
News of the Lodges.....		22
Elks Family Shopper.....		30
1958 Elks National Youth Leaders Chosen.....		42
Travelguide		45
Letters from Our Readers.....		48
Elks National Foundation—"The Joy of Giving".....		49
Elks Home Workshop.....	HARRY WALTON	50
The Elks Magazine Editorials.....		52



ADVERTISING OFFICES



CHICAGO 1
360 North Michigan Avenue
STATE 2-6662

NEW YORK 16
386 Fourth Avenue
MURRAY HILL 4-5495

LOS ANGELES 17
1709 West 8th Street
DUNKIRK 8-8111

SAN FRANCISCO 4
511 Merchants Exchange Building
465 California Street

PORTLAND 4, ORE.
217 Times Building
CAPITOL 7-3718

POSTMASTER: Send notices concerning addresses to:

THE ELKS MAGAZINE, 386 Fourth Avenue, New York 16, N. Y.

Members are asked, in changing address, to send this information (1) Name; (2) Lodge number; (3) Membership number; (4) New address; (5) Old address. Please allow 30 days for a change of address to be effected. THE ELKS MAGAZINE, Volume 37, No. 1, June, 1958. Published monthly at McCall Street, Dayton, Ohio by the Benevolent and Protective Order of Elks of the United States of America. Entered as second class matter November 2, 1940, at the Post Office at Dayton, Ohio, under the Act of August 24, 1912. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Printed in Dayton, Ohio, U.S.A. Single copy price, 20 cents. Subscription price in the United States and its Possessions, for Elks \$1.00 a year; for non-Elks, \$2.00 a year; for Canadian postage, add 50 cents a year; for foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this Magazine assumes no responsibility for their safety. Copyright, 1958, by the Benevolent and Protective Order of Elks of the United States of America



PROGRAM

94th Session Grand Lodge B. P. O. Elks New York City, July 6-10, 1958

(All activities are scheduled on Eastern Daylight Time)

REGISTRATION

SATURDAY, JULY 5th, 9 A.M., and continuing daily during the Convention—Representatives, Grand Lodge members, visiting Elks and ladies—East Ballroom (Ballroom Floor) Hotel Commodore

GRAND LODGE SESSIONS

All to be held in the Grand Ballroom of the Hotel Astor, as follows:

SUNDAY, JULY 6th—8:30 P.M.—°Official Grand Lodge Opening Services—Addresses of Welcome by: Hon. Averell Harriman, Governor of New York State, Hon. Robert F. Wagner, Mayor of New York City, and Hon. James A. Farley, Former Postmaster General of the United States. Address—H. L. Blackledge, Grand Exalted Ruler. Presentation of selected entertainment.

MONDAY, JULY 7th—9 A.M.—Grand Lodge Business Session—Election of Grand Lodge Officers for 1958-59

TUESDAY, JULY 8th—9 A.M.—Grand Lodge Business Session
11 A.M.—°Memorial Services

WEDNESDAY, JULY 9th—9 A.M.—°Open Session of the Grand Lodge—Reports of Elks National Foundation, Elks National Service Commission and Youth Activities Committee.

THURSDAY, JULY 10th—9 A.M.—Final Grand Lodge Business Session. Installation of newly elected Grand Lodge Officers.

RITUALISTIC CONTEST

SATURDAY, JULY 5th—8 A.M. and continuing daily through Wednesday, July 9th—West Ballroom (Ballroom Floor) Hotel Commodore

GRAND LODGE FUNCTIONS

TUESDAY, JULY 8th—1 P.M.—Luncheon and Clinic by Grand Exalted Ruler—Elect for all Exalted Rulers—Grand Ballroom—Hotel Commodore

TUESDAY, JULY 8th—1 P.M.—Luncheon for his District Deputies by Grand Exalted Ruler H. L. Blackledge—Century Room—Hotel Commodore

WEDNESDAY, JULY 9th—2 P.M.—State Associations Committee Clinic for State Presidents—South Room—Lobby Floor—Hotel Commodore

WEDNESDAY, JULY 9th—9 P.M.—Grand Ball honoring Grand Exalted Ruler and Mrs. H. L. Blackledge—Grand Ballroom—Hotel Astor—all Elks and ladies invited.

EXHIBITS—Displays of Elk activities by the Grand Lodge Commissions and Committees and State Associations—Lobby—Mezzanine and Ballroom Floors—Hotel Commodore

SPECIAL ACTIVITIES FOR ELKS AND LADIES

The 1958 New York City Convention Committee has scheduled a comprehensive and varied program. Among the many features are:

Bus tours of New York City
Boat trip around Manhattan
Visits to U.N., Radio City, Empire State Bldg., Hayden Planetarium, Rockefeller Center, New York Stock Exchange, Statue of Liberty, Museums and many other points of interest.

Tour of night clubs
Elks Day at Jamaica Race Track
Elks Night at Roosevelt Raceway (Trotting Races)
Tickets for TV Shows
Shopping guidance for ladies
Major League Baseball—Yankee Stadium (Sun. & Thurs.)

* All Elks, ladies and the general public are welcome to attend the Official Opening (Sunday evening), the Memorial Services (Tuesday 11 A.M.) and the Open Session (Wednesday A.M.)

ZENITH *presents another* HEARING TRIUMPH



"Challenger"® EYEGLASS HEARING AID* at \$145

Proof again that model for model . . . and feature for feature . . . you can't buy better quality and performance at any price!

"Both ear" hearing! Ideal for many people . . . buy a unit for each ear to get the greater depth and realism of "binaural" hearing.

Ten transistorized models. Zenith makes a unit for every type of hearing loss that can be corrected electronically . . . to quality standards that have made Zenith the world's largest hearing aid manufacturer.

Here's Proof of Zenith Quality!

• Ten-Day Money-Back Guarantee • One-Year Warranty • Five-Year After-Purchase Service Plan • Sensible Prices: From \$50 • Demonstration and Adjustment by Competent Dealers.

See your Zenith Dealer now.

He's listed in the "Yellow Pages" and will gladly arrange a private appointment

*Lenses, frame fronts, and related professional services in connection with the Zenith Eyeglass Hearing Aid are extra and available only through your ophthalmologist, optometrist or optician.



Quality Hearing Aids

CLIP AND SEND, TODAY!

Zenith Radio Corporation, Hearing Aid Division
5801 Dickens Ave., Dept. 27T, Chicago 39, Ill.
Without obligation, please send facts on new Zenith Hearing Aids, list of dealers and one year's FREE subscription to "Better Hearing," the only large circulation magazine (over a million) devoted exclusively to hard-of-hearing people.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

Tom Wrigley WRITES FROM WASHINGTON

WATCH FOR THIS JET. Congressional testimony just released shows the Navy has ordered a few single engine jet fighter planes which cost \$9.9 million each. That's about two million more than the cost of the huge Air Force long range hydrogen bomber B-52. The little jet is the Chance Vought F8U-3 Crusader, said to be able to knock the day-lights out of anything else that flies. The B-42, a terrific combat plane with eight engines, costs about \$8 million per plane. There are 602 now on order.

D. C. LOW AUTO TAGS. D. C. auto tags 1-2-3 are assigned to the three District Commissioners. Diplomatic tag No. 7 is on the car of Ambassador John J. Hearne of Ireland. Sherman Adams, Presidential aide, has tag No. 10. Vice President Nixon has tag No. 111. The Russian Embassy has at least six auto tags, the lowest being 1229.

SPOTLIGHT ON TV ADS. Federal Trade Commission has a new gadget to keep tabs on TV commercials. A movie camera is focused on a TV set and hooked up with a tape recorder. An

FTC agent takes pictures with sound as each commercial appears and they are reviewed later.

MACHINE CAN READ. Engineers here are working on an automatic sorting machine for the Post Office Department and are "teaching" it to read typewritten addresses. It already can read the bottom line—(city and state). In time, they hope to have the machine read handwritten addresses. There are two "brains" in the machine. One scans the envelope and then sends it into the proper distributor channel. The other "brain" delivers it to the right pocket. It cannot read names or streets. It can sort about three or four envelopes a second.

UNVEIL A NEW MYSTERY. Latest mystery in Washington is attracting a lot of sightseers to the Municipal Center. It is a section of wall 10 feet high which had been boarded up for 17 years. James A. Blaser, buildings and grounds director, wanted to see what was behind the boards and, when they were torn down, he was astonished to

see a huge, unfinished sculpture of two women, a man and a child in classic garb. Mr. Blaser doesn't know what it is supposed to represent. There is a small hole down in one corner, where a stone-cutter's drill may have taken too big a bite. Maybe there was a squabble and it was never settled. At last, however, the unfinished, unnamed sculpture is on exhibition.

"BEEP-BEEP" INVENTOR. The man who put the "beep-beep" in radio (now recorded from space flying satellites) may, after 33 years, win credit for his inventions. He is Dan C. Wilkerson, 62, formerly of Washington but now a research engineer in Detroit. As a member of the Commerce Dept. Radio Advisory Committee, serving without pay, Wilkerson perfected a tiny radio transmitter in 1925 which would "beep" signals from weather balloons on temperatures, pressures and such. Later, his devices were used in pilotless flight. All of his data was put in government files as highly secret and has not yet been declassified. Until officials can find the papers and turn them loose, Wilkerson remains an inventor without official recognition of his discoveries.

CAPITAL CLEANUP. National Association of Food Chains reports 2,000 new supermarkets will be built this year, costing \$35 million . . . Soviet Embassy's First Secretary Oustinov says Russian women fill out their clothes while American women pad theirs . . . Nearly 10,000 shopping carts disappear from Washington food stores each year . . . Census Bureau says 18 per cent of the wives of men earning over \$10,000 a year work at least part time . . . Treasury Department Building now has its name carved on all four sides . . . Trying to make a dent in surplus butter stocks, Washington is now giving a pound a month per person to the needy who are on the free list for cheese, dried milk, flour, rice and corn meal . . . The Eisenhower grandchildren's parakeet "Gabby", which died, is buried on the White House lawn with an asbestos shingle for a headstone, on which a gardener painted the bird's name . . . Smithsonian Institution officials call William L. Brown, who has just completed a half century of work with the famous museum, the "world's greatest taxidermist" . . . If you make as much as \$80 a week in the government, you are officially classed as an "executive" . . . Workers in Puerto Rico and the Virgin Islands are in the executive class if they make as much as \$55 a week.



TOMMY WEBER PHOTO



"FRATERNITY"

by Edwin H. Blashfield

One of the murals in the Elks National Memorial Bldg., Chicago

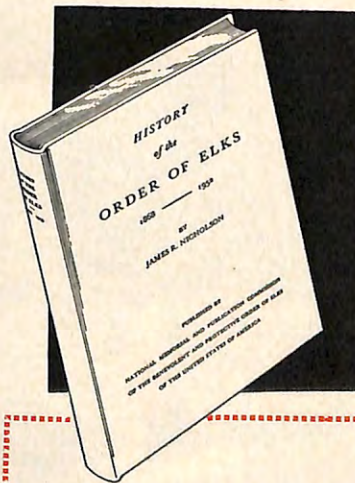
SOME HIGHLIGHTS FROM THE HISTORY

- Birth of The Jolly Corks, with an excerpt from "Origin of the Order" by William T. Phillips
- The Vivian Controversy—some very human foibles and a difference of opinion about who founded the Order
- The Elks and the Theater—early association with the entertainment profession
- Eleven O'Clock Toast—how this moving tradition originated
 - The Order's first participation in national disaster relief—beginning of beneficent activities
- Origin of The Emblem and Official Color
- The Elks National Home in Bedford, Va.
 - History of the State Associations The Order and American Youth Elks War Relief (World Wars I and II)
- Elks National Service Commission—its founding and development
- The Fight against Communism
 - National Headquarters and Memorial Building in Chicago, Ill.
 - The Elks Magazine and its forerunners
- Elks National Foundation—how it came into being and its role today



The Book So Many Elks Are Buying—

In one interesting and enjoyable volume you get the history of the Order of Elks since its organization so many years ago. It's a book packed with informative facts. Here is history but not written in a hard-to-read way as are so many histories. It is ALL of Elkdom, a lively, entertaining account of one of the world's greatest fraternal orders. You'll spend many pleasant hours with it and it is your reference work to many facts not too widely known. For your home library or your lodge. 482 pages, gold stamped cover, and many illustrations—some historic. You'll be glad you sent for it. Why not do this TODAY?



Simulated leather cover
Gold stamped back & front

\$4.17

(incl., postage & Ins.,) If ordered within N. Y. City limits please add 12 cts for City sales tax.

THE ELKS MAGAZINE

Dept. E

386 Fourth Avenue, New York 16, N. Y.

Enclosed is my remittance for the book "History of the Order of Elks."

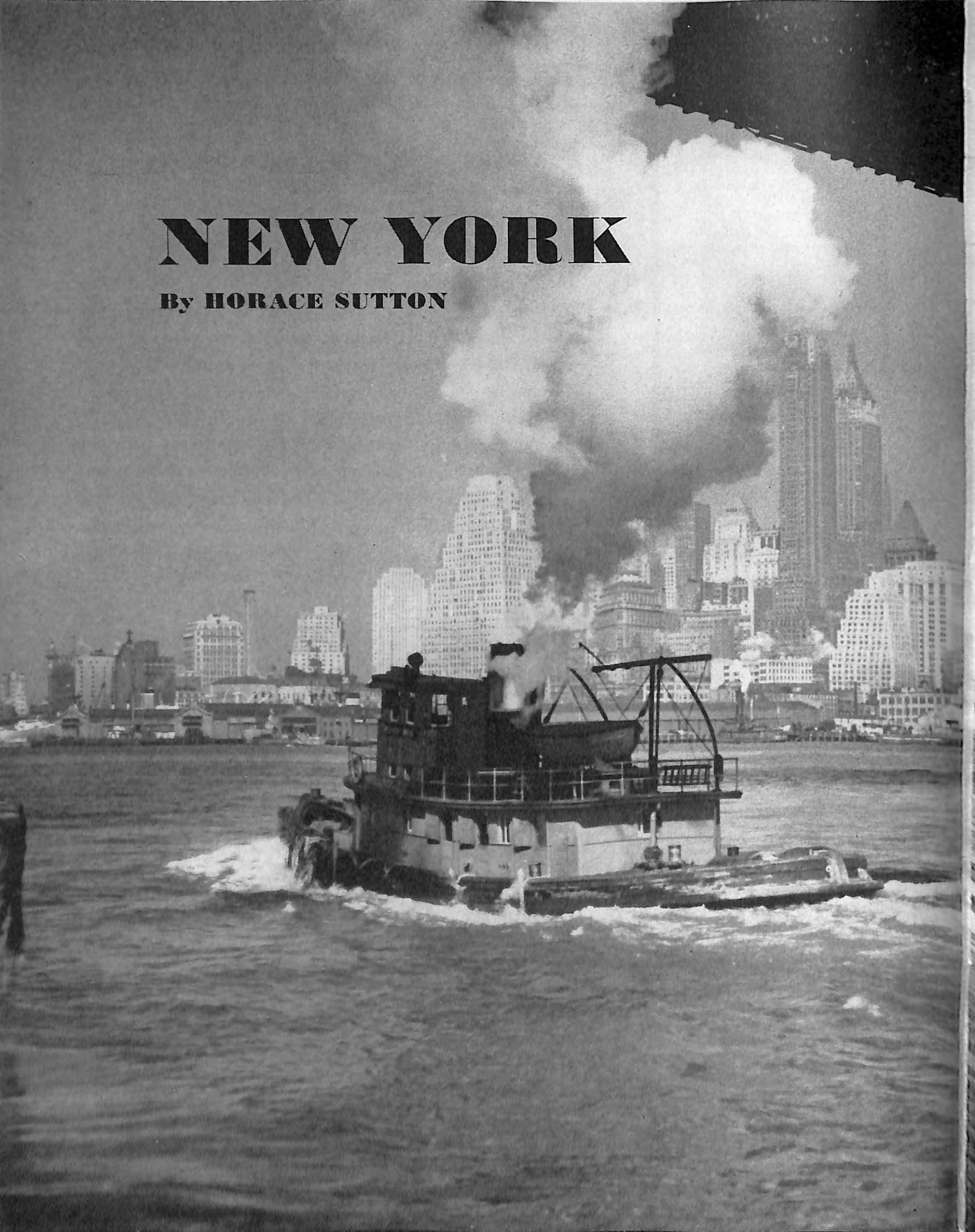
Name (Please print).....

Street.....

City.....

NEW YORK

By HORACE SUTTON



**The Grand Lodge Convention
returns to the exciting city
where the B.P.O.E. was born**

LITTLE OLD NEW YORK will prove, on closer inspection by the summer's onslaught of visiting firemen (and Elks) to be neither little, nor as cities go, old. London traces its origins back to the Romans, the relics of whose days on the Thames still exist; and it was indeed only a few years ago that Paris threw itself a giant birthday party honoring its 2,000th anniversary.

Although most everyone had conceded that Peter Minuit bought Manhattan Island from the Indians for \$24 in trinkets in 1626, a Belgian visitor to New York this spring, hailing from the province of Hainaut, issued a pronunciamiento calling attention to the fact that two years earlier a posse of 221 people from said province of Hainaut landed on Manhattan at the mouth of the Hudson River. They founded a village, not called Nieuw Amsterdam, which allegedly came later, but Neuf Avesnes. It was ten years later, according to the Belgians, that the Dutch petitioned to call the settlement Nieuw Amsterdam, and fifty years later that the English put in and came up with a handle that suited everyone—New York.

The citizens of Neuf Avesnes were Walloons named Catois, Censier, Dufour, Frameric and such; and by trade they included seven dyers, fifteen ploughmen, twelve weavers, two wine-growers, one coppersmith,



One of the world's great sights:
New York Harbor and lower Manhattan
from under Brooklyn Bridge



Yankee Stadium—the only game left in town,
but the League's best. The Red Sox will be
there July 6th and the Indians on July 10th.



Horse and buggy era still lives in Central Park.

one postal official, one carpenter, two brewers, one shoemaker, one printer, a chemist, a surgeon and a med student. New York still has an oversupply of dyers although most of them take in cleaning, some of which can be returned in a few hours. The ploughmen are probably all driving taxicabs, which are relatively inexpensive in New York, but don't expect any service such as opening the door, or even saying thank you after receiving a tip, which ought to be fifteen per cent of what the meter reads.

From the mail deliveries in New York, many local citizens will insist the Post Office Department hasn't grown any since Belgian days, but this is probably an exaggeration. The wine growers have all moved upstate, and produce some fair white wine and some appreciable champagne unless you are a devotee of champagne from the province of Champagne, which is

in France, of course. The Italians have taken over the shoemaking industry, and the brewers have increased in number many fold. I don't know what a carpenter does in New York except make an exorbitant salary, but most of the work is done in mortar, steel, glass and aluminum, as a short walk up Fifth Avenue or Park Avenue will quickly reveal. We hardly ever let a plot lie fallow for twenty minutes before somebody is building a brand new umpteen-story phantasmagoria on it, faced with blue glass, or aluminum plates, or gold sheets, or unpolished bronze. We have one of each of those kinds among the collection of new buildings in Manhattan.

Like "last year's hotel in Miami Beach", Lever House, a glass shaft on Park Avenue, has become old hat for New Yorkers; but it was the first of the daring structures built since the war and the first to appear on Park Avenue, which had hitherto been accepted as a place of residence for well-heeled citizens. The biggest conversation in town has centered on the new Seagram Building, fashioned by the Dutch architect Mies van der Rohe and Philip Johnson of bronze and glass. The bronze doesn't shine, making it a perplexing spectacle by day, but a lovely (if expensive) one by night, when all the lights in the shadeless structure are kept on and shine over the city like a luminescent honeycomb. The new Tishman building on Fifth Avenue looks like a giant aluminum cheese grater from the outside, but walk into the lobby to see the imaginative ceilings and waterfall, which were done by the Japanese-American sculptor Isamu Noguchi.

As you can see, New York is not only not old, it is also not little. Rather, it is like a grande dame, ample and sprawling, expensive and demanding, sophisticated, self-assured and frequently autocratic. Being human and somewhat weathered, it has blemishes and unflattering angles, but like all *(Continued on page 42)*



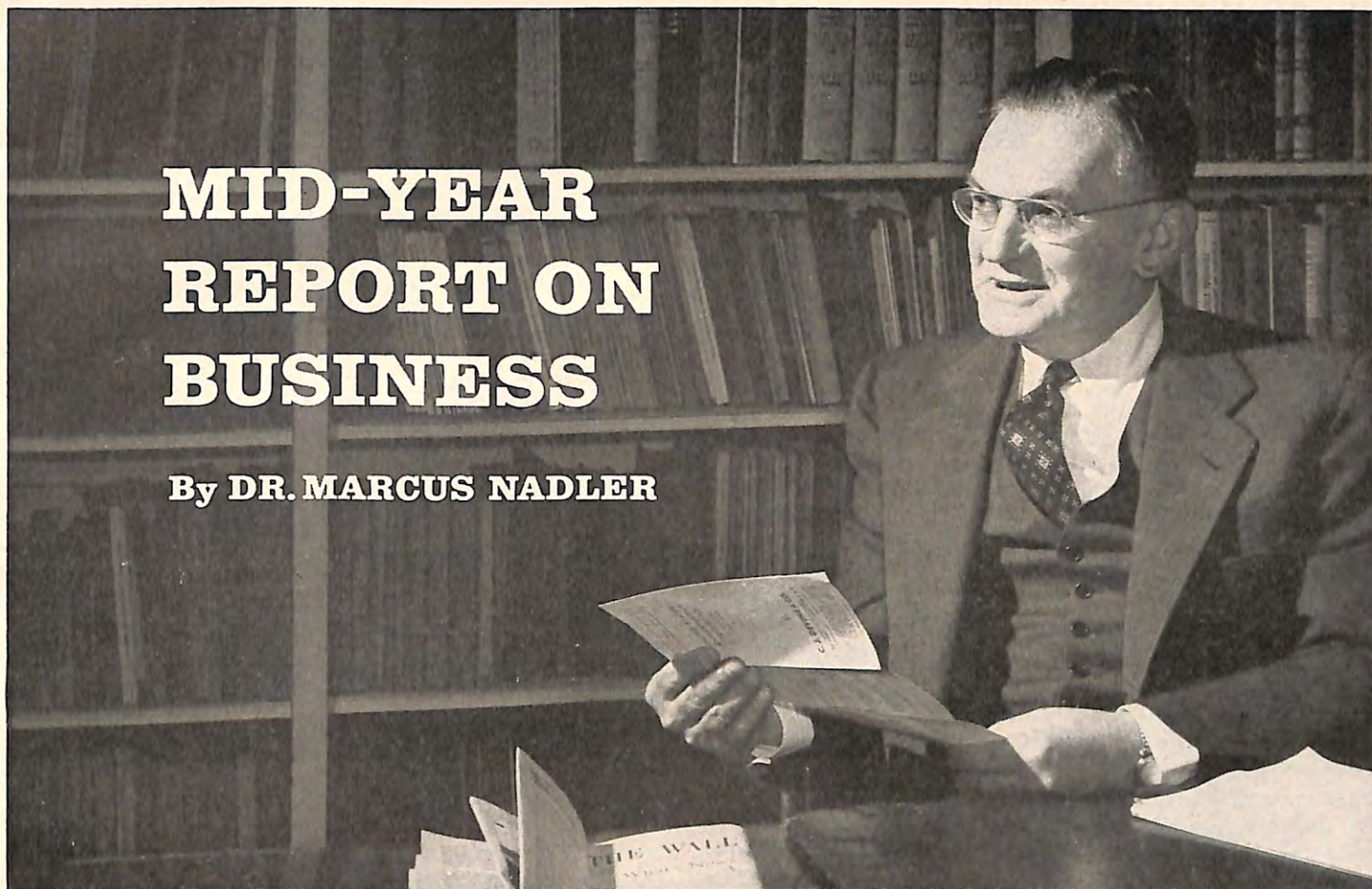
Famous old Hotel Astor at Times Square, at left. Grand Lodge Sessions will be held at the Astor.



Stately Trinity Church and burial ground is a quiet spot in the heart of financial district.

MID-YEAR REPORT ON BUSINESS

By DR. MARCUS NADLER



TOMMY WEBER PHOTO

IN DISCUSSING the business outlook in the January, 1958, issue of *The Elks Magazine*, the author reached the conclusion that business activity, at least in the first half of 1958, was likely to decline and unemployment to increase. Unfortunately, this forecast has been borne out by events.

The decline in business activity since last August has already been greater than during the entire recessions of 1948-49 and 1953-54. The Federal Reserve's index of physical volume of industrial production (seasonally adjusted) decreased from 145 (1947-49=100) in August, 1957, to 128 in March this year. This is a decline of 11.7 per cent, while in the two previous recessions the difference between peak and bottom did not exceed 10.5 per cent. The figures for April are not yet available at this writing, but it is evident that an improvement has not taken place. Unemployment has risen considerably; in mid-March the total number of unemployed aggregated 5,198,000, as compared with 2,609,000 last August. The March figure was the highest in 16½ years and constituted 7.7 per cent of the total civilian labor force. In addition, the number of hours worked per week has decreased and overtime, for all practical purposes, has disappeared. While the average hourly wage rate in manufacturing has remained stable at \$2.10, weekly wages dropped from \$82.80 in August, 1957, to

\$80.85 in March, 1958, primarily because of the reduction in hours.

The greatest decline in business activity has occurred in durable consumer goods, notably automobiles, and in capital producers goods. The falling off in textiles and other soft goods industries has been only moderate, while sales of food and services have continued to mount.

THE OUTLOOK

Before considering the outlook for business during the second and third quarters, one has to examine first the reasons that brought about the decline. The principal factors may be summarized briefly as follows:

It has been estimated by the Department of Commerce that capital expenditures by corporations in 1958 will be 13 per cent smaller than during 1957. In all probability the decline will be even more pronounced. Productive capacity is much larger than the present effective demand. The great pent-up demand for goods created during the war has already been met. Moreover, the rest of the free world is less dependent on the United States for equipment than was the case a few years ago because production in other countries has also risen materially. International competition is keen and the cost of production in some European countries is lower than in the United States. The margin of corporate profits is decreasing. Because of these factors it is likely that expenditures by business for new plant and equipment will be lower in 1958 than in 1957 and the decline will continue throughout a large part of 1959.

Exports from the United States are decreasing and this trend is not likely to be reversed in the near future, partly because the boom in (Continued on page 40)

Dr. Nadler, who has contributed an annual business review and forecast to our January issues since 1949, with a mid-year follow-up on the economic situation, is Professor of Finance at New York University and Consultant Economist for the Hanover Bank in New York.

Confessions of a Television Writer

By William Fay

HOLLYWOOD, as you may know, is a unique and interesting community, approximately 5¼ seconds by guided missile from the current home of the Los Angeles Dodgers. It is rich with sunshine and shadow (frequently called *smog*), glamorous women and beautiful dreams. It is also, at the moment, completely surrounded by writers, most of whom are eating with unaccustomed regularity. Older residents are hopeful that this invasion by writers, like one of locusts, or Japanese beetles, will in time pass on. I've got some sobering news for these older residents. The starving writer, along with television, is in Hollywood to stay. One reason is that he is starving less grievously than before. Another is because it is easier, in this climate, for an undernourished fellow to keep warm.

Let me explain that when I say "writer," I am not referring to such \$5,000 per week scenarists of the past and present as Ben Hecht, Robert Riskin or Nunnally Johnson. These gentlemen were harvesting gold hereabouts since Mary Pickford first begun to wrap her hair in ringlets. My reference is to the legion of struggling authors who, until the blossoming of the half-hour television drama, would have supplied you with a poem, a playlet, or an old rejected novel for the ingredients of one ham sandwich. Today, with television taking over the town, you would have to toss them quantities of rare roast beef.

The movie business (that is, the production of feature films for theatrical display) is terrible. I wouldn't know of this at first hand, but I keep reading about it in *Variety* and other learned journals selling for a dime. There's a local gag about the man who telephoned Grauman's Chinese Theatre one night to find out what time the feature picture would be shown. "Any time

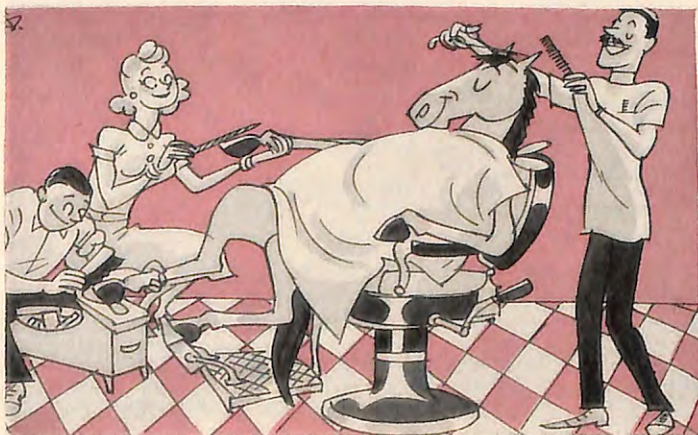
you're able to get here, sir," was the courteous reply.

Exaggerations and jokes aside, the old and traditional order of things has passed. The major studios, with one exception, are limping along on curtailed production schedules, or else have abandoned the ghost of pretense altogether and are now in business merely as landlords to the young, rambunctious and, at times, irreverent television industry.

I have myself been working for the largest and, apparently, the most successful of the TV entrepreneurs. This is Revue Productions—an arm, or as some choose to describe it, a tentacle of that all-pervading colossus of show business, the Music Corporation Of America. M.C.A. is primarily a talent agency, with a stable of actors, writers, directors, producers, singers, dancers and acrobats which, if herded together, would capsize Noah's Ark. It is the biggest, the richest, the most powerful of all the agencies.

Even so, with the prudence that so often characterizes the behavior of the rich, M.C.A.'s first venture into television production was modest. They rented some space at Republic Studios in North Hollywood a few years ago and began with a couple of half hour shows. Today, except for its role as landlord, a backlog of vintage movies and its memories, Republic Studios has ceased to exist. What has taken its place is a television factory mass-producing in a manner that would have raised the pulse and probably the envy of the late Henry Ford.

Currently in production are such staples of parlor entertainment as *General Electric Theatre*, *Alfred Hitchcock Presents*, *Schlitz Playhouse*, *M-Squad*, *Leave It To Beaver*, *Suspicion*, *Studio "57"*, *Millionaire*, *Bachelor Father* and some others I can't recall. I have sup-



"I can tell you right now. Old Dobbin never had it so good."



"Sign of the times: bow-legged writers are suddenly in demand."



"The clock is always running ahead of the budget and haste is necessarily the order of the day."

plied original stories and scripts (teleplays, we call them) for many of these "white-collar" shows, but I would like for a moment to discuss that racy and gamy standard of modern make-believe that is helping to feed us all: the western.

As an easterner long innocent of such affairs, I have finally learned which way the posse goes. It goes *lickety-split* to the cashier's window, and there is as yet no evidence that the public appetite for westerns is over-surfeited or gagged. According to the ratings (always subject to change), the most successful television show in America is GUNSMOKE, the half-hour western occupying Channel 2 each Saturday night at nine. This is not made at Revue. It is a CBS product, largely written by the talented John Meston and it is a show with which, unhappily, I have had nothing to do.

My own involvement has been for the most part with NBC's full-hour WAGON TRAIN series which is produced at Revue. I have written, or have helped to write, a number of these. The formula or pattern of the show is a week-by-week demonstration of the trials and adventures undergone by a caravan of brave souls pioneering westward in covered wagons from Independence, Mo., to the golden promise of California. The action takes place in the trouble-heavy year of 1866, or thereabouts.

There are two leading characters perpetuated throughout the series. One is Major Seth Adams, the Wagonmaster, on whose unflinching but humane authority the fate and fortune of the travelers depend. The other is Flint McCullough, the Indian Scout—a handsome, youthful, buckskin-ish fellow who is eligible for romantic bits and gay involvements that would not quite suit the maturity of the Major. Major Adams is played by that distinguished and veteran actor, Ward Bond. Mr. Bond was a villain in his younger days, but you would never know it now. Flint McCullough is played by the distinguished but necessarily less veteran actor, Robert Horton. In addition to these performers, there are guest stars.

A guest star on the Wagon Train series is almost always a moving picture personality of consequence and, it is devoutly hoped, broad audience appeal. He gets several times the amount of money paid the writer, but this is not the time or the place for me to complain of that. We have had some very good guest stars and, I suspect, a couple of clinkers, too. One week we show you Shelley Winters in calico; the next week it may be Guy Madison, in small mustache and large black hat, playing the part of a charming charlatan. Most often the guest star represents a character traveling with the wagon train, but you're not (Continued on page 38)

SOUTH TO SAN JUAN



Appropriately bedecked in Puerto Rican straw hats during their visit to San Juan Lodge, March 21-24, Mr. and Mrs. Blackledge (center) are shown with Exalted Ruler and Mrs. John F. Malley, Jr. Mr. Malley is the son of Past Grand Exalted Ruler John F. Malley.

TYPIFYING the benevolent works of the Order is the Elks' Aidmore Hospital at Emory University, Ga.; and among the highlights of the Grand Exalted Ruler's recent tour of Southern lodges was his inspection of this hospital during a visit to Atlanta, Ga., Lodge on March 13. In charge of Superintendent Lee Dry, Aidmore Hospital is maintained by the Elks of the state, and is devoted to crippled children. Mr. Blackledge was accompanied on his trip through the hospital by Past Grand Exalted Ruler Judge John S. McClelland, Grand Treasurer Robert G. Pruitt and State Pres. Henry M. Rosenthal.

At a luncheon held by Atlanta Lodge that day, the Grand Exalted Ruler was welcomed by Past Exalted Ruler Lee Evans, Vice Mayor of the city. Also present was Father James E. King, Past Grand Chaplain. In addition to his stops at the lodge and hospital, Mr. Blackledge was able to attend a meeting at Buckhead Lodge the same evening. Judge McClelland traveled with Mr. Blackledge on this Southern tour.

ALABAMA. The next morning, March 14, the party arrived at Birmingham, Ala., where they were greeted by Past Grand Inner Guard Waldrop Windham, State Pres. James J. Burks, Past State Pres. Adin Batson, District Deputy Claude D. Harrell, Past District Deputy Ray C. Balthrop, Homewood Exalted Ruler John T. Wiegand and Fairfield Exalted Ruler Roy E. Williams. After a tour of the city, Mr. Blackledge appeared for a televised interview on Station WABT-TV; he then went on to Homewood Lodge, where he was welcomed by Mayor E. G. Walker and was presented with a commission and badge as Deputy Sheriff of Jefferson County by Sheriff Holt McDowell. Among the 130 Elks present at a luncheon meeting of the lodge were Past State Pres. Gilbert Mayer and Past District Deputy Gordon Bennett.

In the evening, Mr. Blackledge was a guest at the new home of Fairfield Lodge, where he was presented a key to the city by Mayor Claude E. Smithson. The festivities included a cocktail party, smorgasbord and dance, attended by Elks from lodges throughout the state.

Arriving by plane at Mobile on March 15, Mr. Blackledge and Judge
(Continued on page 29)



While visiting Atlanta, Ga., Lodge on March 13, The Grand Exalted Ruler was conducted through the Elks' Aidmore Hospital at Emory University. Looking on as Mr. Blackledge kneels to speak to a young patient at this crippled children's hospital are (left to right) Past Grand Exalted Ruler Judge John S. McClelland, Grand Treasurer Robert G. Pruitt and State Pres. Henry M. Rosenthal.



Simultaneous hand-clasps are managed by Mr. Blackledge, visiting Mobile, Ala., Lodge on March 15, as he is warmly welcomed by Exalted Ruler J. W. Biggs (on the left) and Past District Deputy John P. Kunz, chairman of the committee which made arrangements for the visit.



An old-fashioned buggy ride was enjoyed by the Grand Exalted Ruler when he was in Santa Fe, N.M., on Jan. 7. Past Exalted Ruler LeRoy Ramirez holds the reins and next to him is Exalted Ruler O. H. Emblem. Sitting in the rear with Mr. Blackledge is District Deputy Guido Zecca.



In behalf of the Cleveland Indians' Ed Stanky—a member of Fairhope, Ala., Lodge—Exalted Ruler John M. Beasley presents Mr. Blackledge with autographed baseballs for his collection. At right is Past Grand Exalted Ruler Judge John S. McClelland. The visit took place on March 15.



Before a meeting of Deadwood, S.D., Lodge on Oct. 15, Mr. Blackledge is pictured with Exalted Ruler C. C. Loupe (center) and Past Exalted Ruler Gerald D. Cray; who is shown presenting the Grand Exalted Ruler with a memento. The addresses on this occasion were broadcast on Station KDSJ.

Mr. Blackledge is presented with a Commission as a "Kentucky Colonel" and with the key to the city during his visit to Ashland, Ky., Lodge on April 11. Left to right are Past Grand Exalted Ruler Wade H. Kepner; Mayor Wilburn Caskey, a Brother Elk; Past Exalted Ruler David Aronberg, former Mayor of Ashland; (Mr. Blackledge); Exalted Ruler Harold Moore, and Past District Deputy J. P. Ratcliffe.

Greetings are extended during the Grand Exalted Ruler's visit to Homewood, Ala., Lodge on March 14 by (left to right) District Deputy Claude D. Harrell, (Mr. Blackledge), Exalted Ruler John T. Wiegand, Past Grand Exalted Ruler Judge John S. McClelland, Past Grand Inner Guard Waldrop Windham, Past District Deputy Harry K. Reid, State Pres. James J. Burks and Past State Pres. Adin Batson.





In Boston, the fans like the Red Sox because they like the way owner Tom Yawkey goes all out to produce pennant contenders

ANY DISCUSSION of the Boston Red Sox of the last generation would be both unrealistic and unworthy if it did not couple the words "sportsmanship" and "money" in the first paragraph. Without them—and they are completely dependent upon each other as we shall see—the Red Sox would not be the team which has clamped such a tight hold on the heartstrings of the dozen million or more people who comprise that section of the United States known as New England.

There'd be a major-league team in Boston today, all right, and it probably would be called the Red Sox, but it would be a dramatically different entity from the one which has finished in the first division nineteen times since 1933; won the American League pennant in 1946, and finished runners-up six times.

Would it have been a better club or a worse one? If you can answer that one, stop reading right here. Close the magazine and place it to one side. Tomorrow

morning you have a new job, picking the winners in every race at a half-dozen horse tracks across the country.

The Red Sox reflect, possibly more than any other club in the major leagues, the personality of one man—Thomas Austin Yawkey, baseball's senior owner. That's seniority not in terms of age but in terms of unbroken years of ownership.

Yawkey has already embarked on his second quarter-century of running the Red Sox. He was a major-league owner, spending major-league money for ball players, when a good many of the present major-league titans were trying to run a borrowed shoestring up to a month's worth of rent money in the depression-ridden 30's.

One of baseball's favorite guessing games is trying to figure out how much Tom Yawkey has spent in baseball. Ten million? Twenty million? Your guess is as good as mine or any member of the considerable press party which travels with the Red Sox. If it's right it'll be

just a lucky guess. The money has always been all Yawkey's, to do with as he sees fit.

He can presumably, through his vast diversified land, lumbering and mining interests, continue to lavish financial care upon his multi-million-dollar baby. Or if he tires of a non-winner he could dump the whole thing in a couple of weeks.

If he ever did, New England in particular and baseball in general would be the loser. The Red Sox have furnished thrills, excitement and a reason for getting out of bed for a great many people in the past couple of decades. They may not be up there with the Yankees as winners, but the Yankee fan would run a poorish second to the Red Sox customer as he sounds his broad "a" in praise of Messrs. Ted Williams, Jackie Jensen, Dave Sisler and Frank Malzone, plus the Sox's Fenway Park home, hub of baseball for five of the six New England states.

You don't have to be terribly old to remember five double-team major-league cities instead of only one. Where Chicago stands as the lone citadel there was once St. Louis, Philadelphia, New York and Boston. Boston lost its two-team status five years ago when the Braves were run out of town through lack of patronage. The cold shoulder forced them to embark on a Western trek to Milwaukee, where they've done nothing since save to make money.

The Red Sox didn't chase them out of town; the Boston fans simply saved their money for the occasion when the Red Sox would be at home. Even a special culinary spread, aimed at New England taste for codfish cakes, beans, etc., failed to lure 'em to Braves Field.

It simply underscored the endless paradoxes one finds in baseball. The Braves in Boston were pennant winners as late as '48; the last time the gonfalon flew for the Sox over Fenway Park was two years earlier.

John Quinn, the general manager of the Braves, always blamed TV for the death-blow dealt National League ball in Boston. Not baseball TV but all-around television as a means of diverting people's interest from baseball and the immediate business of getting out to the ball park.

One of Quinn's favorite remarks, while riding through the less prosperous sections of East Boston en route to Logan International Airport, would be "See all those TV aerials on those roofs? Well, the Boston Braves have paid for every one of those sets." What he meant was that the money spent for the TV re-

Belong to Boston

By HAROLD ROSENTHAL

ceivers came right out of the idle turnstiles at Braves Field.

Paradoxically, the Red Sox have not felt the impact of TV. With the exception of 1954, the attendance has topped a million since the end of World War II. And it should continue to top a million as long as Ted Williams continues to swing a bat. Once Williams is gone the Red Sox will have to come up with an idea—in a hurry.

This is not intended as a long, unbroken paean of praise for the present Red Sox set-up or a profuse "Thanks for the memories" for the Boston club's having provided exciting baseball over a long period. It is intended, rather, as a look-see into a highly complex organization which has been a consistent threat in the American League race for more than two decades and which has spent more money than any other organization in the history of the sport in its attempt to produce a winner.

First a glimpse of Tom Yawkey. Yawkey is a baseball buff. He played in school, still works out at Fenway Park when he is in Boston, though past 50. He'd rather reach the inviting left field wall in Fenway when he bats than pick up a potful of money in some mundane financial deal. He is sentimental, generous, and hates to lose.

He has taken some pretty nasty blows in the last department, including a play-off in 1948, and a last-day loss to the Yankees in '49 when the Red Sox needed only one game of a final double-header for the flag. They lost both.

Take Joe Cronin, his general manager. Big, bluff, outspoken, 50 or 60 pounds heavier than when he was the best shortstop in baseball. General manager for the last decade, Cronin's purchase price of \$250,000, plus shortstop Lyn Lary, still stands as the all-time tag on a single ball player. And this price was paid the Washington club in Oct. 1935 when, to phrase the coin, a buck was a buck.

Take Mike Higgins, the Red Sox' field boss for the past four or five years. A former Red Sox infielder, Higgins still shares the major-league mark of having put together twelve straight hits. He also shares the hopes and aspirations of his players perhaps more keenly than most major-league managers. He deliberately went down to start in the Piedmont League (Class B) at the outset of his managerial career, rather than kick off in the high minors like Toronto. His idea was that he'd know the Red Sox players by moving up with them step by step. That he has done.

Take Ted Williams, perhaps baseball's

best hitter and certainly its most controversial figure. Highest-salaried operative in the game (he afforded a close newspaper friend a look at his contract—for \$150,000, after he was pacted last winter) Williams has baffled friend and foe alike. "Mercurial," "unpredictable," are some of the lesser adjectives used to describe his relationship with a considerable segment of the press, and to a lesser extent with a segment of the fans.

The man who is paying him this record figure has paid, and cheerfully, a number of other record financial tabs in baseball. There was that quarter of a million Cronin cost when Tom Yawkey went for him as a player-manager to lead the Sox out of the wilderness of the second division. There was the record check of \$310,000 Yawkey wrote for the since-departed St. Louis Browns after the 1947 season. That's the high-water mark for a single transaction involving players in baseball. To top it you have to go into things like the sale of a franchise or a ball park.

Bill DeWitt, then president of the Browns, sold Vern Stephens and Jack Kramer to the Red Sox for that figure after the Red Sox flop of '47. Boston had won its first pennant in 28 years the previous season, had proceeded to

(Continued on page 36)



Ted Williams has secured his niche in the Hall of Fame.



Frank Malzone continues the line of great Boston stars.

Salmon on the Run

By **DAN HOLLAND**



Dan Holland took these photographs on the Tobique River in New Brunswick two years after the hydro-electric dam had been erected. The salmon are there, because the first step in building the dam was to erect a fish ladder.



ON JUNE 6 a fisherman named Samuel Patten reported that he caught six Atlantic salmon in the Merrimack River of New Hampshire that weighed 30¼ pounds and that two days previous he had taken two weighing 18¾ pounds. Furthermore, a New Hampshire Fish and Game Department survey states that in June fishermen come in droves to the falls at Lowell on the Merrimack, that they come "pouring in from all directions, eager to fill their carts with salmon for their own use and for peddling about their neighborhood."

Unfortunately, this does not refer to June, 1958, but to a June of long ago. The man named Samuel Patten, whose diary reveals his fishing success, has been dead many years; and the New Hampshire report describes the time when the Connecticut and Merrimack were perhaps the most abundant of all Atlantic salmon rivers. These fish were actually so plentiful in the Connecticut and so frequently eaten, according to the New Hampshire Fish and Game Department, that a clause was inserted in the articles of indenture of apprentices, forbidding their masters from feeding them salmon more than three times a week.

The United States has been so rich in natural resources that we have abused them recklessly and extravagantly. Salmon and other migratory fish, which were of great economic value at one time, frequented all the rivers of the northeast from the Hudson to Canada, but it required only one mill dam on any one of these rivers to kill the run. The fabulous June run on the Merrimack was halted abruptly by a dam at Lawrence in 1848, but, surprisingly, was reestablished by the State of New Hampshire in 1872 with the aid of a fish ladder over the dam and the introduction of fertile eggs in the headwaters of the river. The salmon hatched from these eggs returned from the sea to the place of their birth, and a new era on the Merrimack was created. This prospered for a number of years; but other dams with inadequate ladders, plus increasing pollution, finally destroyed the run for the second and last time in 1898.

There is a bright side to the picture, however. Our neighbors to the north, in Canada, have never lost sight of the value of salmon, both as a source of revenue from United States sportsmen and as a significant source of food. A few years ago I witnessed a good example of their respect for this resource while on the Tobique River, a beautiful little salmon river which flows into the famous Miramichi. It had been decided by the provincial government to erect a hydro-electric dam on the river, and preliminary work on (Continued on page 46)



THE ELKS AND OUR FLAG

In each of the more than 1,800 Elks Lodges, the Flag of our country occupies a position of dignity and importance beside our Altar. It is placed there at the opening and then removed to its permanent position just prior to the closing, with ceremonies that are brief but most impressive.

Every Lodge session is concluded with the Pledge of Allegiance and each initiation includes a tribute to our Flag in language of lyrical beauty.

The laws of our Order require each Lodge to conduct appropriate services every June as a part of the national recognition now provided for Flag Day. Not many of our citizens, even including our own members, are aware of the fact that it was the Order of Elks that led the way and developed the pattern for what is now the nationally recognized observance of Flag Day. Actually, the Presidential proclamation for Flag Day observance was signed less than ten years ago; of course, many patriotic and fraternal organizations observed Flag Day before that

official recognition, but it is the Order of Elks that may rightly claim the honor of having pioneered not only the observance but also the name and the day.

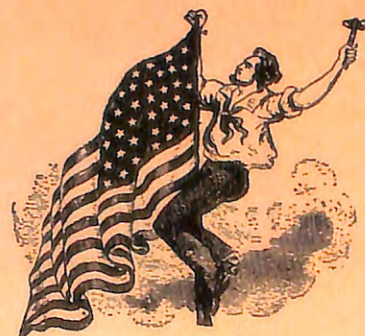
At our Grand Lodge Session in 1907, following discussion as to various suggested names and dates, it was voted that the day be June 14th, the anniversary of the adoption of the Flag, and that it be known as Elks Flag Day. In 1908 the Elks special Flag Day ritual was adopted and the annual observance by each Lodge was made mandatory. Following this initial step, Flag Day has now, both by Congressional endorsement and universal adoption, become Flag Day for all our citizens.

It is also both interesting and significant to note that the front cover of the first issue of The Elks Magazine, published in June, 1922, was a Flag Day cover and contained the Pledge of Allegiance.

Ours is indeed a proud heritage but the Order of Elks must and will be mindful of the challenge thus imposed.

A handwritten signature in cursive script that reads "H. L. Blackledge".

H. L. BLACKLEDGE
Grand Exalted Ruler



Our National Emblem and Its Defenders

In compliance with a time-honored Grand Lodge directive, Elks throughout America will honor our Nation's flag this month with elaborate ceremonies in a most impressive Flag Day ritual. It is both inspirational and informative and serves to deepen our patriotism.

Our flag is revered because it is a symbol of our freedom. Its very mention creates mental images of glistening stars and vivid bars gallantly waving in the breeze.

Historical flags on display in our museums and armories, however, present a more somber picture. These are battle flags. They are tattered by shell fire, torn by strife and faded by gun smoke. They represent bloodshed, wounds and death.

These flags recall Verdun, the Argonne, Château-Thierry, Flanders Field, Pearl Harbor, Okinawa, Iwo Jima, D-Day, North Africa, the Battle of the Bulge, Salerno, Korea and all the rest, but more particularly they recall the

men who fought, were wounded or died to keep them waving.

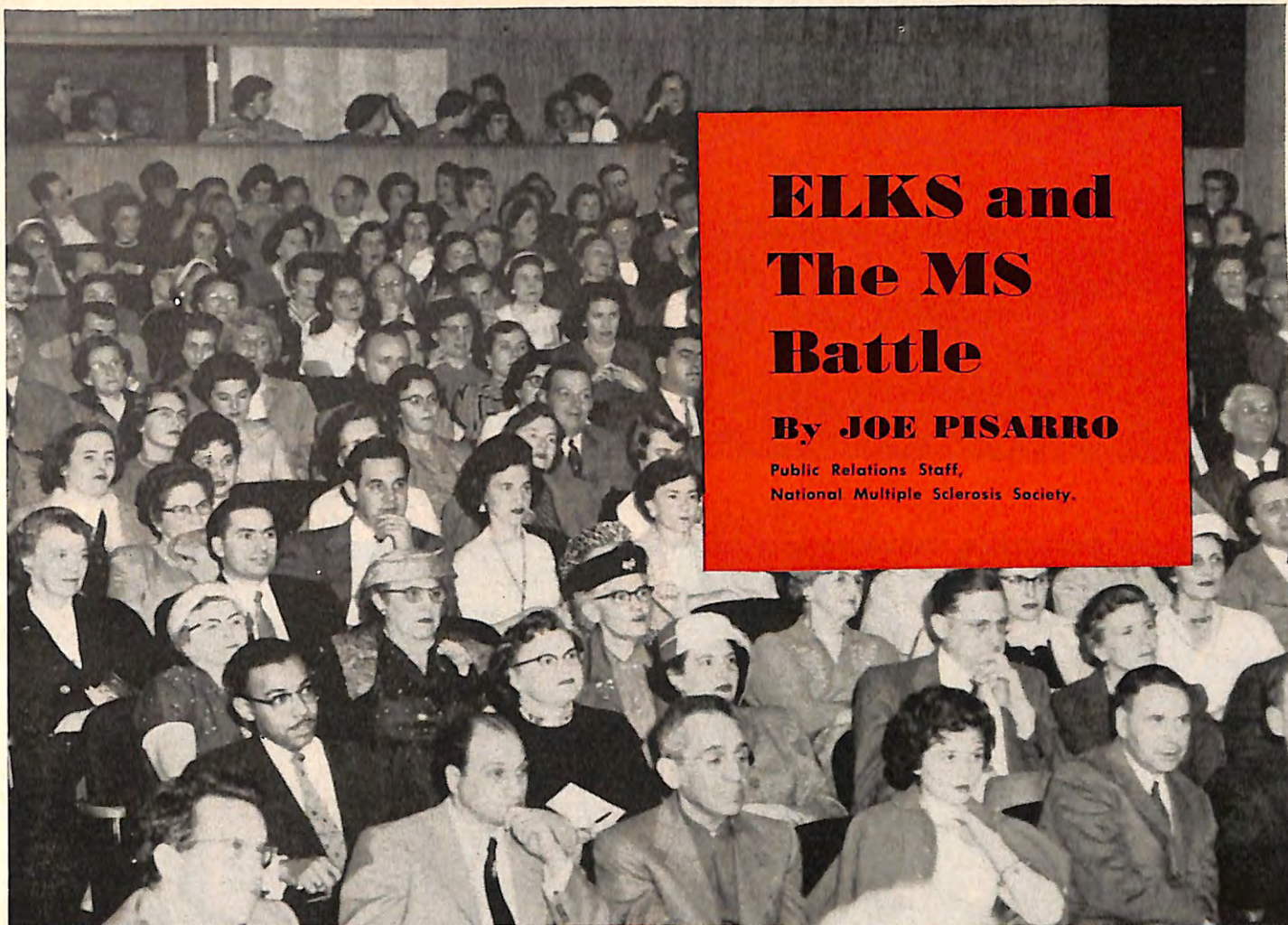
However, all the defenders of our flag who distinguished themselves in battle are not dead. Thousands still lie in veterans' hospitals, still suffering from the hurts of their struggle for our freedom.

Through your Elks National Service Commission these veterans are never forgotten. In the name of all Elks, continuous programs of cheer and comfort are carried on in every Veterans Administration hospital in the land. It is an Elks' program of remembrance. It is a manifestation of Elk patriotism. It underscores our love for the Stars and Stripes every day in the year.

The annual observance of Flag Day gives us an opportunity to pause and reflect on the glory of our flag's history. Therefore, as we proudly salute that illustrious banner of Americanism on the anniversary of its birth, let us also gratefully salute all those who bore arms in its defense.



This photograph of our Marines somewhere in Korea is a stark reminder that many who defended our flag in battle still lie in veterans' hospitals, suffering from the hurts of their struggle for our freedom.



ELKS and The MS Battle

By **JOE PISARRO**

Public Relations Staff,
National Multiple Sclerosis Society.

Forums such as this one in Philadelphia enlist public help against the disease.

THE ANNALS of Elkdom are studded with shining examples of service to humanity by lodges and individual Brothers. Over the years, B.P.O.E. and the principle of "I am my brother's keeper" have become synonymous. Elks have built up a proud record of service in education, health, welfare and Americanism. Today, a new page is being written into that record.

In cities and towns around the country, quietly and without fanfare, Elks are pitching in to help fight one of the most insidious cripplers in the history of medicine. It's a disease that hits hundreds of thousands of Americans, mainly between the ages of 20 and 40: multiple sclerosis.

Multiple sclerosis is a disease known more simply as MS. But there is nothing simple about the effects on its victims. It's a progressive disease that gets worse year by year, often bringing paralysis to patients.

Nobody knows where MS comes from, or how. There's no cure, neither are there any effective treatments. Its middle name is "Mystery." And because MS is a lifetime and disabling disease, it imposes hardships on the whole family. If the victim is the breadwinner, the family suffers loss of income. If the pa-

tient is a young mother, as it often is, small children are robbed of her care when they need it most. No matter who gets hit by MS it means big medical bills.

Pretty rough deal, isn't it?

A group of Elks in Fargo, N.D.,



MS Hope Chest aids Harvard study of multiple sclerosis by Dr. Guido Majno.

thought so. So did lodge Brothers in Huntington, N.Y. And in Lewiston, Idaho. Also in Springfield, Mass., and half-a-hundred other lodges around the country. But just thinking about how terrible MS is wasn't enough. In true Elks tradition, they *did* something about the problem.

In Fargo, members of Lodge No. 260, led by Brothers William Stern; Mayor Herschel Lashkowitz; Frank Archibald, Executive Secretary, Club Manager and Trustee, and other Elks, learned the best way to fight MS was through the National Multiple Sclerosis Society. The Society, organized in 1946, raises money for scientific research and, through local chapters, supports clinics, physical therapy centers and other patient aid programs. North Dakota needed an MS chapter, they decided, and set to work organizing one.

Lodge No. 260 can be proud of the job the Brothers did. One of the first tasks they took on was staging an MS Telerama which raised \$42,000 to put the chapter in business. In addition, Bill Stern, a brother of Past Grand Exalted Ruler Sam Stern, donated office space to the chapter. Fargo Elks, together with Brothers from other parts

(Continued on page 36)

GIFTS TO LIBRARIES

Many lodges find "The History of the Order of Elks" ideal gift for readers of community in observing National Library Week



Okmulgee, Okla., Lodge, represented by P.E.R. Floyd R. Hyer, a Past District Deputy, gave a copy of the History to the city library. The gift was accepted by Mrs. Virginia Collier.



On behalf of Rocky Mount, N. C., Lodge, District Deputy Norman Y. Chambliss, Sr., third from left, presented a copy of the book to Mrs. R. T. Jeffreys of the Thomas Hackney Braswell Memorial Library. Looking on at left is the Library's President, Wm. R. Coleman; at right, Mayor P. K. Gravely, a member of the lodge's Board of Trustees. Similar presentations, observing National Library Week, were made to the Rocky Mount Junior High School and the cities of Tarboro, Nashville and Spring Hope.



Logan, Utah, Lodge selected the period of the Order's Anniversary to make available to readers of the community all the valuable data which has been included in "The History of the Order of Elks". P.E.R. W. F. Jensen, Chairman of the lodge's Social and Community Welfare Committee, presented the book to Assistant Librarian Helen Smith of the County Public Library. Present on that occasion were E.R. Wayne Garrett, State Assn. Vice-Pres. Jack B. Parson and Committeeman Francis Martin.



Mrs. Florence Clarke, Head Librarian of the new Public Library in Euclid, Ohio, is pictured as she glanced through one of the two copies of the History of the Order which were given to the library by the local Elks. At left is George George, Chairman of the Lodge's Board of Trustees, and at right is E.R. James A. Ryan.



Miss Juanita Kersey, librarian at the City Library in Oswego, N. Y., was more than pleased to receive the story of Elkdom from Oswego Lodge's E.R. Norman A. Manor, left. Looking on is lodge Secy. Kenneth D. Jensen.

Kansas and Louisiana

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Texas	Austin	June 4-5-6-7
Idaho	Sandpoint	June 5-6-7
Oregon	Roseburg	June 5-6-7
Washington	Longview	June 5-6-7
Minnesota	Austin	June 5-6-7-8
Connecticut	Meriden	June 6-7
South Dakota	Madison	June 6-7-8
Maine	Houlton	June 6-7-8
North Dakota	Minot	June 8-9-10
Utah	Ogden	June 12-13-14
South Carolina	Orangeburg	June 13-14
Massachusetts	Plymouth	June 20-21-22
New Jersey	Asbury Park	June 20-21
Rhode Island	Wakefield	June 21-22
Montana	Bozeman	July 23-24-25-26

THREE HUNDRED LOUISIANA ELKS and their guests gathered at Jennings April 18th for the three-day 22nd Annual Convention of their State Association when Jacob Clausen of Franklin was elected President and E. F. Heller, Sr., of Alexandria was again elected Secretary. Vice-Presidents of this group are W. B. Johnson of the host lodge, and O. E. Blanchard of Plaquemine, with J. P. Ketteringham of Shreveport as Treasurer, Harry Garland of Opelousas and Leon B. Page of Baton Rouge, Trustees, Theo. J. Duhon of Baton Rouge, Chaplain, E. F. Rodriguez, Sr., of Alexandria, Tiler, and Harry A. Singerman of Houma, Sergeant-at-Arms.

The Louisiana Elks voted unanimously for continuation of its sponsorship of the Eye Bank Program and saw scholarships awarded to Louis D. LaFleur of Jennings and Gloria Ann LeBlanc of Washington in the Elk-sponsored State-wide contest. In the Youth Leadership competition, Baton Rouge's entry, William Hensen Moore, III, received the State title, and second-place honors in the National contest.

At a banquet meeting on the 19th, Past Grand Exalted Ruler Earl E. James of Oklahoma City, Okla., was an inspiring speaker. Other dignitaries who addressed the Convention included retiring President A. S. Johnson, Jr., Past District Deputy and Past President Sol B. Pressburg and District Deputy Edward W. Ortego. Judge M. D. Miller, Jr., was the speaker at the Memorial Services and both Mr. Ortego and District Deputy James H. Aitken conducted clinics during the meeting.

Jennings Lodge entertained its guests at an open house program, banquet and dance, with special social activities for the ladies. It was decided that Franklin would be the scene of the October meeting of this organization, with Baton Rouge to be host at the 1959 Annual Convention.

KANSAS ELKDOM held its 53rd Annual Meeting at Wichita April 18th, 19th and 20th. Grand Exalted Ruler H. L. Blackledge and Past Grand Exalted Ruler Henry C. Warner were special guests of the Convention, together with Special Elks National Service Commission Representative Floyd Brown and Secretary John W. Coons of the Oklahoma Elks Association.

Ottawa Lodge's Team, in a 19-team competition, captured top Ritualistic honors for the State.

Of the more than 1,900 delegates and guests at the conclave, over 800 were on hand to applaud the address delivered by the Order's leader at the State banquet.

Glenn E. Edwards of Wellington was elected President of the State Association which will meet in Wichita again next year, this time on May 8th, 9th and 10th. Serving with Mr. Edwards are Vice-President Floyd W. Davis, Phillipsburg; Trustee Ted Biegert, Junction City; Treasurer Forest E. Link, Pratt, and Secretary Fred H. Kelly, Salina.

Grand Chaplain Rev. Francis W. Zimkosky of Goodland conducted the Memorial Service on the morning of the 20th, and the Convention closed that afternoon when 15 scholarship awards, totaling \$5,050, were presented by the Association's Youth Activities and Scholarship Chairmen.



Photographed at Wichita where the Kansas Elks Association Convention took place are, left to right, Grand Chaplain Rev. Francis W. Zimkosky, who is also Chaplain of the Kansas Association, Grand Exalted Ruler H. L. Blackledge, District Deputy Ray M. Green, who served as General Chairman, and Past Grand Exalted Ruler Henry C. Warner.



With State Association President A. S. Johnson, Jr., are the winners of this year's scholarship awards for Louisiana, Louis D. LaFleur and Gloria Ann LeBlanc.

News of the Lodges



This impressive line-up shows the eight fully equipped station wagons which are operating as mobile units through Washington and a small

area of northeastern Oregon as part of the Washington Elks' Major Project. With the cars are seven of the trained therapists who man them.

Major Progress in the State of Washington

THROUGH THE WHOLEHEARTED COOPERATION of the 37 lodges of the State, the Elks of Washington have made tremendous strides in cerebral palsy work since they adopted it as their Major Project in 1954.

As far as their mobile units are concerned, two began operation in 1954; two more were put to work in 1955, and the fifth began its errands of mercy in 1956. During 1957, another two units were added to the team, and the eighth has been on the road since March of this year, all manned by capable therapists.

Because of the shortage of therapists in all fields, it was decided that a scholarship program for the training of such therapists should be developed; to date \$22,000 has been put to this purpose.

In order to conduct the program on its present basis for 1958-59, it is estimated that \$80,000 will be needed; the ultimate budget is anticipated to be \$150,000 annually.

The semi-annual report made by John T. Raftis, Sr., as

Chairman of the Board of Trustees of the Washington Elks Major Project, Inc., was the highlight of the Association's Midwinter Meeting at Centralia. Mr. Raftis reported that the Project had effected a 65 per-cent increase in case-load during the previous six-month period, and their units now care for 363 handicapped children.

Grand Secretary Lee A. Donaldson was the guest of honor at this conclave and the principal speaker at both the Secretaries' Conference and the opening session. Accompanied by Past Grand Exalted Ruler L. A. Lewis and Grand Trustee Horace R. Wisely, Mr. Donaldson had been welcomed earlier by Past Grand Exalted Ruler Emmett T. Anderson and other Tacoma Elk officials to a meeting of their lodge when a class of 55 was initiated in the Grand Secretary's honor. Joined by various officials of the State organization, the party also visited Puyallup, Olympia and Chehalis Lodges on their way to Centralia.

FRANK J. LONERGAN, Past Grand Exalted Ruler and a member of Portland, Ore., Lodge, conducted the ceremony dedicating the fine new home of Hillsboro, Ore., Lodge, No. 1862, an impressive and well attended affair. Among the Oregon dignitaries assisting Judge Lonergan were former Grand Lodge Committeemen Frank Hise, Clifton B. Mudd and Albert M. Hodler, District Deputy Robert L. Ragsdale and Past District Deputies H. M. Randall, Fred Simpson and Robert M. Mulvey.

John D. Hare was General Chairman of the Dedication Committee for the three-day celebration which opened with a special initiatory ceremony, an open house reception for the public when films of the Oregon Elks Eye Clinic Program were shown, and closed with the cornerstone laying and dedication. The formal program was followed by a



Past Grand Exalted Ruler Frank J. Lonergan, right, was photographed as he officiated at the dedication of the new home of Hillsboro, Oregon, Lodge. Among those who assisted in the ceremony were P.D.D.'s Albert M. Hodler, left, and Frank Hise, both former Grand Lodge Committeemen.

buffet supper for Elks and their ladies, with a banquet for participating officials and distinguished guests.

Modern in every detail, the new home makes a splendid headquarters for Hillsboro Lodge which has doubled its original membership since its institution in July, 1953.

NORTH CAROLINA'S NEWEST branch of the Order, Cabarrus County Lodge No. 2064, was instituted under the sponsorship of Salisbury Lodge No. 699. Past Exalted Ruler Fletcher L. Cauble presided, assisted by other former Exalted Rulers of No. 699, for both the institution, and the installing of the new lodge's first panel of officers, with Herndon Taylor as Exalted Ruler.

Officials of Salisbury Elksdom, with Clyde W. Earp as Exalted Ruler, initiated 48 members into the Order in the presence of a large number of visiting Elks, including District Deputy Harvey W. Holmes and State Association Vice-President G. Norman Hutton and Treasurer G. C. Killian. Mr. Holmes addressed the meeting which was followed by a barbecue supper.

GREENWOOD LAKE, N. Y., Lodge, No. 2067, came into being not long ago under the aegis of Middletown Lodge No. 1097. Officials of that lodge, led by 1957-58 State President Frank H. McBride, conducted the ceremony. The class of 238 Charter Members was initiated by Middletown Lodge's Exalted Ruler Donald Beakes and his officers who assisted Mr. McBride in installing the leaders of the new lodge

which has John D. McCormick as its first Exalted Ruler.

Chairman James A. Gunn of the Grand Lodge State Associations Committee served as Master of Ceremonies. Other New York dignitaries participating in the program were District Deputy Abe Smith, State Vice-President Robert M. Smith, former State Association Presidents Frank D. O'Connor and William F. Edelmuth, and Past Vice-President Edward Turchen.

AFTER 47 YEARS, the Elks of 71-year-old Paterson, N. J., Lodge, No. 60, are located in a new home. Exalted Ruler Charles McKenna and his fellow Elks, including Robert Worsley, now serving his 41st term as Secretary, welcomed a large number of members and their wives to an open house and dedication program which followed the initiation of a class of 48 candidates by a specially selected Degree Team.

Past Grand Exalted Ruler William J. Jernick was an inspired speaker at this affair, for which Raymond Rhodes was General Chairman. Other speakers included Paterson's Mayor E. J. O'Byrne, Past Exalted Rulers F. X. Graves, Jr., and C. G. Sharpe and Mr. McKenna.

District Deputy George W. Schultz conducted the dedicatory ceremony, assisted by a corps of officers composed of many of the State's leading Elks.

State Association President Vernet N. Hicks was among the honored guests at this well-planned, gala program which closed with a buffet luncheon.



Over 300 Western-garbed youngsters joyfully welcomed Gene Autry and TV's Annie Oakley at the party given by San Antonio, Texas, Lodge, in cooperation with the Livestock Exposition Publicity Staff, for the children of Elks and newsmen of the city. In addition to Gene and

Annie, the stars of the 9th annual Exposition and Rodeo, the program included Ken Boen, the well-known rodeo clown, and the "Tri-Tones", a popular local vocal trio. The party was arranged and directed by George C. Stowitts, Publicity and Public Relations Chairman for San Antonio Lodge.



Five years ago, Past Grand Exalted Ruler L. A. Lewis instituted Lodi, Calif., Lodge. This photograph was taken when Mr. Lewis was the principal speaker at the dedication of Lodi Lodge's beautiful new home, a former golf and country club. Left to right are host Exalted Ruler Dayton Stoddard, State Pres. John A. Raffetto, Jr., Mr. Lewis and D.D. Clyde L. Goodnight who conducted the dedicatory ceremony. The program included a dinner-dance for members and their guests.



An unusual event recorded recently at Everett, Wash., Lodge occurred when A. A. Nugent, center, received his 30-year Life Membership Card in Everett Elksdom from Past Exalted Ruler George B. Joyce, right, and Exalted Ruler Torchy Ostlund, left. The unusual feature of this event is that it was Mr. Nugent's second Life Membership, and represented a total of 60 years of continuous service to the Order. He earned his first card in 1927, as a 30-year member of Grand Forks, N. D., Lodge.



Minot, N. D., Lodge's membership is over the 2,300 mark, as the result of the initiation of this class of 45 candidates honoring retiring E.R. R. K. Olson, pictured, center, foreground, with other lodge officers. A few days later, demolition of the lodge's 49-year-old home began in preparation of the construction of its headquarters.



Orlando, Florida, Elks wouldn't "let George do it" when it came to installing the Sandran Floor Covering they had purchased for the Primrose School for Retarded Children. Capably handling the job in true do-it-yourself fashion are A. R. Siler, Leonard Boehm, H. D. Dubler, Adron D. Ratliff, August Engelhardt and Kenneth MacPherson.



As a tribute to James H. Aitken, extreme right, foreground, who is at present ending his second term as District Deputy for Louisiana South, Baton Rouge Lodge welcomed this class of 50 candidates. The event followed by 28 days the initiation of the lodge's Anniversary Class of 101 members. Retiring Exalted Ruler L. J. Alonzo, seated at Mr. Aitken's right, reports that his lodge increased its membership by 50.8 per cent during the 1957-58 lodge year.

LODGE NOTES

Fort Collins, Colo., Elks take considerable pride in their record of low loss of membership through lapsation, particularly for the past seven years. At the end of the lodge year, all members owing one year's dues are dropped from the rolls. In 1952, 1,011 were left on the rolls with six dropped; in 1958, 1,116 stayed, with six dropped. In the interim, the greatest number dropped was eight, the smallest two.

New Rochelle, N. Y., Lodge honored George P. Forbes on the 50th Anniversary of the first of his two terms as Exalted Ruler. District Deputy M. J. Traugott conducted the ceremony and Lester C. Faurot, who was sponsored as a candidate by Mr. Forbes in 1908, presented a plaque to the guest of honor, expressing the lodge's appreciation of his devoted service and his work as its Secretary, a post he now holds. In



Two gifts made recently by the Massachusetts Elks Assn. are commemorated in the above photographs. At left, State Assn. Pres. Dr. William F. Maguire, third from left, presents the Assn.'s \$1,000 check to Bishop John Wright for his Hospital for Exceptional Children of the Worcester Diocese. Looking on, left to right, are D.D. Dr. Francis A. Reynolds, Chairman John E. Fenton of the Grand Lodge Judiciary Committee, Past Grand Exalted Ruler John F. Malley, Grand Trustee Edward A. Spry and State



Vice-Pres. Wm. P. Burke. In the picture at right, Dr. Maguire, seated center, presents a \$1,000 check to the Jewish Family and Children's Service. Its President, Morris I. Bearak, seated at right, accepted the gift in the presence of Mrs. Philip Segal, Chairlady of the agency's Children's Service, and, standing, left to right, Mr. Malley, State Trustee M. R. Taymore, State Vice-Pres. and Special Deputy Louis Dubin and Myer Orlov, Chairman of the agency's Family Service.



Excelsior Springs, Mo., Lodge's \$5,000 check to equip the pediatric ward of the local Hospital is presented in the presence of one of the patients. Left to right are lodge Trustees Dr. F. B. Henderson, Chairman and P.E.R., H. R. Crowe and Dr. H. B. Jones, P.E.R.; E.R. Dr. M. C. Salmon; Hospital Board Chairman W. S. McGinness and Mrs. Margaret Sharp, head nurse.



Pictured when Douglas, Ariz., Lodge presented an Isolette incubator to the remodeled and enlarged Cochise County Hospital were, left to right, lodge Secy. J. F. Williams; Miss Marion Christian, co-administrator of the Hospital; E.R. Arthur O. Porter, and Dr. E. W. Adamson, a long-time member of Douglas Lodge and the Hospital's Medical Superintendent.

attendance were members of Mr. Forbes' family, including his wife, their son George P. Forbes, Jr., their daughter, and his two sisters, as well as many members of the lodge Mr. Forbes' brother established in 1902.

Every year, mailman Robert Allen, an Iowa Falls, Iowa, P.E.R., takes a 22-mile walk for the March of Dimes, with a goal of \$25 a mile. These walks, beginning in Eldora and ending in Iowa Falls, have raised several thousand dollars for the Polio Fund and have made it possible for Iowa Falls Lodge to contribute a little over \$1,000 to that campaign.

A disastrous fire swept through the interior of the home of Jacksonville, Ill., Lodge recently, causing damage in excess of \$100,000. Although its cause is unknown, the fire began in the

basement and worked its way into the first floor and over the entire west half of the spacious building. This side of the structure was charred and must be rebuilt, while smoke and water damage was extensive in other areas. Secretary Ralph Thomson reports that since the lodge carries \$165,000 in insurance, it is hoped that this will take care of the losses caused by the fire.

More than 750 teen-agers turned out for a recent Hastings, Neb., Elk-sponsored dance at the City Auditorium. E.R. Ted Ochsner reported it an unqualified success and the youngsters were lauded by local police for their exemplary behavior. The snack bar dispensed nearly 1,000 hot dogs and more than 1,000 bottles of soda during the three-hour session, with music provided by an 18-piece orchestra from the Central Nebraska Musicians Union.

Quincy, Mass., Lodge's annual scholarship awards have been increased from \$1,200 to \$2,000. This will probably be divided into four \$500 awards for qualified high school students.

A couple of items of interest from Leominster, Mass., Lodge tell us that Andrew E. Harper has just begun his 37th consecutive year as its Secretary. Prior to taking over that office he served two years as Treasurer. On the lighter side, in a cribbage game with Felix B. Seliga recently, Past Exalted Ruler Walter M. Chase had a dream come true when he came up with a 29 hand; holding the five of hearts, spades and clubs and the jack of diamonds, the five of diamonds was cut. Mr. Chase, who has played many a cribbage game, says it's the first time he's held such a hand—and there were four Elk witnesses to prove it happened, too!



Above, left: Photographed at Bluffton, Ind., Lodge are its Outstanding Students and the Elk officials in charge of that program. In the background, left to right, are Jim Glasgow, second-place winner in the lodge's Scholarship Program; Exalted Ruler Harry W. Henry; Co-Chairman and Est. Lead. Knight Clinton E. Sowards, Jr.; State Youth Leader Tom Tangeman, grandson of one of the lodge's P.E.R.'s and Charter Members, and State Inner Guard Clayton E. Moyer, Co-Chairman of the lodge's Scholarship and Leadership Committee and District Youth Chairman. In



the foreground are Dolly Hasinbiller, second-place Youth Leader, and Vera Snyder, top winner in the Scholarship Contest. • Above, right: These Past Exalted Rulers were on hand for Old Timers Night when it was celebrated by Fort Madison, Iowa, Lodge with P.E.R. Harry D. Wagoner, an Elk for 37 years, presiding. This lodge, which boasts 11 members of more than 50 years' affiliation, honored Dr. J. M. Hobbs, with the gift of a 60-year membership pin. Another 60-year Fort Madison Elk is Harry E. Saar who was unable to attend the meeting.



Over 350 enthusiastic teen-agers greeted popular recording artist Cecil McNabb, Jr., when he visited one of the recent Hamilton, Ohio, Elk-sponsored Sunday afternoon dances. Over 300 youngsters attend these dances which are given by the lodge every week when popular recording entertainers are introduced and records, albums, theater passes, and so on, are awarded to the best dancers.



Above, left: Miss Wanda Jean McElhannon, second-place winner in the Oklahoma Elks National Foundation Scholarship Contest, received a \$25 U. S. Bond from Chairman Doyle Sullivan of the Scholarship Committee of Okmulgee Lodge which sponsored her in the competition in which she won a \$250 Oklahoma State Assn. scholarship. Others photographed at the dinner held in her honor



are, left to right, E.R. J. A. Crutcher, Mr. and Mrs. McElhannon, the student's parents, and P.D.D. Floyd R. Hyer, Chairman of the Oklahoma Elks Assn.'s National Foundation Committee. • Above, center: P.E.R. W. P. Stamps, left, Chairman of Bowling Green, Ky., Lodge's Scholarship Committee, presents their Elks National Foundation Scholarships to Miss Lucy



Schow and Brian Holland. • Above, right: E.R. James D. Breed, left, presents Elkhart, Ind., Lodge's \$1,500 check for the Indiana Elks Assn.'s Cancer Research Program to P.D.D. Earl L. Aders, State Trustee. Witnesses are Chairman Keith A. Schutt of the Charity Ball Committee, second from left, and Secy. George D. Stutzman, P.E.R.



Above, left: Following the 1958 Mardi Gras in which New Orleans, La., Lodge's Elks Krewe of Orleansians sponsored its 24th annual parade, with 140 floats carrying over 5,700 costumed maskers, the lodge held its trophy presentation banquet. Each year the Elks select three boys from various orphanages, one to serve as King, the others as his pages. The youngsters, all of whom received wrist watches and engraved identification bracelets, are pictured at the table with Chris R. Valley, Captain



of the Krewe, fourth from left, and E.R. Howard W. Lenfant, sixth from left. Others include Captains of the celebration's ten top participating groups. • Above, right: E.R. James Fesmire makes cash award presentations to four students in Paris, Tenn., Lodge's "Most Valuable Student" contest. Left to right are Mr. Fesmire, Sarah Pauline Stone and Barbara Sykes, first- and second-place winners for girls, and Terry Blackwood and James D. Hastings, first- and second-place winners for boys.



The final initiatory ceremony of the 1957-58 lodge year gave Terre Haute, Ind., Elksdom 42 new members, with an additional Elk for Whiting, Ind. On this occasion E.R. James J. Jenkins, center, foreground, and his fellow Elks paid tribute to the lodge's 50-year-members Charles F. Theobald, seated left, and Charles H. McCalla, seated right, both of whom received Honorary Life Memberships.



Davenport, Ia., Lodge's Championship Little League Team displays its trophy at the annual Father-Son Program attended by over 300. Left to right, background, are Team Mgr. Norman Goetsch; Master of Ceremonies Lew Friedrichs; Team Mgr. Jess Stanton; Bob Trowbridge of the Milwaukee Braves, the principal speaker; R. L. Keene; E.R. W. L. Hanrahan, and P.E.R.'s R. D. Johnson and L. R. Sidney of the program committee.

THE SILVER JUBILEE of Hillside, N. J., Lodge, No. 1591, was celebrated at its home with a catered dinner at which nine of the lodge's Charter Members received 25-year pins from Exalted Ruler William H. Hofmann, Sr. They were Past Exalted Rulers Charles Wernicke and Dr. Fred H. Roever, Jr., Past State Vice-President; Police Chief Paul F. Korlesky; retired Deputy Police Chief John Mason; retired Fire Chief Albert Chamberlain; retired Police Chief N. F. Sanford; Dr. M. M. Fischler; Hugo Bobertz, and Joseph Zatko.

Past State President George L. Hirtzel of Elizabeth who helped to organize the lodge, was an interesting speaker, relating incidents in connection with the formulation of the lodge. After-dinner speakers included Past Grand Exalted Ruler William J. Jernick, State President Vernet N. Hicks, Vice-Presi-

dent William T. Flanagan, District Deputy Gerald A. Tolomeo, Past State Vice-President Albert W. Renner, Dr. Roever, Dr. Fischler, Chief Mason and Exalted Ruler Hofmann.

Rev. Myron Sozansik, Pastor of the Ukrainian Immaculate Conception Church and a member of the lodge, offered prayers and benediction, and thanked the lodge for its generosity in granting his church the use of its facilities for religious services until his church building plans are completed.

THE ELKS TEENTOWN of McLeansboro, Ill., Lodge, No. 1882, has celebrated its first anniversary with a very successful semi-formal dance and buffet dinner. While there were many who did not think this particular type of activity would work out well at the Elks, the group was formed early last

year with just a few members; it now has an enrollment of 303, meeting at the lodge home every Friday night and on other special occasions.

Incorporated under the "Not For Profit Act" of the State of Illinois, Elks TeenTown is supervised by the Senior Council of McLeansboro Lodge under the chairmanship of Bruce R. Eaton. The Council members are on hand for every meeting, acting in a supervisory capacity, although the TeenTowners have their own officers and committees, handling entertainment, recreation, special events, and so on. They have a concession which they operate themselves; they have various games and a juke box, as well as a father and son, and father and daughter orchestra. There are no dues charged, but each member is issued a card stipulating certain rules.



Photographed at the Homecoming Dinner held by Middletown, N. Y., Lodge in honor of Frank H. McBride who retired last month as President of the N. Y. State Elks Assn., were, left to right, foreground, Chairman James A. Gunn of the Grand Lodge State Assns. Committee, Past Grand Exalted Ruler James T. Hallinan, Mr. McBride and John F. Scileppi, a member of the Grand Forum. In the background are Dinner Chairman Daniel Birnbaum, Past State Vice-Pres. Edward Turchen, State Secy. Wm. R. L. Cook, and Past State Presidents Franklin J. Fitzpatrick and Francis P. Hart.



Celebrating the 25th Anniversary of Hillside, N. J., Lodge are, left to right, foreground, the lodge's organizer and original Charter Member John Mason, E.R. William Hofmann, Sr., Past Grand Exalted Ruler William J. Jernick, State Pres. Vernet Hicks and Charter Member Charles Wernicke, P.E.R.; background: Past State Vice-Presidents and P.E.R.'s Albert Renner and Fred Roever, Jr., Charter Member; D.D. Gerald A. Tolomeo; Rev. Myron Sozansik, a member of the lodge; State Vice-Pres. William Flanagan, and Treas. and Charter Member Albert Chamberlain.



Dr. David B. Allman, a 43-year-member of Atlantic City, N. J., Lodge, and President of the American Medical Assn., left foreground, was honored at a dinner at the lodge home attended by over 200 friends. E.R. Dr. George Saseen, right, foreground, presented a plaque to Dr. Allman, symbolic of his Honorary Life Membership. In the background are, left to right, Commissioner Wm. F. Casey, Toastmaster; Past Grand Exalted Ruler Wm. J. Jernick, speaker, and Secy. H. L. Wertheimer. On behalf of the lodge, Dr. S. L. Salisin presented a \$1,000 check to the Elks National Foundation in Dr. Allman's name.



Instituted just a year ago this month with a record 1,614 members, Van Nuys, Calif., Lodge has purchased five acres in the heart of the San Fernando Valley where its new home will be erected. Assisting in dedicating the site at ceremonies attended by Elks, their families, friends and civic and fraternal leaders were, left to right, foreground, Past State Pres. C. P. Hebenstreit, D.D. Vern R. Huck, State Vice-Pres. J. F. Nutsch, Van Nuys E.R. Elmer H. Meyer, State Pres. John A. Raffetto, Jr., Chairman Ronald R. Bringman of the Grand Lodge Ritualistic Committee and Secy. Harold L. Hilf of Van Nuys Lodge.

Lodge Visits of H. L. Blackledge

(Continued from page 12)

McClelland were greeted by Mayor Henry R. Luscher, and were escorted to the lodge for a luncheon meeting. They were welcomed to the club rooms by Past District Deputy John P. Kunz and Exalted Ruler J. W. Biggs. That evening, the entire group proceeded to Fairhope Lodge for a banquet in honor of the Grand Exalted Ruler. Some 200 Elks from Alabama, Florida and Mississippi were in attendance. Brother Charles S. Trimmer acted as master of ceremonies, and Exalted Ruler John M. Beasley presented Mr. Blackledge with autographed baseballs for his collection, in behalf of Cleveland Indian Coach Ed Stanky, a Fairhope Elk. Also present for the occasion was District Deputy Earl Shelton.

At the banquet, Mr. Blackledge expressed his admiration for the progress which the lodge has made in just five years of existence; and a group of local teen-agers thanked Mr. Blackledge for the work of the Order—and particularly of Fairhope Lodge—in guiding and assisting youth. At Fairhope, Mrs. Blackledge joined the Grand Exalted Ruler, to accompany him on the remainder of his Southern visits. Grand Trustee and Mrs. W. A. Wall also traveled with the Blackledges on their tour of the state.

FLORIDA. On March 16, Mr. Blackledge made a brief visit to Pensacola, Fla., Lodge; arrangements for this visit were made by State Chaplain Frank X. Carroll. The group then continued on to Fort Walton Beach Lodge for an informal luncheon with local Elks and a banquet that evening.

The next day, District Deputy Luther Clary drove the party to Panama City Lodge for luncheon, and then on to Tallahassee for the dedication of that lodge's new home. Governor Leroy Collins participated with Mr. Blackledge in the dedication. In charge of the proceedings was Exalted Ruler Rivers Buford, Jr. A banquet was held by the lodge that night, and Mr. Blackledge's address on this occasion was broadcast over Radio Station WTNT.

From Tallahassee, the party was escorted by Gainesville Exalted Ruler George W. Reeves and Exalted Ruler Elect Carlos Hope to their lodge on March 18. After a luncheon meeting at Gainesville, they visited the Harry-Anna Crippled Children's Home at Umatilla. Mr. Blackledge expressed his approbation of this home, which operates under the guidance of Superintendent George Carver, Past State Pres., and is maintained by the Elks of Florida. District Deputies George Currie and John Morgan had joined the group at Gainesville, and at Umatilla they were met by an additional party, including District Deputy Lester Mc-

BASEBALL FANS

For Elks attending the Grand Lodge Convention in New York, the Convention Committee has made special arrangements with the New York Yankee management for a special section at two games. On Sunday, July 6th, 2 P.M., New York vs. Boston. Thursday, July 10th, 8 P.M., New York vs. Cleveland. Reserved seats, \$2.10.

Mail requests on *Elks Lodge letterhead* to Ticket Office, Yankee Stadium, Bronx 51, N.Y. Specify date of game, number of tickets. Make check or money order payable to The Yankees (no cash). Add 25¢ for handling and mail charge.

Blocks of choice seats are being held for Elks until June 15. When these are exhausted, requests will be filled with seats in other sections.

Clure. From here, the entire group proceeded to Leesburg, arriving in time for an evening meeting.

At Cypress Gardens on March 19, a water show was staged for the Grand Exalted Ruler and his party, after which they attended the dedication of Arcadia Lodge's new home. Among the participants in this ceremony was District Deputy Pat LeMoyné. A barbecue and dance capped the celebration.

The next day, Mr. Blackledge drove to Miami for a visit at the home of Past Grand Esquire Chelsie Senerchia, who is convalescing after an illness.

PUERTO RICO. Flying from Miami to Puerto Rico, the Blackledges arrived at San Juan on March 21, and were greeted by District Deputy Arthur Oetting, Exalted Ruler John F. Malley, Jr., a delegation from San Juan Lodge, and Lt. Teodoro Vidal, Military Aide to Puerto Rico's Governor Luis Munoz Marin. At the Governor's palace, La Fortaleza, that afternoon the Blackledges were received by Governor Munoz and his wife.

In the evening a class of candidates was initiated in honor of the Grand Exalted Ruler. The ceremony was followed by a dinner in the pavilion of the Elks home. The next day, too, was filled with activity—including a sight-seeing tour of the island's scenic and historic points, and a luncheon at the lodge.

Wearing the traditional *pava* (straw hat), Mr. and Mrs. Blackledge participated on March 23 in a typical Puerto Rican *lechón asado*; this is a tropical barbecue, in which a pig is roasted on a spit over charcoal. The party, held for Elks and their families at the home of Brother Herminio Jensen, featured Latin music and native dances.

NORTH FROM MIAMI. Mr. and Mrs. Blackledge flew back to Miami on March 24, and were entertained that evening at a dinner held by Miami Beach Lodge. A number of lodges in the area were represented; among the guests were Grand Trustee and Mrs. W. A. Wall and District Deputy Marvin Kimmel. Exalted Ruler Allen Goldberg arranged the banquet.

The Grand Exalted Ruler left for home the next day, but his busy schedule did not allow him to remain long in Kearney. On April 9, he flew to Pittsburgh for the annual banquet of the Pennsylvania Southwest District. Grand Secretary and Mrs. Lee A. Donaldson accompanied him, and Mr. Donaldson was master of ceremonies at the banquet. Among more than 500 Elks present were Grand Lodge Auditing Committee Chairman Francis T. Benson, Past Grand Esteemed Lecturing Knight Ruel H. Smith, State Pres. John S. Buchanan, Southwest District Pres. Alexander R. Brady and District Deputy W. Franklin Westcoat.

Washington, Pa., Lodge held a breakfast meeting for Mr. Blackledge the next morning, after which he continued to Wheeling, W. Va., where he was met by Past Grand Exalted Ruler Wade H. Kepner, and had a brief visit at Wheeling Lodge. Leaving Wheeling, Mr. Blackledge and Mr. Kepner stopped first at Sistersville Lodge, then had luncheon at Parkersburg Lodge, and arrived for dinner and a meeting at Huntington Lodge, where the Grand Exalted Ruler was interviewed over Station WSAZ-TV.

The afternoon of April 11, Mr. Blackledge visited Catlettsburg, Ky., Lodge, and that evening attended a banquet and meeting at Ashland. Mayor Wilburn Caskey, a Brother Elk, presented him with a key to the city, and he was commissioned a "Kentucky Colonel" by Past Exalted Ruler David Aronberg, a former Mayor of Ashland. Also present were Past Grand Exalted Ruler Wade H. Kepner, Grand Trustee Dewey E. S. Kuhns, Past District Deputy J. P. Ratcliffe and Exalted Ruler Harold Moore. While in Ashland, the Grand Exalted Ruler again held a radio interview—this time over WCMI.

Continuing westward across the state on April 12, Mr. Blackledge stopped at Lexington and Frankfort Lodges, and had luncheon at the newest Kentucky lodge—St. Matthews. His tour of the region was brought to a close that evening with a banquet at Louisville Lodge. The Grand Exalted Ruler then caught a late evening train for his return trip to Kearney, where he made preparations to attend the Kansas State Elks Assn. Convention, held in Wichita on April 18.

**Day or Night
ENJOY
SOUNDER
SLEEP
With the Original
SLEEP SHADE**



Discover the restful sleep enjoyed for over 25 years by the many users of genuine Sleep Shades. Regular black Sleep Shade \$1.25.

Does noise disturb your sleep? Try Sleepwell Ear Stops. Soft. Reusable. 25¢ a pair. Five pairs for \$1.

If your Drug or Department Store cannot supply you we will mail, postage prepaid, immediately on receipt of your remittance. Your money back if not completely satisfied.



Insist on this package when buying Sleep Shade

SLEEP SHADE COMPANY

828 Mission St., P. O. Box 968, San Francisco, Calif.



MONOGRAMMED TERRY SHORTS — or what the well-dressed couple will wear on vacation. Made of the finest white pre-shrunk terry cloth, shorts are personalized with name or initials embroidered in color-fast red, blue, black or brown. Small, medium or large. **MEN'S . . . \$3.95, LADIES' HALTER & SHORTS . . . \$4.25.** Send cash, check or m.o. to **WESTERN CLASSICS,** Box 4035, Dept. 6-EL, Tucson, Ariz.

Found in a U.S. warehouse!

SPANISH-AMERICAN WAR Pith Helmets



1898. That's when these helmets were made, and incredibly enough, we have discovered some in a U.S. warehouse that, though 58 years old, are brand new surplus. U.S. Army issue for Spanish-American War and Philippine Insurrection, all cork white linen helmets are duplicates of British African one. Fine for the beach—or anyone working in the sun. Cool, comfortable, unique. 2 sizes, small (for kids) and large, both adjustable. \$4.95 ppd. and a buy! Quantity prices available. **KLINE'S, 333-B East 50th St., N. Y. 22**

AUTO GARMENT HANGER

Just slip this new Car-Hook over the ordinary coat hook and presto, room to hang 10 garments and a hat. Portable; carry garments on hook from auto to closet. Fits all closed cars, including hardtops. Of heavy gauge, plated steel with pad to prevent marring car. No tools needed. Stores in glove compartment. **\$1.00**



UTILITY MAGNETS

Sew in shower curtain hem to hold tightly to tub; in dish towels, pot holders. Holds gadgets to car dashboard, no drilling; pick up pins, needles; fun for kids. Pkg. of 10 magnets \$1.



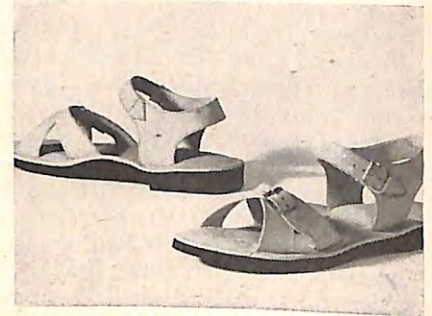
ELRON INC. 225 W. Erie St., Dept. B-265, Chicago 10, Ill.



ELKS



OWYHEE BUTTER TOFFEE (pronounced Oh-wy-hee-Surprise!). This tasty toffee has been the favorite candy of people from Idaho for over thirty years. Made of fresh butter (no substitutes) and filled with crunchy almonds, it's a deliciously different confection. 1-lb. box, \$2.00; 2-lb. box, \$4.00 ppd. Idaho Candy Company, P.O. Box 1217, Dept. E, Boise, Idaho.



SANDALS FOR SUMMER. Airy, springy Nudimold Buff-Alohas keep feet cool and comfortable during summer heat. Hand-made of genuine natural color water buffalo, they boast a leather-covered cushion insole, a raised arch for support, and rubber soles and heels. Men's sizes—6 to 12; ladies—4 to 10. \$10.65 ppd. Bloom's, 311-6th Ave., Dept. E-608, New York 14, N.Y.



BARBECUE A BASKETFUL of meats. Bar-B-Que Basket fits on kitchen rotisserie or outdoor grill, holds 6 to 8 lbs. of cut-up meats. Tumbling action assures even cooking and uniform crisp browning. 7 x 12 in. \$5.98 plus 50¢ post. Jumbo size for outdoor 21-in. or larger spits, \$7.98 plus 50¢ post. Merrill Ann Creations, 3601 Kingsbridge Ave., Dept. E, New York 63, N.Y.



OLD-TIME TELEPHONE CABINETS. While these old phones aren't being used much any more, the cases are still in demand. Well-made from nicely-grained solid oak, they can be turned into handsome radio cabinets, planters, spice cabinets, etc. Complete, as received from telephone company, \$11.95, post. coll. Chabon Scientific, Rm. 411-A, 60 E. 42nd St., New York 17, N.Y.

Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order.



THIS MITT REPELS BUGS!

GET RID OF BUGS AS YOU DUST—\$1

Just rub any surface with new, easy-to-use BUG-MITT. As you polish, a layer of insect-repelling chemical forms a protective film—helps keep away flies, roaches, ants, mosquitoes, silverfish. No muss . . . no fuss . . . no fumes . . . no spray! Use on furniture, windows, drain pipes . . . anywhere! Plastic-lined Mitt is guaranteed to be the easiest, most effective way of getting rid of bugs or money back! Lasts a whole season! BUG-MITT, only \$1 postage paid from Sunset House, 2471 Sunset Building, Los Angeles 16, California.

DO-IT-YOURSELF PLASTIC LAMINATING

CARDS LICENSES PAPERS **\$1.00**

New, instant laminating plastic sheets will permanently preserve your important cards and papers. PLAIN-VU is 100% transparent; guaranteed not to discolor, harden or deteriorate. No machines, heat or glue is required. Fascinating new process cuts laminating costs as much as 75%.



IDEAL FOR PHOTOS
Favorite snapshots, clippings, ID's will never crack, tear, or wrinkle imbedded in crystal clear PLAIN-VU.
ORDER NOW
Jr. Kit—10 sheets (3"x4") only \$1 postpaid.
Jumbo Introductory Kit—10 sheets 3"x4", 6 sheets 6"x8", 2 sheets 10"x12" only \$4.50 postpaid. Satisfaction guaranteed—from
THE J. C. RICKART COMPANY
6907 Church Avenue, Dept. A, Pittsburgh 2, Pa.

FAMILY SHOPPER



"SPIN-A-WIN", a thrilling new game that combines roulette and racing on one 78 RPM record. One side of the record recreates 6 different authentic horse races, the other features Lucky 13 Roulette. Your guests place bets on the playing board and cheer on their choice. \$2.98 ppd., incl. board and instructions. Lar Sales Co., P.O. Box 2068, Dept. E, Inglewood, Calif.



PLASTIC BARBECUE PLATES for gay summer meals can be washed over and over in hot water. Hard porcelain-like finish covers the cheerful picknicky design. Dinner plate size, 9½-in. diameter. A new yachting plate is also available for nautical jaunts. Set of 12 Plastic Plates, \$1.95 plus 25¢ postage. What's New Shop, Dept. E, Wynnewood, Pa.



CAN'T YOU JUST FEEL blissful relaxation in every line of this Barwa Aluminum Chair? It tilts to the healthful feet-higher-than-head position as well as the sitting position seen here. Easily moveable. Canvas covers in bottle green, terra cotta or turquoise are replaceable. \$19.95 exp. chgs. coll. Albin of California, Rm. 56, 1401 W. 8th St., Los Angeles 17, Calif.



"PAY AS YOU GO" Yellow Cab. Put a penny in the slot of this battery-operated Yellow Cab and it zooms away to stop automatically after a short time. Another penny sends it off again. The all-metal cab is a bank too, since the coins can be retrieved from its bottom. Over 10 in. long. \$2.98 ppd. (not incl. batteries). Medford Prod., Box 39, Dept. E, Bethpage, N.Y.

Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.

SAVE UP TO 60% ON NEW 1958 Family Size WALL-O-STEEL SWIMMING POOLS

with built-in automatic purifier that keeps pool water safe and pure!



Imagine! Your very own pool, big enough for you and your family, right in your own back yard! You swim whenever you like. Children learn to swim and enjoy healthful, outdoor fun! No crowds, no riding, no lockers, no expense. Pool parties, moonlight swims, luxury living and you SAVE MONEY too!

Big 6 Ft. Diam.
16" Deep
ONLY **9.95**
plus \$1.50 shipping
reg. \$19.95

SAFE: Safety bumper head on top edge, no iron bars to bang or bruise. Pool absolutely cannot collapse or break. Pool water depth may be regulated for children or adults. —DURABLE: Wall of high tensile steel mesh, plastic coated. Tank liner of extra heavy solid vinyl. Proven strongest in over 5 years of continuous service. —NO MAINTENANCE: Purifier and purifying pellets eliminate need for frequent water changing on smaller pools. No water changing on large pools. Drain fits standard garden hose, enabling water to be re-used on lawns and gardens. —SANITARY: You swim in safe, pure water all day. —PORTABLE: Sets up in minutes. No tools required. —COLORFUL: Bright wall and floor add glamour to your landscape.

FREE With Each Pool:—Pool Cover and Full Summer Supply of Purifying Pellets!

Diam. Feet	Ins. Deep	Gal. Cap.	Swim Size	Reg. Price	P. J. Hill Price
6'	16	270	Kids Float	\$19.95	\$9.95
8'	20	575	Adults Float	30.00	15.95
10'	20	975	Kids Swim	60.00	24.95
12'	24	2000	Adults Swim	100.00	49.95
20'	36	7000	Adults Swim	200.00	139.95

Add \$1.50 Shipping For Each Pool. Send 10% Deposit on COD Orders. MONEY BACK GUARANTEE!

P. J. HILL CO., DEPT. S-111
884 Broad Street Newark 1, N. J.



WANT TO LEARN TO PLAY the piano? Here's a good way to start. It's the marvelous Dean Ross Course, the proven successful short-cut method that features the Patented Automatic Chord Selector. In only 15 minutes you start to play songs with both hands. You learn by playing simple single note melodies with one hand, while striking beautiful simple resonant bass chord accompaniments with the other. No tedious scales, boring exercises, or dreary practice. Just delightful enjoyment. For Free Sample Lesson, Automatic Chord Selector, Note Selector, and 5 simple "play-at-once" Songs, send name, address, and 10¢ for postage and handling to Dean Ross, 45 West 45 St., Studio G-9304, New York 36, N. Y.

DON'T BE FAT!

If you just can't reduce and have tried dieting, pills and tablets—try relaxing, soothing SPOT-REDUCER, a massager that's tested, and has U.L. approval. Lose weight where it shows most! The relaxing soothing massage helps break down FATTY TISSUES, helps tone the muscles and flesh, and the increased awakened blood circulation helps carry away waste fat—helps you regain and keep a firmer and more graceful figure. When you use the SPOT-REDUCER, it's almost like having your own private masseur at home. It's fun reducing this way! Lose pounds and inches quickly, easily, safely without risking health. For aches and pains due to over-exercise. Also used as an aid in the relief of pains for which massage is indicated. Sold on MONEY BACK GUARANTEE! Reduce or NO CHARGE!

(FIRMS FLABBY TISSUE!) Restores elasticity to sagging skin.
STANDARD MODEL only \$9.98 . . .
AMAZING DELUXE MODEL only \$12.98.
(Save 90¢ postage. Send payment with order)
Send to BODY MASSAGER COMPANY
401 Market Street Dept. B-95 Newark, New Jersey



YOUR OLD FUR COAT INTO NEW CAPE, STOLE. \$22.95 Tax Free
FREE Mink bracelet with each remodeling. I. R. Fox, fur specialist, restyles your old, worn fur coat regardless of condition, into a glamorous new cape or stole. Remodeling service includes, cleaning, dyeing, repairing, new lining, interfacing monogram. \$22.95 complete. Send no money! Just wrap up your old fur coat, mail it to us now. Send your dress size and height on postcard. Pay postman \$22.95 plus postage when new cape arrives. Or write for free style book.
I. R. FOX, 146 W. 29th St., Dept. L-30, N. Y. 1



a new principle in walking!
water buffalo leather sandal with THE RIPPLE® SOLE
FOR LADIES AND MEN, these casual, comfortable natural Water Buffalo leather sandals add spring to each step! Give a gentle, alternating massage for soles—reduce foot fatigue 45%. Cool ventilation obtained by air coming through ridges. Rubber spring action, scientific design increase stride 6". balance weight! Sizes 3-13.
Brochure Available \$9.65
Money Back Guarantee 9.65 ppd.
311 6th Ave., Dept. E-68
New York 14, N. Y.
"Down in the Village" over 60 yrs.

For Those Who Do Not Want

GREY HAIR

Now Top Secret's amazing scientific formula gives a natural looking color to faded or grey hair. It makes you look years younger! Top Secret does not streak or injure hair, does not wash out.



"I noticed results after just a few applications," says Jan Garber, Idol of the Airlines. "Top Secret is easy to use—doesn't stain hands or scalp. Top Secret is the only hair dressing I use."

Time-proven Top Secret has been used by famous personalities for years.

Send \$5 (Fed. Tax incl.) for 6 oz. plastic container, convenient for traveling, too. Ppd. No COD's, please. Money back if not delighted with results of first bottle! Albin of California, Room 64, 1401-91 W. 5th St., Los Angeles 17, Calif.



GERMAN AUTOMATIC

6-SHOT

REPEATER—22 CAL.

- Blank Cartridges •Latest Model
- No Permit Required •Fully Automatic



\$6.95

Postpaid

Self-ejecting clip. Firing spring adjustable! Precision made by the Finest West German Gunsmiths — Wonderful for sporting events, theatrical performances, to scare would-be attackers, etc. 4" long, perfectly balanced. FIRES BLANKS ONLY. Can not be changed to fire Bullets. Sold on a money-back guarantee.

Send \$6.95 Cash, check or Money order to:

BEST VALUES COMPANY
Dept. G-118, 403 Market St. Newark, N. J.

SHOE SHINE KIT

E-Z Shine Holders are made of strong aluminum. Detach from wall bracket. 3 changeable toe plates for men, women and children (for all size shoes). C. O. D.'s pay postage. Guaranteed to give long hard family usage.



\$2.95

Pa. Residents Add 3% Sales Tax
A useful gift for all occasions



MAGIC SHOE GROOMING KIT

contains 6 months supply black or brown polish on one end, other end is polisher. Hand pocket prevents soiling hands when polishing. Ea. \$1.00

WAYNE MFG. CO. WAYNE 5, PENNA. Send For Free Catalog

TELEPHONE INTERCOM

ONLY **\$7.95**

Recognize these? Probably the most durable phones ever made, these have been re-conditioned and refinished in



gleaming black, and together make a good and cheap intercom system. Easy to hook up, they can be used over several miles, in effect duplicate a private telephone system. Fine for home, offices, garages, cabins, barns etc. (Fun for kids, too!) Pair, with surplus battery, 50 ft. of wire, \$7.95. Extra phones, \$3.95. Additional wire, 2c a ft. All ppd.

CHABONSCIENTIFIC CO., 411-G Lincoln Bldg., N.Y. 17

Regular Price of a Slide Rule \$4 and Up



92c

SLIDE RULE

and this coupon Add 8c Postage

If you can use a pencil you can use this Slide Rule For students, accountants, salesmen, farmers, everybody. Invaluable for Armed Forces. Man's most useful tool. Easy to calculate instantly, accurately. Multiplying, proportions, division, roots, etc. "High Vision" Clear View Slide. Full 10" Rule. A, B, C, D, C1 and K Scales. Limit 3 rules per coupon. Money back guarantee.

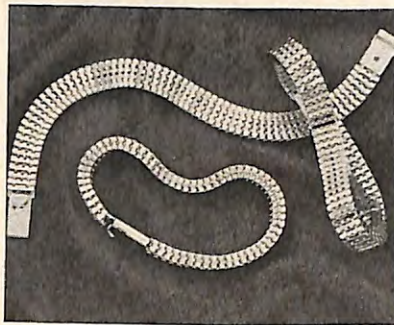
FREE 28-page Instruction Book on how to get correct answers instantly without pencil or paper.

LARCH

118 EAST 28, DEPT. 12-F NEW YORK 16, N. Y.



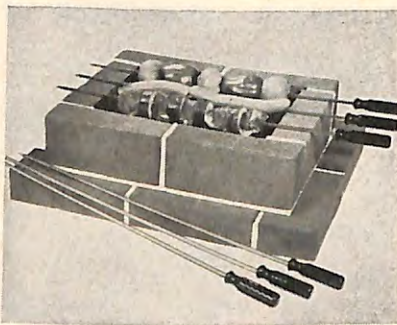
ELKS



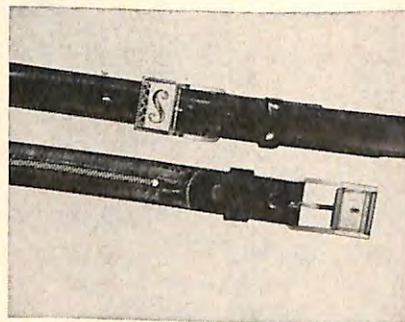
SO LOVELY TO LOOK AT, and light to wear . . . Linked Aluminum Bracelets that look just like expensive jewelry but cost only \$1.00. Non-tarnishable in silver, rose-gold or yellow gold, they're especially smart as a thoughtful graduation gift. \$1.00 each ppd. Add 18¢ for airmail. B.M. Lawrence and Co., 244 California St., Dept. E, San Francisco 11, Calif.



WHAT WILL THE WEATHER BE? When planning a trip or an outing, consult this imported Wall Barometer for the forecast. Its highly polished wood frame surrounds the brass bezel and ivory enameled metal scale to make it a handsome wall decoration. 5-in. diameter. Boxed with instructions, \$5.98 ppd. Larch, 118 East 28th St., Dept. E, New York 16, N. Y.



THOSE MOUTH-WATERING MORSELS known as Shish-Kebab can be broiled to perfection on these Barbecue Skewers of stainless steel. Unlike ferrous metals, it causes no flavor-spoiling chemical reaction. 23 in. long, with unbreakable ebony acetate handles. Set of 3, \$3.75; set of 6, \$5.95 ppd. Bergen Ridge Crafts, P.O. Box 32, Dept. E, Fairview, Bergen County, N.J.



CARRY CASH SAFELY, concealed in the inside zipper pocket of this Money Belt of Morocco-grained steerhide. It sports a pearl buckle monogrammed with one initial. What a smart-and-practical way to remember Father's Day. Black or brown. Sizes 28-44, \$3.00; sizes 46-50, \$4.00 ppd. U.S. Leather Products Co., 242 Superior St., Dept. E7, Toledo 4, Ohio.



THIS MARVELOUS LITTLE STOVE

Cooks and heats, IDEAL for picnics or camping. Perks coffee in 8 min. fries eggs in 3 min. Will heat a cabin in no time. No fumes, safe & simple. Patented automatic oil control. 1 qt. kerosene runs for 6 hours. NOTHING LIKE IT ANYWHERE. Size 1-cubic foot, 10 lbs. Send check or M.O. \$17.50, in Michigan add 53¢ S. Tax. Post. Paid.

S.M. Co., Box 393 Sault Ste. Marie, Mich.



A Mark of a Superior Man

Here's a lapel pin that's a beautiful jewel and more—an emblem that marks the superior man who wears it. It's the official Elks insignia pin brilliantly enameled red, white and blue—10kt gold plated. It's No. 7-E (standard)—one of a line of beautiful Elk pins of varied designations. Above pin —7-E is yours post paid for \$4.00*. Send for it Today.

THE ELKS MAGAZINE

386 4th Ave. New York 16, N.Y.
*For N.Y. City purchases add 11 cts. City sales tax.

FAMILY SHOPPER



PATIO MOCCASINS. Indoors or out, walking's a pleasure in these hand-crafted mocs. They're of soft, washable, smooth glove leather with flexible crepe soles and heels that cushion the feet. Black, white, red, saddle tan, natural and turquoise. Sizes 4-10, incl. half sizes; medium and narrow. \$4.95 ppd. Old Pueblo Traders, Box 4035, Dept. EL-6, Tucson, Ariz.

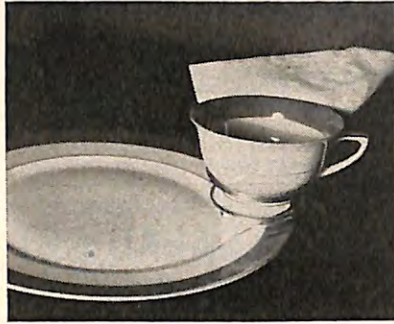
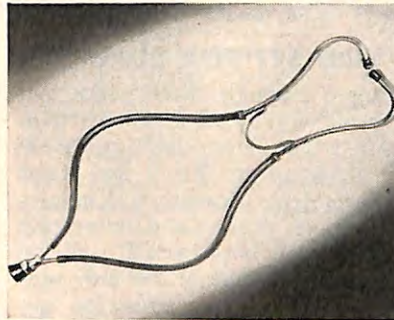


PLATE-MATES resolve food-and-beverage-balancing problems at picnics, buffets, and any informal food fest. These coils of durable plated steel wire slip over the rim of plate (china, paper or plastic) and hold tumbler, glass or cup firmly in easy reach. Set of eight in brass or nickel, \$2.00 ppd. The J.C. Rickart Co., 6907 Church Ave., Dept. E, Pittsburgh 2, Pa.



THE TAILORED LOOK, so smartly feminine, finds a lovely aid in this novel Collar Ident Guard. It's trim and neat-looking, yet decorative too. 24K gold-plate or silvery rhodium-plate finish with dangling disc engraved with 2 or 3 initials. Guard, \$1.25; Matching Cuff Links, \$1.50; complete set, \$2.50 ppd. Milo Fashions, 65-E2 Mulberry St., Lynn, Mass.



U.S. MEDICAL CORPS STETHOSCOPE. Ever try to buy one of these? Hard to find, and usually expensive, this U.S. Medical Corps Stethoscope is *brand new* and only \$2.95. Ideal for doctors, engineers and mechanics (to check trouble spots in motors, etc.); educational and fun for children and adults. \$2.95 ppd. Prince Enterprises, 305 Madison Ave., New York 17, N.Y.

GIANT



CIVIL WAR PICTURE MAP

Now... at last... the first complete picture map of the Civil War—as breathtaking and as magnificent as any map ever designed. All the pageantry and gallantry of that epic struggle is spread across the SEVEN SQUARE FEET of this giant wall picture map.

Shows Nearly 100 Campaigns

Nearly 100 places, events and campaigns of decisive importance are pinpointed and numbered on the map, and a special guide lists the dates and complete information on each. It's a treasure trove of facts on the Civil War, accurately and beautifully presented.

Printed in Brilliant 4-color

The facts are presented against a background of brilliant four-color. A glance tells where the "Blues" and the "Grays" fought, and the other colors brighten the map, make it easy to read, ideal for framing.

Includes 8 Side Paintings

Some of the major events of this struggle are highlighted in individual oil paintings that provide a vivid border for the map. They include:

1. A full-length portrait of Stonewall Jackson during his Valley Campaign of May-June, 1862.
2. Grant's siege of Vicksburg, May 18-July 4, 1863.
3. The war at sea—The Alabama under Confederate Admiral Semmes sunk by Kearsage off France, June 19, 1864.
4. Portrait of Sheridan on his favorite mount during the Shenandoah Valley campaign, August-October, 1864.
5. Opening bombardment of Fort Sumter, April 12-13, 1861.
6. Battles of Bull Run-Manassas, June 21, 1861 and the 2nd Battle, August 27-September 1, 1862.
7. Battle of Gettysburg, July 1-3, 1863.
8. Appomattox—Lee and Grant signing surrender at McLean House, April 9, 1865.

And in addition to each of these paintings (all in bright, full color), there are full length paintings of Union and Rebel soldiers, showing their uniforms and correct equipment in fine detail.

Used by Schools, Colleges and Libraries

Thousands have been sold all over the United States, many just to individuals interested in the Civil War, many to collectors, but also thousands to schools, colleges and libraries for use in teaching, for reference work and for prizes (well worth framing).

Created by Grosset & Dunlap One of America's Leading Publishers

Grosset & Dunlap, one of the finest publishing firms in the world, commissioned and supervised the research on this map—research done by three leading scholars, and this beautiful map has been on sale in the country's bookstores for \$2.95.

Only \$1 ppd.

But now, House of Maps, by special agreement with Grosset & Dunlap, can offer this magnificent work to you for just \$1 ppd. This is the first time this map has ever been offered at this price. Don't wait. Buy one now for your children, for yourself, for your school or library. (Each map is shipped in a special mailing tube—prevents creasing.) Only \$1 ppd. each—\$5 for \$4. Money back guarantee. Sorry, no c.o.d.'s. Send check, cash or money order to:

HOUSE of MAPS
Rm. 1308-G, 60 East 42nd St., N.Y. 17

New! Collapsible OPERA GLASSES



**The Handiest
Binoculars Ever!**

Just snap open the smart leatherlike plastic case and you have a pair of powerful opera glasses with adjustable eyepieces. Carry them with you everywhere. Perfect for the theatre, and all sporting events. When you finish using them just snap the case shut & slip them into pocket or purse. Choice of color cases. Terrific value at this new low, low price.

**Now!
NEVER BEFORE
AT THIS LOW PRICE!**
\$3.95 postpaid.
Send check or money order.

MEDFORD PRODUCTS, Inc. Dept. EL-7, Box 39, Bethpage, N.Y.
**PUMP WATER DRY — SAVE MONEY
SUCT-DRI**



Only \$2.75 post paid

Without electricity or moving parts this suction drainer pumps 300 gallons of water per hour from flooded cellars, pools, boats, ditches, washing machines. Just attach with a garden hose to any screw-type faucet, attach another section of hose to the discharge end, turn on the water and it goes to work. Mail your order Today.

SUCT-DRI Dept. EL-12, Box 39, Bethpage, N.Y.



The Amazing New FLAV-R GRILLE

**Is Designed to Use On Your
Present Barbecue Pit or Charcoal Grille.**

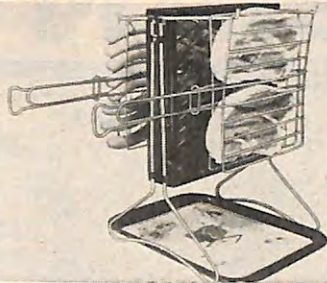
This new dome design eliminates all grease drippings, as the grease is channeled to special reservoir. Therefore your meat is never contaminated from burned grease, odors and smoke.

FOR A LIMITED TIME
THIS \$9.95 VALUE
FOR ONLY **4.95**

SEND CHECK,
MONEY ORDER,
CASH TO

THE FLAV-R GRILLE CO.
P.O. Box 223 Chattanooga, Tenn.

PORTABLE INDOOR-OUTDOOR BARBECUE



It's quick, easy, inexpensive to barbecue at home, at the Beach, on trips. The "Skill-Built" Barbecue cooks on top while it barbecues vertically. Just flip it over for a handy camp stove. Fire box holds 2 lbs. charcoal. Has 2 broiler racks that barbecues 40 hot dogs, or 4 half chickens, or 18 hamburgers, or 4 large steaks. All-steel construction. Folds to 12" x 12" x 2 1/2". Wt. 6 lbs. \$6.95 ppd. taxes incl. Money back guarantee.

C. W. DICKENSON CO., Factory Dist.,
2955 N. Main St., Walnut Creek, Calif.

BICYCLE SAFETY SIGNALITE
A COMBINATION POWERFUL HEADLIGHT AND DIRECTIONAL SAFETY SIGNALS
\$2.95



Plus 25c Post. Pa. Res. Add 3% Sales Tax
Every child should have the protection of signalite on his or her bicycle. Headlight gives a steady powerful beam, tail-light gives a steady beam and strong flashing signals in either direction. Sun visor on rear signal light gives complete daytime visibility. Strong metal construction, chrome finish, works on two flashlight batteries. Easily installed. Batteries not incl.

PERSONALIZED BIKE LICENSE PLATES 3" x 6", SHOW FIRST & LAST NAMES, RAISED LETTERS ON WHITE BACKGROUND. 2 of same name \$1.00.
THE ADDED TOUCH, Wynnewood E 6, Penna.

CLOGGED SEWER
REMEMBER THE COSTLY PLUMBING BILL—



CHICAGO—June 1st. Just introduced is a Free Booklet on a New Discovery which enables the Home Owner, Housewife, Janitor, or Factory Maintenance to clean any Clogged Sewer Drain.
Let anyone can operate this new Plumbers Flushing Gun which releases air pressure on a solid shaft of water cleaning the most stubborn stoppages up to 200 feet. SHOW FIRST & LAST NAMES, RAISED LETTERS ON WHITE BACKGROUND. 2 of same name \$1.00.
TOILETS, SINKS, URINALS, BATHUBS, FLOOR DRAINS, and HOUSE-TO-STREET SEWERS clogged with Grease, Bags, Sand, Roots, and paper melt away instantly when struck by the Hammer-like blow of this new unit.
There is no need to remove wall or pipe, or Grease Trap. A special attachment allows water to flow from the faucet through the Gun while air is released on the pipe. Vents or stacks are no obstacle, as force tends to strike wherever the water lays. But now, Gun worth in COSTLY PLUMBING BILLS SAVED? Tear this Ad out—beside it for FREE BOOKLET. Obey that urge. No agent will call. A postcard will do (Chicago Phone Kildare 5-1702) MILLER SEWER ROD CO., DEPT. ELJ, 4640 N. Central Ave., Chicago 30, Illinois.

"Cleans Instantly"

THE adjustable ALL-IN-ONE GOLF CLUB

Does everything a set will do... So easy and thrifty!
Scientifically designed head adjusts to each position so its all you need. TRY IT — We guarantee you'll enjoy playing with only 1 club or your money back. Spec. 36" short; 37" Med.; 38" long.
International Golf Products
HINSDALE 2, ILLINOIS **\$24.95**



fits any mailbox install in a minute



JOS. E. ROCKWELL-682

\$195 postpaid

DAY-n-NIGHT mailbox marker

Your name (or any other wording you want, up to 17 letters and numbers) appears on both sides of your DAY-n-NIGHT Mailbox Marker, in permanent raised letters that shine bright at night! Fits any mailbox—easy to install in a minute. Rustproof—made of aluminum; baked enamel finish, black background, white letters. Your Marker shipped within 48 hours. Satisfaction guaranteed or money back. Only \$1.95 postpaid from Spear Engineering Company, 883 Spear Bldg., Colorado Springs, Colo.



HAND CARVED SALAD SET from AFRICA

Carved by Kenya natives of scarce hard woods from the dangerous jungles. A treasure for the connoisseur of rare objets d'art. An exotic wedding or birthday gift, or bridge party prize. It will retain its satin finished luster for many years of actual service. Being hand carved, no two sets are exactly alike. About 14" long. Shipped ppd. for only **\$4.95**

JESSE M. PUDDY CO.
Dept. E, W. Sherman Ave.
Hood River, Oregon
Satisfaction guaranteed.

ARE YOU SET FOR SUMMER?

Just browse through these pages and see how we've tracked down merchandise to help you enjoy the lazy, lovely outdoor days ahead. You'll find items for your comfort, pleasure and amusement, and lots of new and interesting gift ideas for all occasions. It's all for you so take advantage of this easy way to shop and please remember to say you saw it in Elks.

LAWN RAZOR BRAND NEW

PATENTED NEW TYPE LAWN & GARDEN SICKLE.
The Most Unique Ever Used! STRIKES OUT LIKE A SABRE! Sabre Strength with Razor-Blade Cutting Ease. **TWO SICKLES IN ONE!** (Can't be copied—it's patented.) Equipped with Solid Steel Razor-Sharp Replaceable Blade—& GREAT OPTIONAL Inter-Changeable RAZOR-BLADE FEATURE—Utilizing 9 Double-edge Razor Blades. Unconditionally Guaranteed. Only \$2.25, plus 25c postage—or COMPLETE with 3 EXTRA Replaceable Steel Blades (4 in All!), \$3.50 Postpaid.
Cheaper than Sharpening!



EVERGREEN ENTERPRISES
BOX 441 SEQUIM, WASH.

Protect that FEZ with a . . . TRANSPARENT PLASTIC FEZ CASE

Blocks your FEZ from folds and creases; prevents dust, lint, moths and silverfish from damaging the FEZ. Adds longer life and lustre while protecting the jeweled ornament and braid from tarnishing. Especially attractive display for den or library, at home or office. Case designed in two sections with air tight lip for taste. Money-back guarantee.
Special price.....\$3.95 ppd.
Send check, cash or M.O. to:
REEVES ENTERPRISES Dept. E
4801 Long Beach Blvd. Long Beach 5, Calif.



ELKS



YOU CAN CLEAN this Colonial Braided Rug just by wiping it off because it's woven of vinyl plastic. Years of research produced wipeable vinyl that could be woven to look like a fabric braid rug. In predominating shades of green, red or beige. 22 x 34 in., \$3.95 ppd.; larger sizes upon request. Artisan Galleries, 2100 N. Haskell Ave., Dept. E, Dallas 4, Tex.



"TWIN STEPS" STOOL. You can safely step up or down from both sides of this all-steel stool. 21 in. high, it folds for storage. Red or yellow baked enamel finish, aluminum colored steps. Completely assembled, \$4.98; or to be assembled with screwdriver, \$4.49 ppd. Add 75¢ for shipping west of Mississippi. Milston Corp., 226 Scribner N.W., Dept. E, Grand Rapids, Mich.

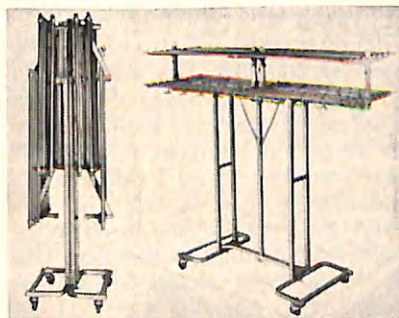


CHASE GARDEN PESTS and give your garden a chance to grow this summer. Garden Duster does a thorough job of spraying insecticide on plants . . . you can reach underneath the leaves as well as on top so not a bug will be missed. Plastic Duster works on three flashlight batteries. \$7.50 ppd. (Batteries not included.) Taylor Gifts, Dept. E, Wayne, Pa.

FAMILY SHOPPER



TIP-N-SQUEEZE swings down to squeeze out just the amount of shampoo, lotion, soap or liquid detergent you need. Generous-size plastic squeeze bottle is held in bracket that sticks firmly by suction cup to any surface . . . tile, plaster, wood, cement. Cap covers tip when not in use. \$1.00 ppd. incl. bottle. Sunset House, 75 Sunset Bldg., Los Angeles 16, Calif.



"VEEP" FOLDING COAT RACKS. Folded, one of these portable racks fits into an 18 x 24 inch area; open, it "explodes" into a rigid rack 6½ ft. long that holds 72 coats and hats. Of tubular furniture steel, it wheels like a cart, can easily be set up by one person. From \$172.50 to \$180.00, F.O.B. For information, write to Vogel Peterson Co., 1127 W. 37th St., Dept. E, Chicago 9, Ill.



U.S.A. CAMP MACHETE. You don't have to cross the border to get one of these 18 in. blade Machetes. War surplus (the Army made 3 million for use in South Sea Islands), just one will bush out a trail, clear a camp site, or fell a good-size tree. In sturdy forest green canvas shield with belt clip. \$2.95 ppd. Banner Supply House, 49-A East 41st St., New York 17, N.Y.

ONE FOOT HIGH EXACT SKELETON MODEL REMARKABLE ANATOMICAL REPRODUCTION

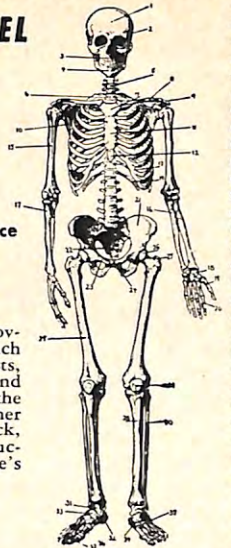
- 1/6 scale of 6 ft. man
- Fully articulated, working model
- Accurate detail, contour, bone color
- 4 year work, \$20,000 production tooling
- A triumph of model making applauded by doctors & teachers
- Instructive, fascinating to own or give—magnificent conversation piece

NOW ONLY \$2.95 EACH!

Developed after years of work, this amazing articulated (all joints movable) human skeleton model is now available at a price that puts it in reach of every one, young or old. Fine for doctors, nurses, students, hobbyists, photographers; a wonderful way to interest youngsters in science and medicine; perfect fun for office, den, desk or club. (And what a gag!—the "ideal" business partner; an eye-catching store display; a caution for other drivers when hung in car rear window.) Easy to assemble, parts interlock, snap together in seconds. With numbered identification chart and instructions . . . only \$2.95. With stand, \$3.95 ppd. (A must for everyone's closet.) Money back guarantee.

BANNER SCIENTIFIC SUPPLY HOUSE

Rm. 1308-P, 60 EAST 42ND ST., N. Y. 17, N. Y.



NEW TRAFFIC SIGNAL FINDER



\$1.25

SEE OVERHEAD SIGNALS WITHOUT STOOPING
LITE-SITE attaches magnetically to the top of windshield completely out of the way. Made of optically engineered, refractive Dupont Lucite, it gives wide angle view of overhead signals. Instant, trouble-free installation. Size 1¼"x1¾". Featured in Product Design & Development magazine. Unconditional Money-Back Guarantee.

Postage paid—send \$1.25 cash, check or M.O.
SIGNAL VISION COMPANY
2700 Ottawa Ave., Minneapolis 16, Minnesota

STOP THAT NOISE!!



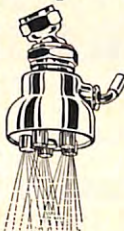
DOUBLE FLANGED EARSTOPPER SHUTS OUT NOISE TWICE!!

First flange deadens sound—second flange finishes it off. Your sleep won't be disturbed by snoring, noisy neighbors, dogs, kids, radios, traffic, etc. It's the only double-flanged Earstopper in America today. They'll fit your ears in genuine comfort, a top development by modern sound engineers, medically designed. Sleep like a kitten the first night or your money back. Only \$1.25 postpaid.

NOISE STOPPERS, DEPT. 28
2611 Tilden Avenue, Los Angeles 64, Calif.

From Needle Shower to Heavy Spray . . . in an Instant!

\$4.95 MULTI-STREAM SHOWER HEAD



Just a flip of the lever and you can adjust the Multi-Stream Head from an invigorating, fine needle-sharp spray to a heavy, dousing spray of water . . . and anything in between! Don't mess or fuss with hot and cold faucets with the chance of scalding or freezing—set the water temperature desired just once and use the Multi-Stream Head for all other adjustments! Made of heavy chrome plate on brass. The hand adjustable swivel ball head permits in any direction! Five adjustable cylinder outlets easily slide back and forth, controlled by a single handle. PRICE \$4.95 ppd. GUARANTEED.

SCOTT-MITCHELL HOUSE, INC., Dept. 5106
611 Broadway, New York 12, N. Y.



NARROW AS AN ARROW

are hand-laced moccasins for the lass who's hard to fit. Over 223 sizes of comfortable moccasins for the outdoor girl who likes to hike, or the girl who relaxes indoors. Flexibly set on foam crepe soles in smoke, white, red or tawny leather. Full & half sizes 3 to 13. AAAAAA to EEE. Guaranteed! Purchases can be exchanged. Quality made, factory to you \$5.95 plus 50¢ post. COD's accepted. MOCCASIN-CRAFT, 65-EH Mulberry St., Lynn, Mass.

DEER HUNTERS! ENFIELD CARBINES SALE!

JUST \$24.95
303 CAL. 10-shot bolt action British Army Special Jungle Carbine
We have made a special low cost purchase of British Army Enfield Jungle Carbines with long range calibrated sights and built-in rubber butt plates. They are in finest condition we have ever seen. .303 Ammo made by Win. Rem. Peters on sale everywhere. We clean up perfect ready to shoot. Our own fine surplus ammo, 60 rds., softnose, \$8.85, 100 rds. target ammo, \$7.50. This gun ideal for deer, bear, powerful, loads and swings fast as lightning. British ordnance proofhouse marks. This model sold before for \$40.

ENFIELD RIFLES REDUCED \$13.95
Famous British Army Rifles in extra fine condition for hunting. .303 Cal. 10-shot bolt action. One of world's most accurate rifles. We clean off camoline and oil lightly. British proofhouse marks. Ideal calibrated sights. Have sold high as \$45. Ammo at every gun store. Our fine surplus ammo, 60 rds., softnose, \$8.85, 100 rds. target ammo, \$7.50. This is best buy we have ever seen. Don't miss it.

10-DAY FREE TRIAL MONEY BACK GUARANTEE
BUY YOUR GUNS NOW ON SPRING SALE AND SAVE. SHOOT ANY GUN, RETURN IN 10 DAYS FOR FULL REFUND IF NOT HIGHLY PLEASED. WHAT COULD BE MORE FAIR?

THE ELLNER CO.
Dept. 21, 1206 Maple Avenue, Los Angeles 15, Calif.

.38 SMITH & WESSON REVOLVER \$24.95
Beautiful shape! Sharp bores. For cowhide holster add \$2.95. Cheap ammo at every gun store. This is famous M & W model. Excl. for target, plinking, camping.

.32 Cal. AUTOMATIC \$24.95
An unusual gun. Looks exactly like a small Colt. Made in Spain Has British proof marks. A hall-mark of fine quality work and good steel. These are nearly in mint cond. Cheap \$2.95 APC ammo in every gun store. A \$50 value.

TO ORDER: Send check, cash or M.O. For C.O.D. send 1/3 deposit or more. All items shipped F.O.B. Los Angeles. Expr. charges collect. Calif. resid. add 4% state tax.

TO ORDER HANDGUNS: Enclose signed statement: "Am not alien, never convicted of crime of violence, am not under indictment or fugitive, am 21 or over." Mass., Mo., Mich., N.J., N.Y., R.I., N.C., Omaha, New Orleans require permits—enclose with order. Send check, cash or M.O. 1/3 deposit on C.O.D. Pistols shipped R.R. Expr. F.O.B. Los Angeles, collect. Calif. resid. order thru local dealer only.

Elks and the MS Battle

(Continued from page 19)

of the State, are officers and trustees of the chapter. Recently, Mayor Lashkowitz, Chapter Chairman, was elected a Director of the National Society.

Expressing the gratitude of MS patients and the National Society, Aldon S. Nystul, the Chapter's Executive Secretary, said, "We will ever be indebted to North Dakota Elks. Without their aid and guidance, the North Dakota Chapter would not be in existence."

The work of Elks elsewhere may not be quite so dramatic as their North Dakota Brothers', but it is equally important. In Huntington, N.Y., Lodge No. 1565 responded to the call of the Suffolk County Chapter for help during its

MS Telerama recently. Headed by Exalted Ruler Henry Bunt, lodge Brothers were on the firing line for two days, handling dozens of tasks necessary to the success of the affair. In addition, the lodge made a cash donation.

From Maine to California, lodges have joined the fight against MS. Some contribute money to help pay for research, clinics and patient aid. Others, such as Hempstead, N. Y., Lodge No. 1485 and Springfield, Mass., Lodge No. 61, donate wheelchairs, crutches and other patient equipment. Many take an active part in the MS HOPE CHEST, the Society's annual fund-raising campaign. This year, the MS HOPE CHEST

started on May 11 (Mother's Day) and runs through June 15 (Father's Day) and lodges around the country are once again preparing to lend a hand. U.S. Senator John F. Kennedy of Massachusetts, member of Boston Lodge No. 10, is National Chairman of this year's Hope Chest campaign.

When the answers to crippling MS are finally found by medical science, the Elks can feel justified pride in the part they played in helping to bring this insidious disease under control. Once again the B.P.O.E. will have demonstrated that it is a fraternal organization in the noblest sense of the word: rendering service to humanity. • •

They Belong to Boston

(Continued from page 15)

win 21 fewer games the following year.

That called for drastic measures. Stephens and Kramer, a power-hitter and a 20-game winner, was the lure for the biggest transaction on record.

"It was actually a price tag of \$300,000, but they threw in another ten thousand so we could buy a couple of minor league players from the Red Sox farm at Louisville," recalled DeWitt, now the curator of the minor leagues' self-help program.

There was also the biggest lump of bonus money ever paid out to newcomers in a single year, a figure which ranged up to \$400,000. It was a final splurge just before the second bonus rule, since repealed, went into effect. The players obtained included Frank Baumann, Marty Keough, Don Buddin, Jerry Casale and the late Boston University star, Harry Agganis, to name several. There were at least two \$100,000 acquisitions in this group.

And lastly there was the first bonafide offer of a million dollars for a ball player on another club's roster. It was Cronin, with Yawkey's okay, who offered Hank Greenberg that amount for Herb Score before the 1957 season. Since then there has been another million-dollar offer in the majors, but only three-quarters of it was in cash. The St. Louis Cardinals, seeking Willie Mays last summer, sent Frank Lane East to talk with Horace Stoneham, president of the Giants. Lane's final offer was \$750,000 in cash plus Wally Moon, rated as a quarter-million dollar ball player.

Stoneham, already committed to the move to the West Coast and aware of what would happen if he entered San Francisco without Willie, put Lane off with a lame, "I'd do it, Frank, except the fans would run me out of town."

The conversation took place in Stoneham's private office which used to overlook centerfield at the Polo Grounds.

The two front-office bosses were gazing out the window at the time. Lane, had he taken a few minutes, could have counted all the customers in the house.

He turned to Stoneham, determined to have his joke if not his deal, and demanded, "What fans, Horace? Those people out there? Why the two of us could lick 'em all."

How many millions Yawkey has spent trying to lick 'em all in the American League is his own carefully kept secret. Point is that he was willing to toss in another million a year ago in an effort to accomplish this. Again the man with the crystal ball enters the picture—a Score not almost blinded by a drive off the bat of Gil McDougald in a night game in Cleveland but a healthy Score as a possible 20-game winner for the Red Sox in 1957. . . .

Because Yawkey is a fan himself he is acutely fan-conscious. He has kept his night games down to the lowest figure in the league (18) because he feels that a ball club has a duty to make attendance at a ball game as pleasant as possible. And night games in the early New England spring hardly qualify as pleasant.

He has refused to support the idea of inter-league competition during the regular season. He feels it would mean reducing the number of times a year you could entertain the top drawing cards in your own league. And he's almost old-fashioned when it comes to promotional ideas.

"I've been in baseball long enough to know that when you try to stimulate interest and attendance with give-aways and premiums you're merely kidding yourself. When you have to lure fans to the park with a band concert, fireworks and stuff like that you're admitting your product is not adequate. I feel it's much better in the long run to improve your team with that money."

That Yawkey has been doing since that memorable occasion back on Feb. 25, 1933, when he took over a debt-laden club from the late Bob Quinn (John Quinn's father) and his associates for a figure guessed at between \$1,000,000 and \$1,200,000. The sale enabled the previous management, which consisted of people from Columbus, Ohio, to pay off an indebtedness of \$350,000.

There were two things Yawkey had to do immediately, get a ball club and refurbish the rookery which passed as a major-league ball park. The ball players came from clubs hard-pressed for cash. They included Lefty Grove, Jimmie Foxx, Cronin, Doc Cramer, Higgins, Eric McNair, Joe Vosmik, Ben Chapman and others. The new ball park, literally built within the shell of the old, came from Yawkey's willingness to lay out the money for construction.

Today Fenway Park is one of the most modern and comfortable in baseball. The playing field compares favorably with any in the majors. The paint is always fresh, whether it's on the railings, in the grand stands, or on the inviting left field wall, unmarred by any advertising.

The ball club Yawkey bought did not win a pennant, but it broke the deadly string of second-division finishes—8-7-8-8-8-8-8-6-8—of the previous decade. The pennant was not to come until a dozen years later and it was to be with a new group—the Williamses, the Bobby Doerrs, the Johnny Peskys, the Dom DiMaggios, all acquired at reasonable figures from independent minor league owners.

Williams was purchased from the San Diego club in the Pacific Coast League in 1937 for the modest figure of \$25,000 and four minor league players. It was on the recommendation of the late Eddie Collins, the Hall of Famer who came in as general manager with Yawkey, that

the tall skinny kid was picked up. Collins recommended Doerr, one of Boston's all-time favorites, on the same scouting trip.

There have been hundreds and hundreds of scouting trips by Red Sox talent men since then but no more Williamses. Why? Has the Red Sox talent procurement program broken down? Are unlimited funds and a willingness to spend still not the complete answer to the problem? Why have the Red Sox failed? Or have they?

The answer comes from the top talent man in the organization generally regarded the best in baseball, the New York Yankees. Lee MacPhail, director of player personnel, is in deadly rivalry with the Red Sox as with every other major-league organization in the never-ending job of funneling new talent toward its ultimate goal of playing in the majors. Said MacPhail, whose father a decade earlier as president of the Yankees had been the same implacable foe of the Red Sox:

"You can't really call a team that's never been out of the first division a failure. Their scouts are as good as anyone's. In 1952, when they spent all that money, their scouts had been instructed on a sky's-the-limit basis. They were told that if their organization wanted a particular player they were to stay in the bidding until they got him. We know they paid some pretty good bonuses that year because there were a couple of those kids we were interested in, too."

Continued MacPhail: "It's not too hard to single out the twelve best prospects in the country in one given season, but there's no guarantee they'll turn out to be top players. After all, how much can you see a boy in high school? You see him hit one 450 feet against some kid pitching for some humpty-dumpty team and the kid pitcher he's facing can barely get the ball up to the plate. Why, what he sees just in major-league batting practice later frequently is better pitching than in the best schoolboy game."

Not only have the Red Sox tried to get the talent at the source, but they've dealt for players. Sometimes they've given away more than they've gotten; sometimes they've been lucky, like in getting Jackie Jensen from Washington after the 1953 campaign for Mickey McDermott and Tom Umphlett.

There was luck, too, in the acquisition of Frank Malzone, possibly the best third baseman in the league. At the time when the Red Sox were handing out sums like \$80,000 to a Yale pitcher who never threw a ball in the majors, or more than half that amount to a Texas football player who just took the money and said "thank you," the Sox luckily listened to a bird-dog by the name of Cy Phillips, scouting the Bronx sandlots.

On Phillips' say-so, they signed a kid from Samuel J. Gompers Vocational High to a Class D contract and sent him

to play at Milford, Del., in the Eastern Shore League for \$175 a month. Later Phillips recalled he had urged the Red Sox to sign Malzone because he was a "quiet, hard-working kid, not the 'wise-guy' type."

Is the logical inference then to be drawn that there must be a group of knuckleheads running an organization where \$100,000 is paid out to one boy who never makes it and nothing to a boy who does? Before this thought gains momentum it should be pointed out that the Yankees signed Mickey Mantle for \$1,100 at approximately the same time they gave a West Coast high school pitcher named Ed Cereghino almost fifty times that sum. If you can find the latter's name in a box score anywhere today you have good eyes.

The history of the American League is tied up with the history of the Red Sox. One of the original members of the league when it was formed 55 years ago, the Red Sox won pennants and world championships before World War I. After the war, under the control of a theatrical promoter, Harry Frazee, the Red Sox were wrecked to provide Frazee with working funds to back Broadway shows. The famed hit, "No, No, Nanette" took players like Babe Ruth, Herb Pennock, Joe Dugan, Wally Shang, Everett Scott, Duffy Lewis, Carl Mays. The hit song from that show, "Tea for Two" still sounds like a dirge to old-time Red Sox fans.

The Red Sox never recovered from this monstrous sell-off. When Bob Quinn came in with some Columbus backers in 1923 (Bob Drury, a surgeon; Palmer Winslow, a bottle manufacturer; and Eddie Scheinborn, a real estate man) they tried futilely to pick up the pieces. The pieces were still strewn about ten years later when they surrendered and sold out to Yawkey.

Yawkey's baseball heritage is a tremendous one. His foster father, William Yawkey, had owned the Tigers. As a boy Yawkey had looked upon Ty Cobb and other Detroit greats with awe. And from up close.

Twenty years were to go by and there was to be an historic introduction of the young man by Cobb, now playing for the Athletics, to Eddie Collins, also on the Philadelphia club. There was a great bond between Yawkey and Collins. They had attended the same school; they shared the same zeal for hunting. In 1932, the late Connie Mack suggested to Collins he ask Yawkey whether he would be interested in buying the Red Sox. The Sox, as we know them today, are the result.

Not too many people know Yawkey. He is shy among newspapermen although some of the older writers remember him making Western trips with the club twenty years ago. "And they were lots of fun, too," recalled one, with a faint sigh of regret for years that had passed too quickly.

Yawkey has never been as upset as a lot of baseball people when one of his men fails in a clutch. He compares, as is probably only natural, a ball player to a businessman.

"No businessman," offers Yawkey, "accomplishes the same amount of work every day. Some days he feels alert and sharp; other days he can't function at his best, for one reason or another.

"A ball player has as many of the family problems or outside problems as a businessman has, which affect his work. He sometimes has to stay up all night with a sick child. Occasionally there is a serious illness in his family which bothers him. And quite often, due to a minor ailment of some sort, he is not feeling up to par physically.

"The fan knows nothing about this, of course. He pays to see a hustling performance. When he doesn't get it he blows his top."

As one of the few men who can still afford to say, "do this" in respect to a ball club without accounting to anyone but himself, Yawkey's ideas on operating a ball club are of importance to anyone with the faintest interest in the game. On talent he says, "It is almost impossible to buy a topflight player from another club. To improve your team you have to sign your own prospects and spend money developing them in your farm system. This can be both expensive and frustrating. There is no sure way of telling whether money invested in a young prospect will ever produce anything worth while.

"Another change which has taken place during my time, and which has affected the operations of a major-league club, is the decline in the number of independently-owned minor league clubs. You seldom hear this mentioned but it is a fact that many of our best purchases over the years were made from independent minor league owners."

THE good purchases, the bad ones, lucky signings and unlucky ones have made up the last quarter-century of baseball for the Red Sox. Through it all Yawkey has maintained "Real competition is the life of baseball."

"It would be wonderful, wouldn't it, if we could have eight clubs go into the final week tied, as far as the gate goes? Maybe this could be done if the American League was a corporate unit and the eight owners were equal partners.

"But it isn't a corporate unit. It's a loosely-knit organization where you can operate any way you please as long as it's within the rules. It's survival of the fittest. We're rivals, not partners.

"It may not be smart business," said Thomas Austin Yawkey, "to allow some of the clubs in the league to become weak and one or two to become very strong, but that's the game. And baseball has outlived some businesses which have been considered very smart business operations at one time." ● ●

Confessions of a Television Writer

(Continued from page 11)

supposed to ask what happened to him when the next week rolls around.

There's no doubt that the speed with which filmed television shows are put together is an obstacle some celebrated motion picture stars are unable to overcome. The clock is always running against the budget and haste is necessarily the order of every day. This means that a director cannot stand on his round head for interminable hours attempting to get the mood and meaning of three lines into the flat head of an actor who has been coddled in the luxurious and painstaking medium of full-length motion pictures.

Sometimes, too (I am not speaking of Wagon Train in this instance), the flat-headed director cannot do justice to the round-headed actor for the appalling reason that he (the flat-headed director) doesn't understand the beautiful script submitted by the egg-headed writer, but I don't believe it would be sporting to elaborate on this.

There are times, of course, when a great performance by an actor can make everyone look good—the writer, the director, the producer and even the sponsor. As co-author, with William R. Cox, of the first Wagon Train, I shared in the satisfaction of watching Ernest Borgnine raise our humble package well above the height to which its own ingredients might have been expected to ascend. This was possibly not alone because Mr. Borgnine is an actor of sincerity and talent; equally important to the show's success was Ernie's refusal to take himself or his recently acquired Academy Award for granted. He worked at the job with his total ability and the kind of contagious willingness that raised the level of everyone else's work. I think I should add that the direction of Herschell Daugherty was superb—and since it was my first attempt at a western, I am grateful to them both.

There's no telling how long this general fascination with westerns will continue. Some of my writer-friends (most of them raised east of New Jersey) now wear a lariat-type contraption around their throats that is certainly not a necktie, but in the prevailing state of mind is happily accepted as one. Another sign of the times is that bow-legged writers are suddenly in demand—and who ever thought we would come to that?

I might as well confess at this point that the Wagon Train series has killed a lot of Indians. These were all bad Indians, I hope, but then you never can be sure. As for myself, I'd like to make it plain that I'm the best friend the red men ever had in this racket. I haven't killed an Indian yet, and this is largely because I'm afraid of them. It

isn't the bow-and-arrow or the scalping knife that frightens me. It is, to be perfectly honest, the kind of dialogue that is expected. For instance:

"I have known Leaping Water for many moons. He does not speak with the double tongue. I give the pledge of the great white Chief in Washington."

I mean that stuff's all right, if you can handle it. In my own case, I'm afraid I'd keep remembering the Indian's actual name was Murphy, Nussbaum or Garrigiola, and that he couldn't take the scalp off a head of cabbage



"There are writers whom televised Westerns have turned into tycoons."

with the help of a garden shears. Besides, I'm the social type. I'd rather hang around the saloons and meet the painted ladies in the scripts I write, play a little poker (using bags of gold-dust instead of chips on some occasions), and, if a fight comes up—well, I'm prepared to draw whenever you're ready, mister. I'm not bragging one bit when I tell you I haven't lost a gunfight yet.

Perhaps I should try to explain why it's possible for a writer to dream up an infinite number of westerns without being (or ever becoming) an expert on the lore, tradition or valid history of the West. It's easy. The writers and producers have created a comfortable world of their own. This dressy bit of make-believe has assumed the mask of reality in an area where it counts the most—the minds, beliefs and general expectations of the audience. We know that the actual heroes of the frontier were never adorned in the tidy elegance of their TV counterparts. Yet who can think of anything more outrageous than a lone ranger (masked or unmasked) in a sloppy pair of denim

pants? Or Wyatt Earp (as played by Hugh O'Brian) presenting himself in an old derby hat? It just wouldn't do, pardner, and you know it.

I do think in all fairness that several television shows have managed to blend a good bit of valid background material into this glamorized version of frontier days. If I state in one of my little dramas that "Pancho reached for his gun," I do not have to worry too much about the type of *pistola* that Pancho was toting around. This is where the production department comes in. They know what type hardware was available to the roving gunman of 1866, as well as the brand of saber a cavalryman might have swung at the enemy in the summer of 1878. If you want to send up smoke signals to convey the message, "Come home, Joe," just leave it to "production." They know the kind of feathers proper to Chief Rancid Bear and the precise number of curls to twist in Buffalo Bill Cody's wig. The production department is never wrong, believe me. It is only the producers, the directors and the writers who are wrong.

One obstacle we are trying to overcome in western scripts is the deadly and entrenched cliché. By this I do not mean the gun duel, the chase on horseback, or even the widow's problem with the mortgage. These are staples we cannot afford to lose. I am speaking of the old "B" picture dialogue that some producers and directors still condone. You know them, of course, because you've heard them a thousand times:

"Reach for the sky, you critter!"

"Where'd that varmint go?"

"Consarn it, Doc, if you ain't a sight for sore eyes!"

"It's your play, stranger."

"Why, you —!"

And others.

We're finding that it is better to write the speeches in every day English and let the actors supply the intonation on their own. There isn't time to be fussy. The average half-hour show is filmed in three days at an approximate cost of from thirty to thirty-five thousand dollars, and there is always, in such a situation, more accountancy than art. The bit player who walks through the swinging doors of the Cherokee Saloon and says, "Good morning, sheriff," is entitled to \$80 a day, for the simple reason that he has a line to speak. You may be sure the producer or director will change that "Good morning" to a simple smile, if possible. It's cheaper.

Another obstacle to good performance is the lack of rehearsal time afforded the cast of a television film. Rarely does the allotted time exceed one day, and this, I'm afraid, is not enough. A filmed show in the making,

unlike a stage play, or a "live" television drama, suffers from a lack of continuity. Movies are not fashioned in consecutive scenes from beginning to end. They are more likely to start somewhere around the middle of the script, then work in either direction.

The controlling factor is always the budget, and the budget, logically enough, insists on the economic use of stages and lights, bit players and crew. This means that if three unrelated scenes occur in a sheriff's office, they will be shot one after another without regard for dramatic sequence. This is for the obvious reason that it would be a waste of time and money to assemble the lights and cameras more than once. What the cameras record, in however mixed a sequence, is ultimately snipped apart and coordinated into an orderly progression of scenes in the cutting room. With this jig-saw procedure added to the general haste, it is easy to understand how the mood and tone of a competent script can now and then go blithely down the drain. Actors, bursting into dramatic situations, should really know what has gone before. But the writer, to survive in commercial television, should not be sensitive.

The public addiction to westerns has done wonders for two traditional commodities. One of these is the 9-gallon hat, and the other, closer to my affections, is the horse. Because I am old enough to remember when horses were commonly seen on thoroughfares other than race tracks, I am delighted to find Old Dobbin restored to duty in the glamourized fashion of today. I can tell you right now he never had it so good, and, what is more, you can't keep Dobbin out of the act.

Not even horses walk to work in Southern California. At a studio where *Wagon Train*, *Restless Gun*, *Tales of Wells Fargo*, NBC's new *Cimarron City* and other oat-flecked dramas are being made, you just can't stay in business without a whopping supply of four-footed friends. They are delivered in modern, capacious vans by the Hudkins brothers, Clyde and Ace, who probably own more horses than the Sheik of Araby. Ace is the same rugged citizen who was known as the "Nebraska Wildcat" to prizefight fanciers a generation ago. He might have been the middle-weight champion of the world if he had been able to lick Mickey Walker. I think he would agree that this is a better way to make a living.

You don't have to be an expert to know which one is the hero's horse. He is invariably the prettiest one, as carefully curried and groomed as Adolph Menjou in a full-dress suit. The other horses, if less symmetrical, have an equally pleasant time. Through most of their working hours they just stomp around the hitching post at the Such-And-Such Saloon. A "chase"

through town sometimes requires them to sprint from fifty to a hundred yards. I ask you—is this working like a horse?

We are, of course, as guided, or unionized, as any group of shirt-makers, plumbers or construction workers in the country—and a good thing, too. Producers would still be paying off in popcorn, ticker-tape and free shaving lotion if the Guild had not been able to exert the leverage which unity alone has managed to provide.

Fiction writers such as myself, who have been a long time in the trenches (about nineteen years with *Elks*, *Saturday Evening Post*, *Collier's*, *American*, *Good Housekeeping*, etc.) can testify to television's rabid appetite for whatever magazine material they can turn into scripts. Since we "lease" rather than sell these stories outright (the usual term of the lease being seven years), a weary man's backlog of fiction should in time constitute a pretty good pension plan. This is a nice thought, I can assure you. I might add, from my own experience, that stories written for the *Elks* sell to television about as well as those composed for the *Saturday Evening Post*; and, if you are interested, somewhat better than

material from the other magazines I have mentioned. But whether this is an endorsement or an indictment of *Elks* fiction policy, I shall not attempt to say.

There is no evidence that the writer's role in television is apt to diminish, because no one has yet discovered a troupe of actors capable of walking on a stage or a set and proceeding without the benefit of a script. Story material is obviously consumed as rapidly as cameras can roll or actors can emote. A complaint that much of the material used on television is trite and banal does not eliminate the practical or commercial necessity for hiring writers. Granted that only a small percentage of scripts are distinguished by quality, let's imagine what would result if the actors and directors were obliged to improvise things on their own. Try to ad-lib yourself a little drama some evening with the wife and kids. I think you'd come to realize that Shakespeare wasn't mumbling a commercial when he said, "The play's the thing."

Ah, what a blessing that gracious and witty hombre would have been to *Wagon Train*, *Wells Fargo* or *Restless Gun*. • •

START YOUR CAREFREE LAWN NOW—ZOYSIA LIKES IT HOT!

READ THESE FACTS BEFORE YOU ORDER YOUR ZOYSIA GRASS



PERFECTED & RELEASED BY U.S. GOVT.

APPROVED BY U.S. GOLF ASSN.

• **KILLS WEEDS!—CHOKES OUT CRABGRASS!**

• Perennial Beautiful Amazoy Lawn Never Needs

Re-Seeding.

• Won't Burn Brown. Won't Winter Kill.

• Resists Fungus, Insects, Diseases and Blight.

• Grows Lower—Mow it As Little As 6 Times A Year.

• Planted In U.S. Air Bases, Post Office Grounds, Golf Courses, Famous Estates, etc.

Genuine AMAZOY Zoysia Grass is so deep-rooted it stays beautiful through weeks without watering, whether due to water bans or vacationing. Thousands of delighted owners prove its thick, rich turf stays green through blistering summer heat and drought; yet does not winter kill. (Has survived temperatures 30° below zero.) Plugs spread above and below ground, into even, deep-green lawn that resists blight, diseases, etc. Grows so thick it chokes out weeds, crabgrass, dandelions, old grass, etc. Even when other lawns burn out . . . yours will be lush, green, lovely—the pride of your neighborhood! Order today.

GUARANTEED TO GROW IN ANY SOIL

AMAZOY grows in good soil, bad soil, even rocky hill soil, and salty, sandy beaches! Resists erosion. Selected for planting in Racing Turf Courses—You CAN'T LOSE planting AMAZOY . . . every plug guaranteed to grow or replaced at our expense. Forget your old, ordinary lawn that burns out . . . turns to hay . . . costs money year after year. Start a Carefree AMAZOY Lawn now.

SAVES YOU MONEY

AMAZOY ends yearly seed expense and re-seeding . . . ends need for weed killers . . . cuts water bills and fertilizer costs. Cuts time, expense and work of mowing. It's the lawn that NEVER NEEDS REPLACEMENT!

AMAZING NO RISK Guarantee Backed by WORLD'S LARGEST GROWER

ONLY \$5.75

Order contains enough Amazoy Zoysia Grass to grow endless supply of transplants and FULLY COVER MANY LAWNS WITH LIFETIME TURF IN 2 SEASONS.

In the long run, Amazoy is the lowest cost, most beautiful lawn grass ever planted. Beautiful deep green in color. Like Kentucky Bluegrass in texture. A true perennial. Order Now On Amazing NO RISK offer backed by WORLD'S LARGEST GROWER. IMMEDIATE DELIVERY!



Plant AMAZOY Pre-Cut Plugs in Existing Lawn, New Ground or Nursery Area.

1. NO SEEDS TO PLANT OR FAIL. NO WASTE. NO SOIL TO CUT. Note that plug planting ONLY is recommended by U.S. Dept. of Agriculture for most rapid, surer growth in existing lawns.
2. Just set plugs in ground 1 foot apart checkerboard pattern. (Easy planting instructions with original plug.)
3. Each plug spreads to cover entire area with thick, rich, beautiful Zoysia turf.
4. AMAZOY's root system grows so deep (2-3 feet down) that your lawn finds its own supply of sub-surface water! Stays green in blistering heat & drought!
5. Does not require renewal as does a seeded lawn. Won't winter kill. Won't brown out or burn out.

AN ENDLESS SUPPLY OF PLUG TRANSPLANTS

Transplant 20-25 new plugs per square foot twice a year from original planting as soon as established. Plugged area soon grows over-transplant all summer long if desired. Sell them, use them yourself—an endless supply!

Dept. 179 ZOYSIA FARM NURSERIES
602 N. Howard St., Baltimore 1, Md.
333 N. Michigan Ave., Chicago 1, Ill.
100 Boylston St., Boston 16, Mass.

FREE!

Exclusive

STEP-ON PLUGGER

Full size, saves bending, time & work whether planting or transplanting. Designed to cut away competing growth while it digs hole for plugs, assures faster, surer growth. Order at \$4.95, or free with larger orders.

Plug In Zoysia Praised By: NEWSWEEK, LOOK, FLOWER GROWER, POP, CRIPPLED, ORGANIC GARDENING, HARPERS, POP, MECHANICS, HORTICULTURE, GARDENING, Arthur Godfrey on TV, etc. No other grass ever won such praise!

100 Large Pre-Cut PLUGS	5.75	300 Large Pre-Cut PLUGS & PLUGGER	15.95
-------------------------	-------------	-----------------------------------	--------------

100 Large Pre-Cut PLUGS & PLUGGER	8.95	1000 Large Pre-Cut PLUGS & PLUGGER	34.95
-----------------------------------	-------------	------------------------------------	--------------

ORDER NOW—CLIP COUPON. IMMEDIATE DELIVERY!

Dept. 179 ZOYSIA FARMS 602 N. Howard St., Baltimore 1, Md.

333 N. Michigan Ave., Chicago 1, Ill.

100 Boylston St., Boston 16, Mass.

Please ship the following in order of Amazoy Meyer Z-52

100 Plugs \$5.75 100 PLUGS & PLUGGER \$8.95 300 PLUGS & PLUGGER \$15.95

How orders are shipped. If you live each of the Miss. River add 75c per 100 plugs. If you live west of Miss. River add \$2.25 per 100 plugs and we pay all shipping. Otherwise we ship your order Express Charges Collect.

1000 PLUGS & PLUGGER (F.O.B. Md.) \$34.95

I enclose . . . check . . . money order . . . cash

Name

Address

City Zone State

Mid-Year Report on Business

(Continued from page 9)

Europe also has come to an end and partly because many countries are short of dollars. This applies particularly to nations which produce raw materials and have been adversely affected by the sharp decline in prices of such commodities as copper, tin, lead, zinc, rubber and coffee.

The third cause of the decline in business activity is the liquidation of inventories. This, however, is only a temporary phenomenon.

Despite the decline in employment and industrial output, disposable personal income has remained high. But consumers are not eager to spend and are more inclined to save. During the first quarter of the year, savings increased materially. Moreover, people are anxious to pay off their past debts. For example, during February the amount of outstanding consumer credit decreased by \$923 million. In all probability the decline continued during March and it may go on for several months. The principal reason is the greatly reduced sale of automobiles. All indications are that 1958 will not be a good automobile year and that sales of automobiles will be substantially smaller than in 1957.

While these factors continue to operate in the economy, business activity is bound to decline. It is worthy of note, however, that during March the decline slowed down.

END OF THE DECLINE

From present indications, one may expect that the drop in business will come to an end sometime during the second quarter. The economy may remain at the lower level for several months and late in the year one can expect a moderate improvement. The above conclusions are based on the following considerations:

The liquidation of inventories should soon come to an end. In many industries, inventories are already in line with the volume of sales. A moderate increase in sales, caused by seasonal factors or aggressive promotions, will require a rebuilding of inventories.

The unwillingness of consumers to spend more freely and the desire to save more should not last long. After a while the financial position of many families will be improved and they will again be in the market for durable goods and other merchandise. General realization that the country is not headed for a serious depression will also have a favorable effect on consumer psychology.

Seasonal factors are also bound to have a beneficial impact. This applies particularly to the normal seasonal upturn in agriculture and construction, as well as to the seasonal pick-up in

the second quarter usually experienced by many other industries.

The monetary authorities began to ease the money market last fall. One may expect that, so long as business activity is low and unemployment large, the Federal Reserve authorities will continue the policy of active ease. The availability of credit, therefore, will further increase and money rates will continue to go down. These forces should begin to show their effect on the economy during the second and third quarters.

Other measures taken by the government are also likely to have a favorable effect on the economy. Recent legislation signed by the President will make it again possible for veterans to buy homes without any down-payment. Also, additional sums have been allocated for military housing and slum clearance. While there is a time lag between the passage of such legislation and its impact on the economy, a moderate increase in home starts is likely to take place by mid-year. Additional money has also been appropriated for public works, notably highways, and this will also begin to stimulate production and employment in the near future. Moreover, the government has increased defense appropriations and speeded up orders.

These factors combined, plus the fact that personal disposable income is still high, lead to the conclusion that the decline will soon come to an end. Moreover, if the measures already taken by the Administration do not bring about an end to the decline, it may be expected that Congress will adopt other measures. These will include extending the period during which unemployed persons receive insurance payments. Such a measure would reduce hardship and place purchasing power

in the hands of many persons who have already exhausted their unemployment benefits.

Congress is also considering the question of tax reduction. So far there has been hesitation on the part of the Administration and Congress to take such a step because of the fear that it would lead to a large budget deficit. A deficit of major magnitude could easily revive the forces of inflation, and the Administration and responsible legislators in Washington are anxious to avoid such a turn of events. However, if unemployment should continue to rise in the second quarter, a substantial tax reduction will probably be enacted to cover not only individuals but also corporations.

A reduction in taxes would immediately increase general purchasing power. It would have a favorable psychological effect on consumers and businessmen and make it possible for some industries to lower prices. Tax reduction, plus the other measures already taken, could lead to a deficit for the fiscal year 1958-59 possibly exceeding \$10 billion. A deficit of this size would have to be financed in part through the sale of government obligations to the commercial banks, thus increasing the money supply. Such a development would renew the fears of inflation and stimulate buying. While it would not be a healthy one, it could have at least a temporarily favorable effect.

Even after the decline in the economy comes to an end, one cannot expect a prompt upswing in the business curve. For several months business activity is likely to remain at a low level, due primarily to the continuing decline in capital expenditures by corporations and the reduced volume of exports. Consumers are still well-stocked with durable goods, and a material increase in the output and sale of durable consumer goods, especially automobiles, cannot be expected in the next few months.

Toward the end of the year an upturn in business should take place. This will be brought about primarily as a result of the measures taken by the Government. By the fourth quarter the volume of home construction should be higher than in the fall of 1957. Similarly, expenditures for public works, notably highways, by the Federal Government and state and local governments will be substantially higher and defense orders will be reaching new peaks. These factors, plus the accumulation of inventories and the improved demand for durable consumer goods that may be taking place at that time, will bring about the expansion in business activity.

But even after business begins to

Elks to Celebrate Flag Day

Every lodge of the Order is expected to conduct special public ceremonies to pay tribute to Old Glory on Flag Day, June 14.

The Grand Lodge Committee on Lodge Activities is again sponsoring a contest among the lodges in which six awards will be presented in recognition of the best executed and most successful Flag Day Programs.

The Committee urges all lodges to submit full illustrated accounts on their Services to Nelson E. W. Stuart, 1426 Bunts Road, Cleveland 7, Ohio, for judging. These entries must reach Mr. Stuart as soon as possible after the 14th, since it is planned to have the awards presented at the Grand Lodge Convention. *No entries should be submitted to the Magazine.*

pick up, it is not reasonable to assume that we will have a boom of the type that started in 1950 and in 1955. The great pent-up demand for goods of all kinds has largely been satisfied, productive capacity is large enough to take care of the needs, and private indebtedness is still considerable. Thus, we may expect that business will improve toward the end of the year, but without the development of a real boom.

CONCLUSIONS

The decline in business activity since last August has already exceeded that of the full recession periods in 1948-49 and 1953-54. Whereas the previous postwar downturns were aptly termed "rolling readjustments", the present decline in business activity constitutes the first general postwar recession.

The decline should come to an end in the second quarter of the year. The ending of the liquidation of inventories, seasonal factors and the effects of the measures taken by the Government should continue to bring this about.

Even after the business indices stop going down, an upturn is not to be expected in the immediate future. An improvement will very likely occur in the fall, but this will be only on a moderate scale.

Competition will remain keen in the months ahead. The productive capacity of the country is much greater than the current demand, and great efforts will be made by business to induce consumers to spend. Since disposable personal income is at a high level, this goal can be achieved through appropriate merchandising policies.

The capital goods and durable consumer goods industries will be most affected by the recession. The soft goods lines will do much better and sales of food and services should be higher in 1958 than in 1957.

Whether or not the Government will lower taxes will depend on the status of business in the second quarter. If the decline should come to an end during this period, there will be great resistance to lowering of taxes in order to avoid a huge deficit in the next fiscal year. If, on the other hand, the economic situation does not show any signs of improving by June, it is fairly certain that taxes will be reduced and that the deficit for 1958-59 will be very substantial. While such a development would have a favorable effect on business activity, it would also revive the fears and forces of inflation and could cause serious trouble later on.

No matter how pessimistic one may be and how adversely one may have been affected by the present recession, the objective fact is that the economy is not headed for a depression. Toward the end of the year, business activity should be on the mend, although a return to the boom of 1955-57 cannot be expected in the near future.

WIL-DU . . . TWO IN ONE
GRASS & HEDGE TRIMMER ATTACHMENT

Today—America's fast selling power trimmer— Fits your standard 1/4" Electric Drill . . . Lightweight—Easy to Use— Saves Time—One Hand Operation—Designed for heaviest duty Trimming— Guaranteed. Mail check or Money order Today. Pa. Res. add Sales Tax

Both for **Only \$27.50**

WIL-DU ATTACHMENTS \$15.95

THOR 1/4" SPEED DRILL \$15.95

ASBURY UNIVERSAL INC.
BOX 5727 • PITTSBURGH 8, PENNA.

monroe FOLDING BANQUET TABLES



Buy Direct from Manufacturer

If you are on the Kitchen Committee of your church or school, or on the house or purchasing committee of your club or lodge, you will be interested in this modern, Folding Pedestal Banquet Table. Write for catalog and special discounts.
Monroe Co., 90 Church St., Colfax, Iowa

Marie Don

Any Name, Nick or Club, Cap. Initials Pin. 2 names connected. 1.50, single .75. Gold Plated. Add .25 imitation birthstone heart. Print names. NO COD. Cash or M.O. with order. Postpaid.

H. J. FISHER
613 So. 8th St., Colorado Springs, Colo.

A REAL Photo-Finishing BARGAIN
To Acquaint You With Our Superior Work.

Send only \$1.00, together with 8-exposure roll of film, and any favorite negative, extra. We will return POSTPAID, TWO beautifully finished giant prints of each exposure, PLUS FREE DELUXE DESERT FINISH ENLARGEMENT of your favorite neg. A real \$2.00 value . . . only \$1.00. Send TODAY.

DESERT DAILY FILM SERVICE
Box 358 Palm Springs, Calif.

\$ SAVE \$
Have You Ever Thought Of Moving To **CALIFORNIA?**
SAVE: Money, Time, Trouble

Informative Folder Featuring 10 Important facts (Taxes, Motor Vehicle, Records, Laws, and others) that can SAVE you hundreds, plus other valuable money-saving information. Send \$2.00 to
CAL-FOLD, 6209 Willoughby, Los Angeles 38, California

Elks! FOR ALL MEMORABLE OCCASIONS BRONZE & ALUMINUM PLAQUES

Say it better . . . Say it forever . . . Say it for less

Our quality, artistry, and low prices keep our customers pleased. Write for new complete FREE color catalog and information — helpful suggestions for honor rolls, awards, memorials, testimonials, for everything.

TROPHIES

Also ask for complete trophy catalog with our wide offering of the finest values in TROPHIES and prize awards.

UNITED STATES BRONZE SIGN CO., Inc.
101 W. 31st St., Dept. E, N.Y. 1, N.Y.



LIVE WELL ON \$100 MONTH!

Write today for proof! For only \$9.60 each, per week, two persons can live in a lovely modern room and private bath at the beautiful MADISON RESORT HOTEL in HARLINGEN, TEXAS. (Rio Grande Valley all year resort near Mexican border.) Because nature is lavish, living costs are amazingly low. Hotel breakfast 35c. Dinners \$1. For interesting enjoyable Gulf breeze vacation or permanent, write the hotel today for folder E.

*Now—
A New Pin
of Distinction
Has Been Added*



Added to the line of handsome Elk insignia pins is the newly created PAST DISTRICT DEPUTY lapel emblem. While the duties of the office pass, the honor attaching to it remains with the man who achieves it for the rest of his life and what is more fitting than a pin that symbolizes one of the highest appointive offices in the Order? It's a jewel of an emblem and one that the owner will forever treasure. Brilliantly enameled red, white, and blue insignia on 10kt gold base. Please order by number. No. 13 is \$13. 13A set with 1 blue sapphire \$17. 13B with 5pt. diamond \$46.

Add 3% for deliveries within N. Y. City.

The Elks Magazine
386 Fourth Ave. New York 16, New York

1958 ELKS NATIONAL YOUTH LEADERS CHOSEN



Colin Edgar Humphrey and Virginia Marie Wuesthoff, 1958 Elks National Youth Leaders, with Ed Sullivan following their appearance on his popular program on the CBS Television Network. Sullivan holds certificate making him Honorary Native Citizen of Arizona presented by young Humphrey along with a bound volume of "Arizona Highways", the state's official magazine. Humphrey suffered a head injury in an auto accident two days before he flew to New York for this television appearance.

A highlight of the nation-wide celebration of the Elks National Youth Day on May 1st was the announcement of the winners of the 1958 Elks National Youth Leadership competition which is sponsored by the Grand Lodge Youth Activities Committee.

The announcement was made by U.S. Senator Harry F. Byrd of Virginia, Chairman of the three-man Board of Judges. Serving with him were U.S. Senators Barry N. Goldwater of Arizona and Roman L. Hruska of Nebraska. All are members of the Order.

Through the generosity of the Elks National Foundation, each of the first-place winners received a \$1,000 U.S. Bond, the

second-place winners were awarded \$500 Bonds and a \$300 Bond went to each of the third-place winners.

In the Boys' Division, Colin E. Humphrey of Phoenix, Ariz., and William H. Moore, III, of Baton Rouge, La., both 18 years old, won first and second prizes, respectively, with 17-year-old James G. Nichols of Valdosta, Ga., taking third-place honors.

The three young ladies, all 17 years of age, are Virginia Marie Wuesthoff of Rochester, N. H., who won top honors, Carol L. McCollum of Cincinnati, Ohio, who was selected as second-place winner, and Faye Loposer of Canton, Mississippi, the third-prize winner.

New York

(Continued from page 8)

grande dames, it covers them up with the black velvet ball gown of nightfall and dazzles the appraiser's eye with a jewel collection of a million stunning lights.

To see it at its most romantic is to have cocktails in the Rainbow Room on the 65th floor of Rockefeller Center any twilight afternoon, and watch the jewels begin to sparkle in the square around Central Park, running up the cliff face of Central Park West, and across the vast meadow to the butte of Fifth Avenue. The lights twinkle in Harlem above the end of the park, and if you walk around the other side of the glass nest you can see the sparkle grow in the concrete forests of the financial district, across the bay to Staten Island, and across the river to Jersey.

If you crave height, you can see it all from a perch forty floors higher, at the top of the Empire State Building, which sometimes is host to 2,000 visitors in a day. There are no drinks up here, but you can call home from the world's tallest pay telephone booths, or record your voice, or have your picture taken under a sign that attests to an altitude of 1,472 feet.

The biggest drawing card among all New York attractions is the UN settle-

ment on an 18-acre plot overlooking the East River. During summer days when the big town is filled with visitors from the spaces to the west, more than 3,000 sightseers a day spin the turnstiles. Although the Russians have always been the prime attraction at the fair, especially in the days when the Soviets were represented by fiery and vituperative performers, it is the architecture of the buildings that is the true star. For a dollar, visitors are conducted on an hour-long tour by one of a staff of nearly a hundred uniformed guides. Many of them speak several languages.

The Statue of Liberty, mute but impressive, is a standby tour point for visitors to New York, but the boat trip that cruises all around the island takes in a far-off glimpse at Liberty, yet gives you much more besides. Leaving from the Hudson River, it skims downtown past the berths of the big ocean liners which come to town with the barnacles of France and Spain on their underbelly. Then it skims around the Battery at the very foot of Manhattan, with its impressive view of the financial district, turns a corner and comes up the East River for a look at the UN by water. It comes by the Fulton Fish Market, once a place of employment for young Al

Smith, and breezes past the lower East Side which spawned Irving Berlin, the Gershwins, Cantor and Durante. It cruises in the shadow of the smart apartment buildings that overhang the river at Sutton and Beekman Place, an enclave of expensive exclusivity in boisterous Manhattan, then up past the Yankee Stadium, now the only home of big league baseball in New York, past a bridge trod by Edgar Allan Poe, past the Columbia University football field, and under the George Washington Bridge.

There are tours, too, of Radio City wandering through its underground concourses, then up to street level to see the sunken Plaza with its fountain—an outdoor restaurant in summer, an ice skating rink in winter, and an attraction to lunch-hour dawdlers all year around. Don't miss a look at the promenade between two canyon walls of Radio City facing towards Saks Fifth Avenue. With its continually changing plants and flowers and special displays at Christmas and Easter, it must be the most photographed alley in the world.

Fifty-Seventh is one of New York's most interesting streets, stretching from the Hudson River, where ships arrive from Sweden, to the East River and Sutton Place. In between these two poles is the artistic and intellectual center around Carnegie Hall and its adjoining landmark, the Russian Tea Room (waiters in tunics, tea in a glass). The streets are filled with musicians, ballerinas and art students. Towards Fifth Avenue, it stretches into a gorge of pure elegance with the famed establishments of Henri Bendel, Milgrim, Jay Thorpe, the Tailored Woman and that Fort Knox of baubles, Tiffany and Co., a store whose current stock includes a \$200,000 headache band. Thereafter the street is lined with art galleries where anyone may walk in and look over the current crop of masters, and with antique shops and decorators, not to mention that decorator of women, Mr. John, the famous milliner.

A direct antithesis is the famed tract of Greenwich Village, the renowned center of Bohemia in the East, the supposed lodestone of intellectual activity, of heavy thinking, of art and poetry readings and New York's creative talents. Some of its streets are narrow and crooked and what you would expect. Some of its people are what you would expect too, but others just walk around in their undershirts on a summer's night, under the impression that they are therefore being artsy and craftsy. But no one other place I know, and you can include the dens of Paris too, gathers a wider assortment of types than a coffee house named Rienzi's where newspapers hang on the wall just like in Europe, notices flutter on a bulletin board, sketchers amble through, willing to make your portrait, and the beards and shaggy heads and long hairs

sip a variety of coffees and nibble on super-sweet pastries that imitate the baklava of the Middle East.

If you've never seen a big city market, go in the late hours of a mid-week night to see the produce coming into the stalls in lower Manhattan, not far from the Village. Fruits and potatoes, vegetables and greens pour in from the truck farms of Long Island, from Pennsylvania, from all points of the compass except maybe east, because east is Europe; pour in to be sorted again, and then in the earliest hours of the morning to be bought by the green-grocers and the restaurant owners from uptown. There are corner stands here and there with seafood and coffee, and in the meat market there is a famous old brauhaus called the Old Homestead for steaks and chops and beery laughter. In the Village on Bleeker St., where the pushcarts edge the curb on Saturday afternoons, John's Port Alba serves pizzas a dozen different ways, beer and New York State Rhine wine, whatever that is, far into the night.

To the east is Chinatown, where the windows are strung with dead ducks,

odd vegetables, dried fish and other appetizers. The whine of music still tinkles out of the second-story windows just as in the old pictures about the tong wars, and the cellar stairs lead to wonderful restaurants that serve bird nest soup and winter melon soup and strange concoctions from the far side of the world.

Downtown Chinese food is still inexpensive (it costs more if you eat it in midtown), but New York's best food for the money is still in the Automats where coffee or milk flows from a spigot after you've dropped in a coin, and the sandwiches, cakes and even hot dishes and ice cream, now, are released from their glass cages upon deposit of the requisite number of nickels. The food in the Automats is so good that many a knowing New York hostess patronizes the Automat's retail stores, which put up goodies in handy packages to take home—salads, fruits, puddings, cakes and even roast coffee.

Down on 14th St., once the center of New York music hall life, an old German sauerbraten center and beer hall has become a smart celebrity stand,

Death Comes to Arthur J. Geniesse

ALL OF ELKDOM was saddened to learn of the passing of Arthur J. Geniesse, a Past Exalted Ruler of Green Bay, Wis., Lodge, No. 259. Death came on April 9th in Milwaukee, just a few weeks after his 67th birthday.

Mr. Geniesse had been prominent in Elkdom for the past 40 years. Initiated into Green Bay Lodge in 1917, he served four terms as its Exalted Ruler, and on two occasions had been appointed District Deputy, first under the late Grand Exalted Ruler John R. Coen and again during the regime of Grand Exalted Ruler Floyd E. Thompson.

In his State Association, he had served as President for two terms, during which time he also was active on many committees. From 1940 through 1942 he was Trustee-at-Large for the organization and in 1943 was named Chairman of its Board of Trustees, a post he held until his death.

In May of 1937, Arthur Geniesse took up residence in Milwaukee where he became an Associate Member of Milwaukee Lodge No. 46, carrying Card No. 1, but always retained his membership in Green Bay Lodge which voted him an Honorary Life Membership in January, 1948. Two months later he was awarded the 40-year pin for outstanding service to Elkdom.

During his residence in Milwaukee he was active in Elk programs there, serving as coach for the lodge's Ritualistic Teams of 1954, 1955 and 1957 when they won their State competitions.



Recognition in the Grand Lodge came to him on several occasions. He was appointed to the Grand Lodge Committee on Credentials in 1954, 1955 and 1956, and last September was appointed Chairman of that group by Grand Exalted Ruler H. L. Blackledge.

Funeral services at St. John's Church with burial in Allouez Cemetery was held on April 12th, with honorary and active pallbearers composed of officials of the Wisconsin Elks Assn.

Devoted and loyal to the principles of Elkdom, this outstanding member will be greatly missed and thousands of friends mourn his loss with his son, sister and brother who survive him.

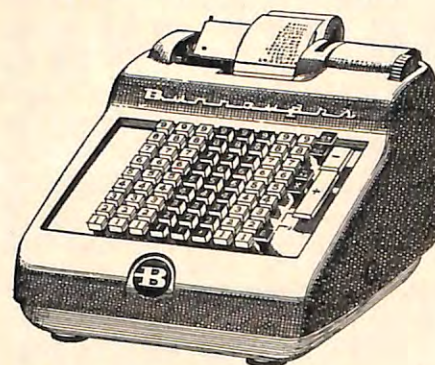
WHATEVER



YOU DO



THERE'S ONE



FOR YOU

You just can't figure on anything better than Burroughs Adding Machines for easier, quicker, more accurate results. Most complete line in the field. Ten Key, full keyboard and thrifty hand-operated models. Features, capacities, a price range of your choice. Call our nearby branch or dealer for a demonstration. Burroughs Corporation, Burroughs Division, Detroit 32, Michigan.

Burroughs
adding machines





Science Tour Members

Some of boys of Explorer Post No. 501, Van Nuys, Calif., making nationwide, science educational tour under joint sponsorship of Van Nuys Lodge No. 2028 and Marquardt Aircraft Co. On 10,000-mile, 64-day tour (June 30-September 3) 35 members of Post will visit some 30 scientific laboratories, industrial plants and other establishments to see in operation some of processes and equipment studied in their Explorer science training. Trip is part of Explorer Post's program to

develop interest among boys in science. Cooperation of lodges along tour route has been requested to make it a success. Seen with six-inch reflector telescope and rocket filled with water and compressed air, which Scouts built themselves, are left to right: Doug Sutherland, Larry Vivian, David Ball, Rich Miller, Gerry Forrest, Dave Simpson, W. J. (Bill) Bennett, assistant chief technical engineer at Marquardt Co. and tour advisor, and Larry Morris.

especiallly on Sunday nights. I speak of Lüchow's which, under new management these post-war years, has become again a delight of the town. Festivals are exploded at the slightest provocation—in honor of goose, or bock beer, or venison. The halls are decorated then, the band dresses up in lederhosen and plumed hats and will drink beer down the hatch in honor of any donor who provides it. But festival or not, Lüchow's is the gathering place on Sunday nights for the columnists and café society, a normal Sabbath eve turning up perhaps Marlene Dietrich or Hedda Hopper or Bob Considine or Jack Benny. The price is fair, but make a reservation.

For seafood there is Sweet's, in a ramshackle building on Fulton Street. In Brooklyn, which twinkles just over the River, there are two famed establishments, Gage and Tollner's—the latter still preserves its gas lamps and occasionally turns them on—and Peter Luger's, a Spartan looking place which serves probably the best steak in town. New York's steaks are expensive. Expect to pay not much less than \$5 for them, and up. Pietro's and The Palm are two of the best red meat places, but

East 45th St. is lined with them. The Colony and 21, Pavilion and Chambord, Quo Vadis and Voisin are among the town's best restaurants and certainly the most expensive. Do not enter here unless you don't have to ask the price. A new place, just as expensive, which created a stir this year but has not as yet gathered the seasoning of these older establishments, is the Forum, a sort of old Roman place with extravagant desserts, strange dishes and stratospheric prices.

Sun Luck and Peking and the Gold Coin (if you can manage to get past the cold Oriental stares at the Coin's door) are among the best of the uptown Chinese establishments, but we have a new Japanese inn called Saito where you can leave off wearing your shoes and lounge on pillows, Nippon style, while kimono-clad waitresses fetch you the goodies. It will cost you nearly seven dollars for dinner. Cafe Nicholson on 57th St. is a handsome black den fraught with bead screens, marble tables, sideboards loaded with fruit, potted palms and a Victorian air. Everybody gets an individual chocolate soufflé for dessert. There is no liquor, but a

boy will fetch you a bottle of wine from the corner liquor store. Cafe Argenteuil and La Toque Blanche are two excellent French restaurants of the near-high cuisine level. Figure about \$15 for two with wine, dessert and the works. For less you can dine French at Au Tunnel, which is frequented by French sailors, or Cafe Bercy, or Cafe Brittany or Paris Brest or Divan Parisien or Le Bijou. All addresses available in the telephone book. We have an Italian restaurant called Romeo Salta which is frequented by Garbo and is therefore expensive, and another called Mercurio which is perhaps even more expensive; but for less you can eat good Italian food in the Red Devil or La Scala or Rocco's in the Village. Finally, the newest lunchroom is Trader Vic's, a branch of the famed Polynesian establishment of San Francisco and of Oakland which has since spread eastward to Chicago and southward to Havana. It is located in the Savoy Plaza Hotel at 58th St. just off the beginning of Central Park.

Aside from feeding the inner man (and woman), there is also the matter of sopping up the local culture. While that might not be what conventions were designed for, a chance to visit some of New York's temples of lore ought really not be passed up. For instance, at the Museum of Natural History, 35 cents rents a new guida-phone, a sort of walkie-talkie that describes the exhibits in several of the halls. Just next door is the Hayden Planetarium where anyone can take an imaginative ride to the moon long before the high-domes have perfected shuttle service. The Metropolitan Museum of Art, which has recently placed its armor collection in a new setting, will give the imaginative youngster an idea of life with King Arthur. It might be a welcome relief from that private world of television cowboys in which the small set has immersed itself these past years. You can lunch in the Met's restaurant around a pool decorated with statues that seem to flit over the water. There is lunch, too, at the Museum of Modern Art, midtown, where you dine cafeteria-style, looking out to a garden of sculptures. The seats and the sights are modern, of course. For fine days there is outdoor dining on the terrace of the cafeteria in the zoo at Central Park, the only restaurant in town with seals performing at one's elbow. Perhaps the city's most ambitious menagerie is in residence in the Bronx. The zoo up in New York's northern reaches includes a Farm-in-the-Zoo where the cows are milked daily, a children's zoo where several exhibits are closed to adults, rides on camels and llamas, and of course the usual herd of elephants, lions, tigers, yaks and auks—2,000 of them in all, representing 1,000 species. Fish life lives in the Aquarium, once at the Battery at the foot of Manhattan,

now at Coney Island on the Brooklyn Riviera. Living out there, in the shadow of the ferris wheels, the board walk, the roller coasters and the hot dog stands, is an assortment of displaced penguins, sea turtles and a 1,500 pound walrus, name of Olaf.

How to get around in the concrete maze? Well, the aforementioned taxicabs, of which New York has thousands and thousands, is one way. Driving one's own car is another, but in the interests of sanity and quiet nerves it is not recommended. Traffic in midtown at midday or midnight is maddening. Parking is impossible. Parking lots and garages are expensive and slow to retrieve your vehicle. And parking tickets are expensive—up to \$15 for some offenses, and a towed-away car for others. There are buses of course, and elevators whizzing up and down for vertical journeys. There are horse cabs that station themselves at Fifty-Ninth St., and offer excursions around the Park. Make sure you check the standard price (it must be displayed by the driver, but frequently it is hidden under a blanket) before the horse lifts a hoof. There is the subway, where a ride in the head car looking through the glass window just alongside the motorman and speeding down the black tunnel with its red and green signals and its miles of steel rays is a treat for any pint-sized engineer. There are pony rides in Central Park, and on camels and llamas in the Bronx Zoo, but best of all there is the twenty-minute ocean cruise to Staten Island on the ferry. Except for the morning paper, it's the only thing in New York you can still get for a nickel.



THE 5th Annual Hawaiian Tour this summer will be a glorious, never-to-be-forgotten adventure, a rare opportunity to visit this Island Paradise of the Pacific with a congenial group at low, low cost. The group will, of course, be conducted and entertained by those who live in Hawaii and know what's what about their Islands. Don't hesitate! This year may be your last opportunity! Send your \$25 deposit check **TODAY** via air mail to Chairman Post Convention tour, B.P.O.E. No. 759, Hilo,

Hawaii, T. H. We have the official folder in New York and will mail it promptly to those who write.

When all you hearty eaters are here for the Convention next month, we suggest you set aside one evening to have dinner at one of New York's newest and most attractive restaurants—MR. PRIME RIBS. Here all there is, is prime rib—but what prime rib, and with all the trimmings, appetizer, salad and dessert—all for a modest \$4.95. The best of beverages, including competently mixed cocktails, are available, and all in all you will have a great evening at MR. PRIME RIBS, 24 Central Park South, just west of the Plaza Hotel.

United Air Lines will fly the ten major league baseball teams some 104,400 air miles during this baseball season on 145 charter trips. The San Francisco Giants will be the travel champs, with approximately 25,000 miles. And through arrangements with 14 clubs in the National and American Leagues, ticket orders for reserved seats can be purchased at any of the United's 135 offices in 80 cities from coast to coast. Ticket prices are the same as those purchased right at the ball park and will be the only way many people may obtain reserve seats without directly contacting the baseball clubs.

For the first time since the War, rail travel by Americans, individually or in groups, is now possible through the Russian Zone to Berlin. Permits for the journey are most easily obtained at Berlin check points, and to date no difficulties have been encountered.

New York's Arthur Maisel's Restaurants, through Kenneth Appleman, director of sales, offers "Showgoers" Club cards to Elks in New York for the Convention. Cards permit the purchase of tickets for certain designated shows and attractions and also a 10% discount on meals at Maisel's Restaurants. To obtain a free membership and to determine available attractions, write "Showgoers" Club Inc., 481 Eighth Avenue, New York 1, requesting a card and bulletin for the week of July 6th to be sent you when published. In New York the same information is available by phoning BRyant 9-3419.

The first businessman to represent an American private commercial firm on a more or less permanent basis in Moscow is Arthur A. Frippel—a travel agent. At an American Express Office in the National Hotel on Gorky Street, Mr. Frippel will assist American and other foreign tourists visiting Russia, and co-ordinate activities of American Express and Intourist—the Russian agency. His services also include advising Intourist concerning travel facilities and conditions in the United States.

I HAD TO EARN MORE MONEY

So I sent \$6 to The Wall Street Journal

High prices and taxes were getting me down. I had to have more money or reduce my standard of living. Like Alice in Wonderland, I had to run faster to stay in the same place.

So I started reading The Wall Street Journal. I heeded its warnings. I cashed in on the ideas it gave me for earning extra income and cutting expenses. I got the money I needed. Now I'm slowly forging ahead. Believe me, reading The Journal every day is a wonderful get-ahead plan.

This story is typical. The Journal is a wonderful aid to men making \$7,000 to \$20,000 a year. To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$20 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for 3 months for \$6. Just send this ad with check for \$6. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. EM-6

SAVE \$11.00



NORELCO "Speedshaver" Men's Electric Shaver. Latest model, brand new and fully guaranteed. Complete with case, cord and cleaning brush. Regularly retails at \$24.95. Now on sale for \$13.95 plus 70 cents mailing costs or \$14.65 total. All orders filled within 24 hrs. Your money back if you are not fully satisfied. Send check or Money Order for \$14.65 to:

BROOKS, Dept. 232, Box 212, St. Louis 3, Mo.

ACCOUNTANT BECOME AN EXPERT

SEND FOR FREE SAMPLE LESSON

Executive Accountants and CPAs earn \$5,000 to \$10,000 a year and up. Thousands needed. We train you thoroughly at home in spare time for CPA examinations or executive accounting positions. Previous experience unnecessary. Personal training under supervision of staff of CPAs and Expert Accountants. Write for free book, "Opportunities in Accounting" and sample lesson.

LASALLE Extension University, 417 So. Dearborn St. A Correspondence Institution, Dept. 6328H Chicago 5, Ill.

TODAY .. write for CATALOG .. no obligation

ETERNAL BRONZE

MEMORIAL PLAQUES, signs, honor rolls, add-a-plate tablets, hand chased cast bronze

Finer products since '82.

Newman Bros., Inc.

Dept. 722, Cincinnati 3, O.

Makers of the "Memory Book"

HULL AUTO COMPASS SILVER ANNIVERSARY MODEL

Case in gleaming, shiny silver finish. See it, along with regular 5-color selection, at your dealers.



For 25 Years, America's Favorite Motoring and Boating Guides

\$5.50 to \$7.95

Write for Literature

HULL MFG. CO. P.O. Box 246-EE-5, Warren, Ohio

Rod and Gun

(Continued from page 16)

the project was already underway. Most of the local citizens to whom I talked didn't consider electricity quite as important as the risk of losing their salmon, but construction had commenced, nevertheless—and the very first part of the dam erected was a fish ladder! When satisfied that salmon could and would use this fishway, they built the dam itself, and the Tobique is still a fine salmon river today.

To a trout fisherman, the Atlantic salmon is the most exciting game fish in the world. He has all the characteristics of a prime rainbow trout except that he is super-charged. He is larger, faster and more spectacular. And a man is super-charged himself when he has a high-stepping, flashy salmon on the end of his line; and he won't have time to dwell on any other problem until long after the trim fish has been boated. If we have to pay for the privilege of hooking one of these fly-rod giants in Canada, we have no one to blame but ourselves.

Much of their best salmon water is privately leased, usually by organized clubs of rather well-heeled American sportsmen, but there is ample fishing available to the common, everyday fisherman such as myself. For one thing, considerable water is controlled by individual guides whose services are available by the day or week, and also each province has rivers which are open to

anyone at any time in the season. There are many public rivers in Newfoundland, and the great Miramichi of New Brunswick, for instance, is open water.

Two summers ago a friend and I, looking for some such place, came across a pretty little salmon river in Quebec while driving on the road leading to the picturesque Gaspé Peninsula. It is public water known as the Riviere Matane—a clear stream of trout-stream proportions, which makes its salmon appear enormous as they fin idly against the current. But I must warn anyone who goes there that he should be prepared to cope with the extravagant French enthusiasm of the local inhabitants.

We stopped at a nearby inn and asked the proprietor whether it was worth our while to fish the Matane for salmon.

"Worth your while, monsieur!" he exclaimed. "For one dollar, one little dollar, you can enter the gates of a lumber company which owns the upper part of the river, and there each pool is full of the big salmon. Me," he said, spreading his hands in an enormous gesture, "I have caught THOUSANDS of them!"

We spent our dollar and went where he had directed us, and we saw some salmon—long, dark, torpedo shapes—in the depths of the clear pools, which is enough to excite any fishermen to a fever pitch. We failed to raise one that

day, however, except that I did land one grilse. A grilse is a young salmon on his first trip in from the sea, and this Matane grilse could hardly have weighed four pounds, but any grilse is excellent food; so we took it back to the inn, not too proud of our accomplishment. As we were unloading the car, our friend the proprietor walked out the front door of the inn. When he saw the grilse, he stopped in his tracks and threw his hands in the air; then, wheeling about and running back toward the door, cried, "*Mon Dieu*, they've caught a salmon!" He grabbed a rope hanging from a ship's bell alongside the door and rang it furiously. "Come, everyone," he shouted. "Look! They have caught a salmon!" In no time a small crowd from the inn swarmed about us, talking excitedly, with much arm waving, about our skinny little grilse. It was too-much for the proprietor who, in his own words, had "caught thousands of them." He rushed back and rang the bell again in excitement.

But taking a fish from the Matane shouldn't be cause for quite such a celebration as that. During the few days that we stayed there we located several good fish, and the challenge of trying to bring them to a fly was more than enough to keep us fascinated. We even managed to take a couple of smaller ones, but the finest, as always, was one I failed to hook, and the memory of him will be with me for a long while.

This salmon was well up the river, a huge, shadowy form in a small pool where the river forked. This was trout water, and I fished for him as I would a trout. I floated a dry fly over him time and again, and I could see that he responded, that it excited him. He would stir his fins rapidly and rise a few inches from the bottom as the fly floated past, then would sink again to his resting position. It not only excited him; it excited me. Finally he made the move. He hit the surface, making a tremendous boil in the small pool as he did so. A fisherman experiences thrill enough seeing a 12-inch trout come to a floating fly, but when a salmon takes one under the same conditions, it's as though he had miraculously raised a 12-pound trout. The sight of this one was more than my reflexes could stand. I rose the big fish six times, and each time I hooked too fast. I jerked the fly from under his nose.

An Atlantic salmon spends his early school years, so to speak, in the river where he was spawned. Depending upon the river, he may remain there through one summer or even two or three. During this stage of life, when he is known as a parr, he feeds on insects, both nymphs and floating flies, just as does a trout. When he returns from the sea as a mature salmon on his spawning journey, Nature has provided him with enough energy that it is not necessary for him to feed after he re-enters fresh

M. A. deBettencourt Is Mourned

ONE of the most devoted Elks of the State of Texas passed away March 12th at Houston. M. A. deBettencourt, a former President of the Texas Elks Assn. and a Past Exalted Ruler and Trustee of Houston Lodge No. 151 for many years, had also been a District Deputy for Texas Southeast in 1946-47. In the Grand Lodge, he served as Grand Esteemed Loyal Knight in 1950-51.

A native of Massachusetts, Mr. deBettencourt had made his home in Houston since the time he was stationed in that city during World War I. He was a veteran of that conflict, and also of World War II, being retired as a Lieutenant Colonel in the Reserves.

Although he had been ill for two years, death came suddenly as he was taken to the Veterans Hospital.

Not only did he help to found the Texas Elks Crippled Children's Hospital at Ottine, Texas, he had given a large part of the therapy equipment used there. He was also the father of the Mile-o'-Dimes, an annual campaign to raise funds for clothing for the indigent school children of Harris County.



He was a communicant of St. Christopher's Catholic Church in Houston, and is survived by his wife, Mrs. Lila deBettencourt.

ELKDOM'S OUTPOST

The Editorial Department of The Elks Magazine has received a communication from Secretary Paul W. Hannaford of Manila, P. I., Lodge, No. 761, which is of interest.

It stated that one of the members of Manila Lodge who is now residing in the States, upon a visit to a lodge here, found that the Tiler had to refer to the Directory of Subordinate Lodges to confirm that there was such a lodge as Manila No. 761. Brother Hannaford thinks that Manila Lodge may not be conducting a publicity campaign as strong as might be justified. Perhaps we can help him out a little in that respect.

He states that this lodge is very proud that so many of its members prefer to keep Manila as their home lodge upon their return to the States, or when reassigned elsewhere.

He advises that the lodge now has 491 members of which 254 are in Manila and suburbs, and 31 elsewhere in the Philippines. He reports that it now has 27 members residing in 27 States and the District of Columbia and adds that there are three members each in Hawaii, Hong Kong, India, Japan and Mexico, and one each in Alaska, Virgin Islands, Vietnam, Chile, Cuba, Thailand, Guam, Paraguay, Haiti and Okinawa; he thinks, very properly, that this makes Manila Lodge the most international lodge in the Order.

We are glad to remind the Order of the existence of this fine lodge that came through the fire and destruction of World War II with colors ultimately flying once more, and seeing the restoration of its splendid home, in which the Grand Lodge was privileged to assist.

water, but the instincts of his early life are built in. These habits and reactions prevail over necessity, which is the reason that such a large salmon can be induced to rise to a floating fly.

The Pacific salmon is different. He goes to sea early to return but once and die. The newly-hatched orphan fish undoubtedly gain nourishment from the river water made rich by the decaying bodies of their parents, but they drift down to sea almost immediately. I have floated a dry fly often enough over Pacific salmon returned to fresh water that I am satisfied that they will not rise. It means nothing to them. The habit of feeding on flies was never established. Each and every one of the five species of Pacific salmon will take an underwater fly, however, just as long as it is a reasonable representation of the shrimps and small fish on which they have fed during their lives in the sea.

The Atlantic salmon, of course, will take either a wet or dry fly, and the floating fly is the more exciting of the two. In a small, clear river like the

Matane where the fish can be spotted, it is ideal. In larger rivers, however, it may not be feasible. It often requires many, many casts to reawaken the salmon's latent instinct, and in a deep, dark river where there is no certainty that a fish is within reach, it would be useless to float a dry fly cast after cast.

But at best, the method of wet-fly fishing is admittedly monotonous. The fisherman sits facing downstream in the bow of an anchored canoe, casts quartering across stream and bobs the rod tip rhythmically as the fly sweeps down current. On the next cast he extends his line a foot and repeats the performance. He continues this until he reaches the end of his cast; then the guide drops the canoe downstream to a fresh area and the performance is repeated, from a short line gradually to a long line.

About the time the fisherman wearies from the monotony of the procedure and allows his mind to wander to some distant place, a salmon hits with a powerful surge, races down the pool, making the reel screech as though in agony, leaps out of the water in a cloud of spray, dashes across the pool and jumps again, continues his mad race in another direction—and the fisherman, bewildered and blinded by the suddenness of the attack, can do little more than hang onto his rod and hope. The unleashed fury of a hooked salmon is exciting enough under any circumstances, but, coming as it often does after several dull hours of tiresome casting, it will snap a man into high gear in a hurry.

Yes, we are fortunate. We in the States are fortunate indeed that our Canadian neighbors have vigorously preserved their heritage of this greatest fresh-water game fish.

It is conceivable that we too could have sea-run salmon again. There are fish ladders today far more efficient than those used in the last century to re-establish the Merrimack run. The mere physical obstruction of dams on our rivers could easily be overcome. A salmon is a determined creature which doesn't need much help on his spawning journey. But the practice of using a river as a sewer, once established, is not easily overcome. It would be quite possible for mills to dispose of poisonous wastes by means other than dumping them into a river, thereby making the water once again habitable by this obviously valuable resource; but it is not probable.

The great wealth of salmon which once flourished in such rivers as the Connecticut and Merrimack—a wealth far in excess of the value of many of the river factories—is, apparently, a thing of the past. But I hope not. With the concentrated efforts of conservation and business interests alike, we could have our manufacturing industry and a salmon industry as well. The challenge is formidable, admittedly, but the possible reward is too great to be ignored. • •



The Flatfish
MAKES FISHING A BIG DEAL


There is something about the unusual action of the Flatfish that gives it the edge over other lures when it comes to enticing the fish to strike. That's why it's the world's largest selling plug. Over 20,000,000 sold. Get it at your tackle dealer's. Write for 48-page book with fishing secrets of famous anglers.

Free CATALOG HELIN TACKLE CO.
4099 Beaufait Detroit 7, Mich.

Indian Jake's Secret FISH SCENT

Here is why Indian Jake ALWAYS returns to tepee with limit. Penetrates fresh or salt water and lures fish to bait. Also ideal for ice fishing. SATISFACTION OR YOUR MONEY BACK. Send \$2. ppd. to:

Indian Jake Dept. B
545 W. Glenoaks Blvd., Glendale, 2, Calif. Dealers write



LAW...

STUDY AT HOME Legally trained men win higher positions and bigger success in business and public life. Greater opportunities now than ever before.

More Ability: More Prestige: More Money We guide you step by step. You can train at home during spare time. Degree of LL.B. We furnish all text material, including 14-volume Law Library. Low cost, easy terms. Get our valuable "Law Training for Leadership" and "Evidence" books FREE. Send NOW.

LASALLE EXTENSION UNIVERSITY, 417 South Dearborn Street
A Correspondence Institution Dept. 6328 L, Chicago 5, Ill.

REAL ESTATE

BE A BROKER

PAYS BIG! SEND FOR FREE, BIG, ILLUSTRATED CATALOG NOW! Graduates report making substantial incomes. Start and run your own business quickly. Men, women of all ages. Learn easily. Course covers Sales, Property Management, Appraising, Loans, Mortgages, and related subjects. **STUDY AT HOME** or in classrooms in leading cities. Diploma awarded. Write TODAY for free book! No obligation. Approved for World War II and Korean Veterans.

WEAVER SCHOOL OF REAL ESTATE (Est. 1936)
2020H Grand Avenue Kansas City, Mo.



HAVE A TRAVEL PROBLEM?

Tell us how, when and where you would like to go and the Elks Magazine Travel Department will assist you on the details. This service is available without charge and is helping many readers more thoroughly plan and enjoy their vacations.

Write Elks Magazine Travel Department, 386 Fourth Avenue, New York 16, New York

COOL-CRUISE BOAT TOPS

\$2990 PLUS TAX
FOLDING TOP
Any width to 66"



Highest Quality waterproof Vivatex--Pearl Grey, Light Green, 3/4" High Tensil Polished Aluminum Tubing. Polished aluminum fittings. Folds forward or back. Wt. 12 lbs.

POLISHED ALUMINUM BOARDING LADDER

THREE STEP BOARDING LADDER
Folds compactly for easy stowing **\$990** PLUS TAX

VALLEY TOP & AWNING CO.
P. O. BOX 1154 Dept. E
STOCKTON, CALIFORNIA

HUNDREDS OF IDEAS

for BRONZE PLAQUES

FREE illustrated brochure shows hundreds of original ideas for reasonably priced solid bronze plaques—name plates awards, testimonials, honor rolls, memorials, markers.

Write for FREE BROCHURE A For trophy, medal, cup ideas ask for Brochure B.

INTERNATIONAL BRONZE TABLET CO., INC.

Dept. 40—150 West 22 St., New York 11

Don't Neglect Slipping FALSE TEETH

Do false teeth drop, slip or wobble when you talk, eat, laugh or sneeze? Don't be annoyed and embarrassed by such handicaps. FASTEETH, an alkaline (non-acid) powder to sprinkle on your plates, keeps false teeth more firmly set. Gives confident feeling of security and added comfort. No gummy, gooey, pasty taste or feeling. Get FASTEETH today at drug counters everywhere.

Smoke for Relief—

ASTHMA-HAYFEVER

try them FREE



Sufferers from Asthma and the discomforts of excessive secretions in the nasal passages associated with Hay Fever have, for over 60 years, found quick, temporary relief by smoking PAGE'S INHALERS. Pleasant, inexpensive.

SOLD AT LEADING DRUG STORES

For free samples, write Consolidated Chemical Co., 835C Cherry St., Grand Rapids 6, Michigan

SEND FOR FREE SAMPLES

WHEN FALSE TEETH CAUSE SORE GUMS

You get undreamed of relief in seconds! Medically-formulated NUM-ZIT Adult Strength has already brought blessed relief to thousands. Recommended by dentists everywhere. Pleasant-tasting... eases discomfort while you break in new false teeth. Works wonders, too, for relief of toothache, neuralgic pains. Keep it handy for quick first aid. At all drug counters.



NUM-ZIT Adult Strength

Another fine Purepac product

LEARN HOW JUST

starts you towards ownership of your

FLORIDA

MAIL COUPON NOW SEND NO MONEY

HOMESITE

\$10

FLORIDA REALTY BUREAU, INC.; Dept. YE 6 520 N. E. 79th Street Miami 38, Florida

Please send FREE BOOKLETS, HOME PLANS, and HOMESITE details about HIGHLANDS PARK ESTATES on Highlands Lake near SEBRING, Fla.

Full 1/4 ACRE HOMESITES only \$595 \$10 down; \$10 monthly.

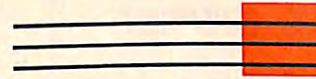


Name _____

Address _____

City _____

State _____



FROM OUR READERS

May I take this opportunity to express my appreciation for the splendid editorial "Alaska Elks Lead" in the April issue of The Elks Magazine.

From Fort Yukon on the Porcupine, Point Barrow on the Arctic, Adak in the Aleutians, to Ketchikan on the South, the motto "Welcome Brother Bill" is a familiar greeting. May the fine spirit of Elkdom that prevails throughout our great Territory continue to grow and prosper.

JOHN A. GIBBONS, Past Pres.
Alaska Territorial Elks Assn.

KODIAK, ALASKA

The attention of our Post's membership was directed to your article in the March Elks Magazine, "Setting the Record Straight". Considerable discussion developed with the final result that the meeting directed their Adjutant to write and express appreciation of the generous and encouraging consideration given to the American Legion.

Locally, the cooperation of the Elks and Legion has been fine and it pleases us to see this attitude expressed nationally in your splendid magazine.

GUY W. RENSCHAW, Adjt.
Van Nuys Post No. 193

VAN NUYS, CALIF.

Mr. Renschaw refers to an item in our March issue that complimented the American Legion Magazine for its constructive article "Are Fraternal Orders Dying?" The article surveyed the state of affairs of leading American fraternal organizations, including the BPOE, and pointed out that not only is fraternal organizations' membership at an all-time high, but also that they have become a vital national force in community welfare and as a patriotic inspiration.

While I am not a member of the Elks, I have had the good fortune of reading "Overtake America" in the issue for April and, in my opinion, it gives a clear and concise picture of

Russia and its economy. We should realize that Russia is a pioneer country which is benefiting rapidly from our modern methods and techniques. In our early days, developments were necessarily slow, but the accomplishments must have been most satisfying to our pioneers. I have the feeling that the average Russian is getting some of the same satisfaction from the advances in his country. If Russians and Americans can rub shoulders and get true pictures of each country, it will help to eliminate some of the points now at issue.

ROCKY MOUNT, N. C. W. C. SPENCER

I have just finished reading the very fine article "Overtake America" by Harry Walton in the April, 1958, issue of your publication. This is an exceptionally well done article.

LEONARD C. LINDGREN
Allis-Chalmers Mfg. Co.

MILWAUKEE, WIS.

You might call this a fan letter as I am sure you will be hearing from many other people regarding that splendidly written article about Harry Walton's trip through Russia.

I read everything I can get hold of, but I have never in all my life read anything that is so clearly expressed and easily understood as his article.

An Elks wife, I am yours truly,

MRS. ALBERT POIKONEN

SUDBURY, MASS.

Knowing that editors are never busy and like to be pestered with foolish letters, thought I would write a short one. Have been an Elk since 1915, 24 years at 693 Wisconsin Rapids Lodge; it was called Grand Rapids Lodge in those days. Since that time have been with Sturgis Lodge No. 1381, Sturgis, Michigan. Know I'll stick it out for over 50 and more.

B. STEVE SCHWEBKE

SAN ANTONIO, TEX.

CREDENTIALS COMMITTEE VACANCY FILLED

Following the passing of Chairman Arthur J. Geniesse of the Grand Lodge Committee on Credentials, Grand Exalted Ruler H. L. Blackledge announced the appointment of Robert E. Boney to fill the unexpired term as Chairman of this important group.

Mr. Boney, a member of Las Cruces, New Mexico, Lodge, No. 1119, had served previously in this capacity for two terms—from 1955 to 1957, and therefore is well versed in the duties of that office. Mr. Boney's mailing address is P. O. Drawer 310, Las Cruces, N. M.



ELKS NATIONAL FOUNDATION

"The Joy of Giving"



Helped in pursuing the goal of liberal education, Joseph Head of Los Angeles accepts his \$500 scholarship award from the Foundation. Very Rev. Charles S. Casassa, S. J., President of Loyola University where Joseph Head has enrolled, presents the certificate.

Under the sound and ambitious leadership of Exalted Ruler E. W. Blossom, 43 pledge cards to the Foundation and \$450 for payment were recently sent to Past Grand Exalted Ruler L. A. Lewis from his home lodge, Anaheim, California.

In his letter to Mr. Lewis, District Deputy Thomas D. Golden also enclosed

an additional \$50, making a total of \$100 for payment on pledges which had been previously made. A list of each member's contribution was sent to the Magazine, and it appeals to us that acknowledgement be made of a lodge which determined to prove that combined individual effort and an earnest goal can go a long way.



Fred Green, South Dakota's determined, hard working District Deputy (extreme right) watches Harry Runchy (left), Foundation Chairman of Madison Lodge, present ten Participating \$100 Memberships to State President Ross E. Case during his recent visit. Walter Wiedenman, Exalted Ruler of Madison, is shown second from left. A dynamic leader in Elkdom, Fred Green had set a goal of 96 Participating Memberships during this 90th Anniversary of the Order; his own Brookings Lodge subscribed to thirteen.

Now! SAVE MONEY on ROYAL JELLY



Freshly-Packed
Nectar of the Queen Bee
In 50 Milligram Capsules of
GUARANTEED POTENCY!
Not \$20, Not \$15, but Sale-Priced
AT ONLY \$9 per 100!

Stop paying ridiculously high prices for low-potency Royal Jelly capsules that may contain only 25 mg.—some as little as 5 mg. per capsule! Read the label before you buy. It must state clearly how much genuine Royal Jelly is in each capsule. Then compare Vitamin-Quota's matchless low prices . . . not \$20 . . . not \$15 . . . but only \$9 per 100 capsules, each actually containing a POTENCY of 50 milligrams of the pure, natural Royal Jelly—the nectar of the Queen Bee.

Begin now to save money on this food supplement, for both men and women, that has taken the country by storm. Millions of these capsules have been sold by Vitamin-Quota at amazingly low, direct-to-home prices. Compare the product you are now using with the HIGH-POTENCY of V.-Q. Royal Jelly capsules . . . then compare the astoundingly low Mid-Summer Sale prices . . . and see how much you can save! Order your V.-Q. Royal Jelly capsules today!

Introductory Size, 50 Capsules, \$4.95
100 Capsules, \$ 9.00 250 Capsules, \$20.50
500 Capsules, \$38.50 1000 Capsules, \$72.00
Order today C.O.D. or save all charges by sending check or money order. We pay all postage. Money back if not satisfied.

VITAMIN-QUOTA

One of the world's largest distributors of food supplements. Est. 1923. Serving over 2,000,000 families coast-to-coast.
Dept. T-351, 880 Broadway, N. Y. 3, N. Y.
or Dept. T-351, 1125 Crenshaw Blvd.
Los Angeles 19, Calif. Sales in Cal. add 4%.



BOOK MANUSCRIPTS

CONSIDERED

by cooperative publisher who offers authors early publication, higher royalty, national distribution, and beautifully designed books. All subjects welcomed. Write, or send your manuscript directly.

GREENWICH BOOK PUBLISHERS
Attn. Mr. Zerler 489 Fifth Avenue
New York 17, N. Y.

Such SAFE Comfort for Reducible Inguinal RUPTURE!

Rupture-Gard makes you more comfortable two ways—in body, because no cruel pressure grips and binds you—in mind, because rupture feels so safely supported! Rupture-Gard is suspended from the waist. Double pad of firm molded foam rubber holds rupture like a pair of hands—moves with body, no matter how sharply you move. Washable; adjustable as trouser-belt. 30-day trial; money-back guarantee. Order today—\$9.95 postpaid—just give waist measure.



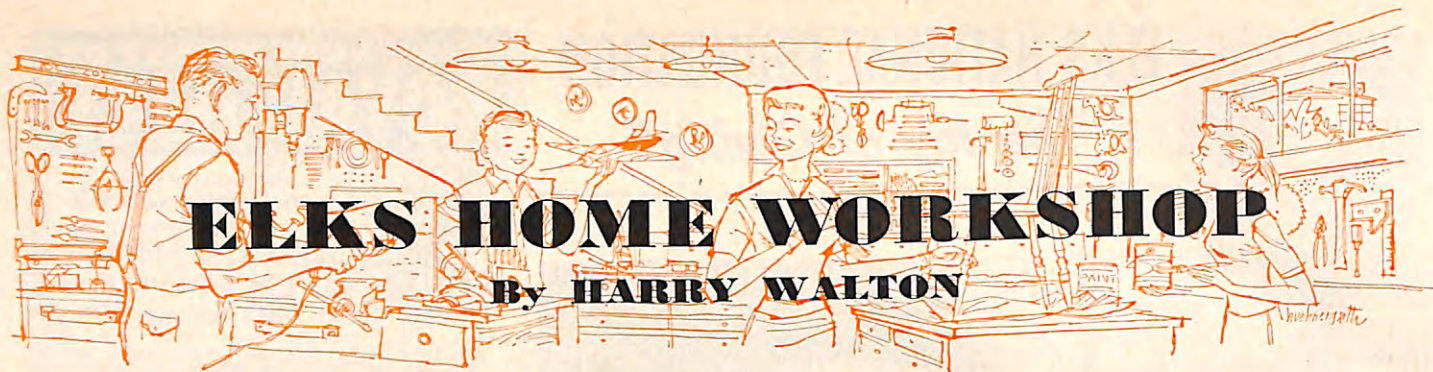
THE KIMLEN CO., Dept. EK-68W
809 Wyandotte, Kansas City, Mo.

People 50 to 80 COPY DOWN THIS NAME AND ADDRESS NOW . . .

. . . and write today to find out how you can still apply for a \$1,000 life insurance policy to help take care of final expenses without burdening your family. Mail a postcard or letter, giving your name, address and year of birth to:

Old American Ins. Co.
1 West 9th, Dept. L655M
Kansas City, Missouri

There is no obligation—and no one will call on you. You can handle the entire transaction by mail.



Keeping a Power Mower in Grass-Cutting Trim

NOW that the grass-clipping season is well under way, your power mower has a long chore ahead of it. Today's dependable machines keep chugging away with a minimum of attention, but a little servicing right now can pay off in trouble-free operation all summer.

If a mower has been in use a couple of years without such basic maintenance, it is certainly due now, and it may in fact save the inconvenience of a service call or even the cost of a repair bill. The required work is easily done by any mower owner willing to use a wrench and a screwdriver. Repairs and delicate adjustments are of course best left to a competent service shop unless the home mechanic is experienced in them.

There is a difference in the servicing of the two kinds of engines—the two-cycle and the four-cycle type. The former is the kind for which oil must be mixed with the gasoline. Four-cycle machines burn straight gas but have a crankcase that serves as an oil reservoir, like an auto engine.

START WITH THE AIR FILTER, the metal or glass unit fastened to the carburetor air intake. It will be dirty from last season's use. If it is the oil-bath type, remove the outer container, empty out the old oil, and clean the bowl with a kerosene-moistened cloth.

To avoid spilling oil from it while the other parts are being serviced, leave it empty for the present. Later, refill it with fresh oil to the indicated level.

If the filter is the dry, porous-fiber type, remove this element and dip it in plain (preferably unleaded) gasoline or benzine. Scrub it with a clean toothbrush if necessary to remove dirt. Let it dry, and reassemble the filter.

Rinse a metal-wool or fiber-wool filter element in plain gasoline to soak off the old oil that has picked up the dirt. Shake it hard to remove excess fluid; then dip the piece in clean engine oil, shake off the excess, and set the element aside to drain before reassembling the filter.

DRAIN THE GAS TANK by disconnecting the carburetor end of the gas line and letting the fuel run out there.

(Use a wrench, never pliers, to loosen the hexagonal fittings.) Throw the old gas away, rinse the tank out with a little fresh gas, and reconnect the line, which is thus flushed out in the same operation. Be sure to retighten all tubing fittings well.

If there is a sediment bowl in the line (a glass cup with a filter through which the fuel flows), take it apart and throw out accumulated foreign matter. Wipe the bowl clean and reassemble tightly.

DRAIN THE CRANKCASE of a four-cycle engine next by removing the lower plug. If the old oil is very dirty or sludgy, pour a half-and-half mixture of kerosene and fresh oil into the crankcase. Do *not* run the engine, but rock it back and forth or turn the shaft over slowly a few times with the spark plug out. Then drain off the flushing oil and refill the crankcase to the proper level with the correct grade of oil.

CHECK THE SPARK PLUG next. Use a wrench of the right size to unscrew it (counterclockwise, of course). Take care not to lose the copper-ring gasket under its clamping flange. You can scrape hard carbon off the plug with a small knife blade and readjust the spark gap by cautiously bending the outer electrode with small-nosed pliers.

The recommended gap setting varies with different plugs and engines, but is usually marked on the machine or specified in the instruction booklet. If you have no such figure or no gauge to measure the gap with, it is usually safe to make it 1/32" or the thickness of a well-worn dime.

A much better procedure, however, is to take the plug to your auto service station and have it cleaned by machine. This costs very little. Even a new plug, if indicated, is a bargain-priced investment in easy starting.

Wipe the plug seat on the engine clean, put the ring gasket in place, and screw the plug in firmly with a wrench. When attaching the high-tension cable to the plug, check it for kinks, cracked insulation, or internal breaks, any of which can cause ignition failure. It is wise to replace a faulty cable.

ADJUSTING THE POINTS in the ignition breaker circuit requires a thickness gauge, suitable small wrenches, and a specific gap setting. Unless you are equipped with these, it is best to leave the job—should it be necessary—to an engine mechanic. In many machines it is necessary to remove the flywheel to gain access to the points.

A **GRASS-CLOGGED ENGINE** may overheat and lose power, or may run unevenly. If you can see an accumulation of grass and dirt inside the shroud or jacket that conducts cooling air around the cylinder, remove the screws or bolts holding on the shroud and take it off.

Clean out grass, twigs and dirt with a small stick or a brush. Take care not to damage the air-vane governor, if your engine is equipped with that type. This sort of governor consists of a pivoted vane set in the air stream of the flywheel blower and linked to the throttle. See that the vane and connecting linkage work freely. If the pivot points are gummed up, they may be cleaned with gasoline, but don't oil them.

Replace the shroud and any lock washers that go under the bolts or nuts. Tighten these well.

ONE CHORE REMAINS if yours is a two-cycle machine that has seen considerable service. The muffler should be removed so that you can scrape carbon deposits out of it and from inside the exhaust port. If left to build up heavily, such deposits eventually restrict the exhaust gases enough to create back pressure, robbing the engine of power.

Some rotary, vertical-shaft mowers have the muffler underneath, within the blade housing, and in a few cases it is necessary to remove the blade for access to the muffler. Some mufflers come apart for easier cleaning. You can use a stiff-bladed pocketknife to scrape off the hard carbon. To get into the exhaust port, turn the engine shaft slowly until the piston uncovers the port. Incidentally, if you discover that the muffler has rusted through, a new one will quiet the engine considerably.

SERVICING OTHER PARTS. Check the instruction manual, if you have it, for lubrication points. Use engine oil to fill oil cups, and a grease gun (which you can probably borrow) for fittings. Remove the wheels of reel-type mowers to clean out the internal gear teeth inside them and the small pinion gears on the power shaft. Apply grease to the gears and reassemble the wheels. Take care, if you remove the pinions, not to interchange the two or lose the little pawls that work inside them.

Replace frayed V-belts and adjust any that are loose. A V-belt should be tightened until you can just deflect one side of it, between the pulleys, about half an inch by finger pressure.

Clean drive chains with a brush dipped in kerosene, wipe them off, and clean sprockets the same way. Unless you are experienced in removing and replacing such chains, further lubrication and tension adjustments are best left to a service shop.

Sharpening the reel is also a difficult task and best done by machine. If your mower cuts poorly, make sure before you get the blade resharpened that performance cannot be improved by resetting the bed knife—the stationary blade. This can be set nearer the reel blades by loosening one screw at each end and tightening another, a very little at a time. Check clearance between stationary and moving blades by inserting a bit of tissue paper. On pulling it from between the blades, you should feel a drag but the paper should come out without tearing.

See that the wooden roller is ad-

justed to equal height at both ends and that it turns freely. A cracked roller should be replaced. Silence a squeaky roller by blowing in powdered graphite; don't use oil, which collects grit and so causes rapid wear.

CLEAN ROTARY MOWERS underneath, inside the blade housing, where caked dirt and grass accumulates. For safety's sake, never work under this type of mower or turn the blade by hand unless you first disconnect the spark-plug wire or take the plug out.

A dull, bent or nicked blade may have to be removed for servicing. Use a socket wrench if the blade is held by a single large nut, and block the blade with a chunk of wood rather than trying to hold it by hand as you turn on the wrench.

You can touch up a dull blade with a file, or take a damaged one to a repair shop for resharpening and rebalancing. Be sure to re-mount the blade right side up so that the sharp edge leads in the direction of rotation. After replacing the blade, turn it at least once around to make sure it clears the housing everywhere.

WHEN AN ENGINE WON'T START, make sure first that there is gas in the tank. This obvious point is often overlooked. If you choked the engine heavily, the difficulty may be flooding. Let a four-cycle engine stand for five minutes; then try starting it again with the choke open. It may take several spins to clear a flooded engine.

An overchoked two-cycle engine may refuse to start because the spark plug is fouled by oil from the excess fuel. Take out the plug, wipe it off or rinse it in gas, and let it dry. Then replace it and try again.

If the difficulty is not due to flooding, check ignition. Remove the cable from the spark plug and lay it on the engine with its terminal $\frac{1}{8}$ " from the block, the base of the plug, or other unpainted metal. When the engine is now spun, a spark should snap across the gap. (Work in the shade so that the spark will be visible.) If you get no spark or a weak one, check the cable for breaks or put on a new one. If this still gets no spark, the coil or points may be defective. If the spark seems lively, check the plug for fouling or install a spare one.

Finally, make sure that fuel from the tank is reaching the carburetor. Close the shut-off valve at the tank, disconnect the line at the carburetor, put the end of it in an empty can, and turn on the valve again. If gas flows, the trouble may be a clogged carburetor, a faulty float or inlet valve; these should be referred to a repair shop. If gas does not flow, the line is clogged. Blow it out or run a thin wire through it, preferably with the line disconnected at both ends.

To Store Your Mower . . .

- Close the gas valve and run the engine until the carburetor is dry.
- Drain the tank. Gas left in the fuel system can clog lines and jets.
- Change the crankcase oil in four-cycle engines.
- Remove spark plug in four-cycle machines, pour in a spoonful of engine oil, and slowly turn the shaft a few times. Replace the plug.
- Clean off caked dirt and grass. Wipe edges of reel mowers clean.
- Lubricate oil cups and grease fittings.

New DINSMORE Celebrity COMPASSES

in Beautiful GOLD or SILVER

A jeweled, precision instrument—designed for modern cars. Full, indirect illumination. Sharp, clear letters. Silver or gold Celebrity models \$6.95, standard models \$5.45, illuminated \$6.45
APPROVED BY AUTO MAKERS
Fine Quality Compasses for over 31 Years



DINSMORE INSTRUMENT CO.
1812 Kelso St., Flint, Mich.

Write for Folder

\$7.95 DRAINS cellars, cisterns, wash tubs; IRRIGATES - CIRCULATES - SPRAYS

1,001 uses. Stainless shaft. Won't rust or clog! Use $\frac{1}{8}$ HP motor or larger $\frac{3}{4}$ HP for up to 3000 GPH; 450 GPH 80" high; or 1800 GPH from 25" well. 1" inlet; 3/4" outlet. Coupling included free. \$7.95
Heavy Duty Ball-Bearing Pump. Up to 7,500 GPH. 1 1/2" outlet. \$12.95 Postpaid if cash with order. Money back guarantee. Also other sizes, types.

LAWCO PUMPS, Belle Mead 58, N.J.

BUY DIRECT FROM - FACTORY - SAVE MIDDLEMAN PROFITS

MASTER MECHANIC PORTABLE LIGHT PLANTS
(Item 24)
Push Button Start—700 watts 115 v., 60 cyc. AC. Powered by a rugged 2.5 hp. easy starting Briggs gas engine. No wiring necessary. Just plug in and operate. Plenty of current for any radio, television, oil burner, freezer, pump, lights, etc. which require up to 700 watts. Ideal for camp, cottage, trailer or boat! Includes voltmeter and built-in winding to charge 6 v. auto batteries. Wt. 7 1/2 lbs. Easily fits in car trunk. Be prepared if storm knocks out power lines. Fully guaranteed. Regularly \$275. **\$143.50**
Special factory price.

1200 Watt Plant (Item 45) same as Item 24 but with larger generator & engine—50% greater output **\$199.50**
Send 10c for Big New Catalog. Free with order. Prices f.o.b. factory. 10 day money back guarantee. Send check or M.O.
Master Mechanic Mfg. Co., Dept. P-68, Burlington, Wis.

MAGIC MAIL PLAN that comes with this Little Machine CAN MAKE YOU \$5.00 AN HOUR

Write today for free facts about the newest and most fascinating of all new home operated businesses. For the first time, a simplified machine brings the fabulous profits of Plastic Sealing and Plastic Laminating within the reach of the small operator. Anyone can learn to operate it with a few minutes practice. Then—with our MAGIC MAIL PLAN—can get mail orders pouring in daily with cash in every envelope.

No Canvassing or Selling
Fill orders at home in spare time to start. Then expand to full time business. We even supply circulars to bring back cash and orders. Rush name for all the facts you need to start. A postcard will do. No charge.

WARNER ELECTRIC CO.
1512 Jarvis, Dept. L-24-H, Chicago 26, Illinois

ELKS WORKSHOP TIPS



Save Your Flashlight

A FLASHLIGHT rattling around in a tool box or glove compartment may be turned on by contact with other articles, and will then be useless when needed. Sometimes an otherwise good light has a worn switch and slides on too easily, giving rise to the same trouble. Here's an easy way to keep the switch off yet instantly ready for use.

Snap a strong rubber band two or three times around the barrel just in front of the switch. Then stretch it back under the barrel opposite the switch, to pull backward on the latter. Renew the rubber band when necessary.

Our 37th Year

With this issue The Elks Magazine starts its 37th year of service to the Order of Elks. Its first issue was that of June, 1922, and the May issue of this year was the 432nd issue.

When The Elks Magazine was started, the membership of the Order was 812,000. This issue of the Magazine will go to over 1,200,000 Elks, showing a growth of 50 per cent in the intervening years.

During the past 10 years the Order has had a growth and the Magazine has had an increase in distribution of an average of 23,000 per year.

It is probable that a considerable percentage of the members of the Order, particularly new members, do not realize the extent of the contributions made by The Elks Magazine to Grand Lodge financing.

Since the establishment of The Elks Magazine in 1922, the total amount of its earnings, either paid directly to the Grand Lodge Treasury or used to pay for the expenses of Grand Lodge projects, has reached nearly \$7,000,000.

In addition to the payments contributed to the Grand Lodge for general expenses, The Elks Magazine has also

made important contributions for the following specific purposes:

Building an addition to the Elks National Home.

Decoration of Memorial Building with murals, statues and decorative features.

The operating and maintenance of the Memorial Building, including extraordinary repairs and replacements, as well as substantial contributions to the Elks War Commission and the Elks National Foundation.

The establishment of the Grand Lodge Reserve Surplus which, with interest, has now reached the total of over \$650,000.

When The Elks Magazine was originally published in 1922, the Magazine could be printed at a cost less than \$1.00, and the subscription price was established at \$1.00 per year.

That day has passed and the costs of publication have considerably increased, so that there must also be a considerable increase of advertising income if the Magazine's record of profit is to be maintained.

Polio—A Needless Risk

In the three years since its introduction, the Salk vaccine has proved dramatically its effectiveness as a preventive of paralytic polio. Yet, we are faced with the threat of a polio epidemic this year.

The reason behind this seeming contradiction is simple. According to the National Foundation for Infantile Paralysis, only 42 and a half million out of our total population of 172 million have received the series of three Salk vaccine injections that protect against paralytic polio. Another 16 million have had two Salk shots, and a smaller group have had but one. Out of the country's overall population of 172 million then, an estimated 110 million constitute the potential polio epidemic menace.

The Foundation is vigorously campaigning, through its All Out-All Ages Polio Vaccination drive, to get citizens to avail themselves of the protection of the Salk vaccine. Special emphasis is being placed on the importance of protection for persons over 40. Foundation records show that while polio is less frequent among adults, it is more severe when it does strike this group.

This is one risk you do not have to take. There is an adequate supply of

Salk vaccine available for your protection. With the polio season at hand, action now is imperative. We join with the National Foundation for Infantile Paralysis in urging our members to safeguard themselves and their loved ones by arranging for immediate vaccination.

Confidence Is Justified

The operation of certain economic factors was the basic cause of the current business recession. Nevertheless, it is generally agreed that a sudden shift in the public's attitude from confidence to frightened caution has deepened the recession and may prolong it. It follows, then, that a reversal of this negative psychology would be good medicine.

Recognizing this, the Advertising Council has inaugurated a campaign to restore "Confidence in a Growing America". We are glad to cooperate in this move to keep ourselves from becoming panicky—not by closing our eyes and wishing that the thing would go away—but by sober contemplation of the elements of strength underlying our economy and assuring us of future prosperity if we stick to our knitting.

As an antidote to depression psychology, just remember:

1. Our population doubled in 50 years,

and prosperity and population curve upward together.

2. There are 15 million more jobs today than in 1939 and there will be 22 million more in 1975 than today.
3. Family income after taxes averages a record \$5300 and should pass \$7000 by 1975.
4. We've doubled production every 20 years. More people needing more goods and services will require greater production for spending.
5. Individuals have a record \$300 billion of savings available for spending.
6. Corporations spend \$10 billion yearly for research that will yield new products, new industries and thousands of new jobs.
7. We need \$500 billion worth of homes, churches, schools, hospitals and highways for our growing population. This means new opportunities for all of us.

Each of us plays a part in creating public psychology—good or bad. When we talk and act, let's keep that fact in mind, and emphasize the positive elements that make us strong. If we save wisely, spend wisely and plan wisely, we will help to halt the recession, put unemployed back to work and speed our economy on the road that leads to sound and substantial progress.



Confidence

Confidence is forged from the lessons of the past. Millions have learned that the perfection of Seagram's 7 Crown is the *same* every time, everywhere, every drop. Therein lies the reason why more people place more *confidence* in Seagram's 7 Crown than any other whiskey in the world!

Say **Seagram's** and be **Sure**
OF THE FIRST AND FINEST AMERICAN WHISKEY

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86 PROOF 65% GRAIN NEUTRAL SPIRITS.



"Bright, clean flavor...pure, snow-white filter...that's **WINSTON**"

SAYS *Bob Cummings* "When it comes to my Winstons, I go right along with the majority," says the famous 'photographer' star of The Bob Cummings Show on NBC. "It's America's favorite filter cigarette — and mine!" To a rich, bright blend of prized tobaccos, Winston adds its own specially designed, pure white filter. The result is an unusually clean, fresh taste — the Winston taste! You'll like it, too!



R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!