

THE

# Elks

MAGAZINE

SEPTEMBER 1959



C

*Wm. A. Smith*



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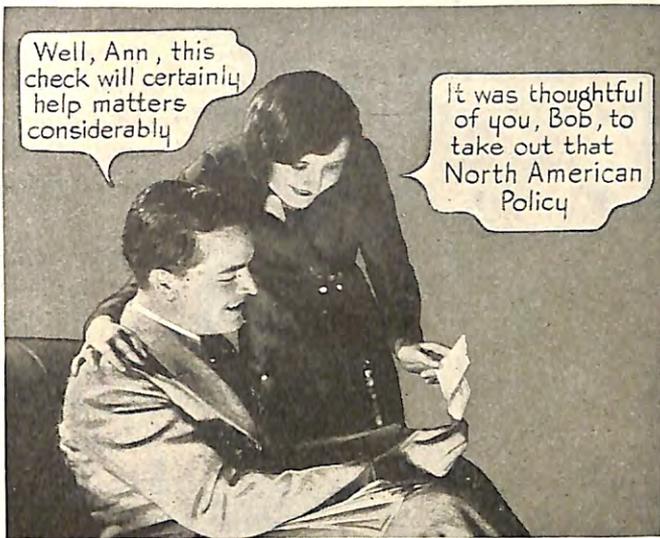
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# THE *Elks* MAGAZINE

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**Open a Philco-Bendix Self-Service Laundry Store!** Many store owners, executives, professional people—businessmen of all kinds—are going into the self-service laundry business. The reasons are obvious. Many of these new-type laundry stores are delivering a 25% return on a small capital investment.

**Here are some of the facts:** The coin-operated laundry business is one of the fastest-growing businesses in the country. Customers simply come into the store, wash and dry their clothes in metered machines and leave.

**Minimum supervision required.** A coin-operated laundry needs no attendant. Only a couple of hours a week are required to empty the coin boxes and supervise efficient operation. There are no credit problems—strictly a cash business. Machine repair and daily maintenance can be contracted to local people. An owner can spend full time with his regular business or practice and let the coin store run itself.

**Why are they so successful?** Philco-Bendix coin-operated laundry stores offer a customer up to 65% saving over attended-type wash-and-dry service. They are convenient for busy people because they remain open 24 hours a day, seven days a week. They give customers a chance to do their own washing—their own way.

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**Act now!** Investigate this exciting business opportunity today! Send the coupon for full data on business locations in your area and help in all phases of planning, financing and promoting a successful coin store.



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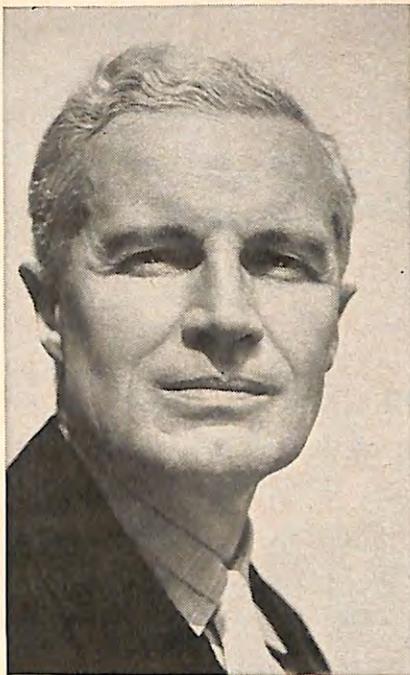
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# I'd like to give this to my fellow men... while I am still able to help!

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

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

By Victor B. Mason

I am printing my message in a magazine. It may come to the attention of thousands of eyes. But of all those thousands, only a few will have the vision to understand. Many may read; but of a thousand only you may have the intuition, the sensitivity, to understand that what I am writing may be intended for you—may be the tide that shapes your destiny, which, taken at the crest, carries you to levels of independence beyond the dreams of avarice.

Don't misunderstand me. There is no mysticism in this. I am not speaking of occult things; of innumerable laws of nature that will sweep you to success without effort on your part. That sort of talk is *rubbish!* And anyone who tries to tell you that you can *think* your way to riches without effort is a false friend. I am too much of a realist for that. And I hope you are.

I hope you are the kind of man—if you have read this far—who knows that anything worthwhile has to be *earned!* I hope you have learned that there is no reward without effort. If you have learned this, then you may be ready to take the next step in the development of your karma—you may be ready to learn and use the secret I have to impart.

## I Have All The Money I Need

In my own life I have gone beyond the need of money. I have it. I have gone beyond the need of gain. I have two businesses that pay me an income well above any amount I have need for. And, in addition, I have the satisfaction—the deep satisfaction—of knowing that I have put more than three hundred other men in businesses of their own. Since I have no need for money, the greatest satisfaction I get from life, is sharing my secret of personal independence with others—seeing them achieve the same heights of happiness that have come into my own life.

Please don't misunderstand this statement. I am not a philanthropist. I believe that charity is something that no proud man will accept. I have never seen a man who was worth his salt who would accept

something for nothing. I have never met a highly successful man whom the world respected who did not sacrifice something to gain his position. And, unless you are willing to make at least half the effort, I'm not interested in giving you a "leg up" to the achievement of your goal. Frankly, I'm going to charge you something for the secret I give you. Not a lot—but enough to make me believe that you are a little above the fellows who merely "wish" for success and are not willing to sacrifice something to get it.

## A Fascinating and Peculiar Business

I have a business that is peculiar—one of my businesses. The unusual thing about it is that it is needed in every little community throughout this country. But it is a business that will never be invaded by the "big fellows". It has to be handled on a local basis. No giant octopus can ever gobble up the whole thing. No big combine is ever going to destroy it. It is essentially a "one man" business that can be operated without outside help. It is a business that is good summer and winter. It is a business that is growing each year. And, it is a business that can be started on an investment so small that it is within the reach of anyone who has a television set. But it has nothing to do with television.

This business has another peculiarity. It can be started at home in spare time. No risk to present job. No risk to present income. And no need to let anyone else know you are "on your own". It can be run as a spare time business for extra money. Or, as it grows to the point where it is paying more than your present salary, it can be expanded into a full time business—overnight. It can give you a sense of personal independence that will free you forever from the fear of lay-off, loss of job, depressions, or economic reverses.

## Are You Mechanically Inclined?

While the operation of this business is partly automatic, it won't run itself. If you are to use it as a stepping stone to independence, you must be able to work with your hands, use such tools as hammer and screw driver, and enjoy getting into a pair of blue jeans and rolling up your sleeves. But two hours a day of manual work will keep your "factory" running 24 hours turn-

ing out a product that has a steady and ready sale in every community. A half dollar spent for raw materials can bring you six dollars in cash—six times a day.

In this message I'm not going to try to tell you the entire story. There is not enough space on this page. And, I am not going to ask you to spend a penny now to learn the secret. I'll send you all the information, free. If you are interested in becoming independent, in becoming your own boss, in knowing the sweet fruits of success as I know them, send me your name. That's all. Just your name. I won't ask you for a penny. I'll send you all the information about one of the most fascinating businesses you can imagine. With these facts, you will make your own investigation. You will check up on conditions in your neighborhood. You will weigh and analyze the whole proposition. Then, and then only, if you decide to take the next step, I'll allow you to invest \$15.00. And even then, if you decide that your fifteen dollars has been badly invested I'll return it to you. Don't hesitate to send your name. I have no salesmen. I will merely write you a long letter and send you complete facts about the business I have found to be so successful. After that, you make the decisions.

## Does Happiness Hang on Your Decision?

Don't put this off. It may be a coincidence that you are reading these words right now. Or, it may be a matter that is more deeply connected with your destiny than either of us can say. There is only one thing certain: If you have read this far you are interested in the kind of independence I enjoy. And if that is true, then you must take the next step. No coupon on this advertisement. If you don't think enough of your future happiness and prosperity to write your name on a postcard and mail it to me, forget the whole thing. But if you think there is a destiny that shapes men's lives, send your name now. What I send you may convince you of the truth of this proverb. And what I send you will not cost a penny, now or at any other time.

**VICTOR B. MASON**

1512 Jarvis Ave., Suite M-24-K  
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# The Soviet Challenge

**Bruno Shaw interviews Chief of Naval Operations, Admiral Arleigh A. Burke, about a vital problem which every American must face or our civilization may be destroyed by attrition.**

A SINISTER FORECAST comes from the towers of the Kremlin. Nikita S. Khrushchev, the ebullient head of the Russian Government, has told us: "... I can prophesy that your grandchildren in America will live under socialism." This idea was also echoed—although with considerably more restraint—by the number two man in Russia these days, Frol R. Kozlov, who recently spent two unprofitable weeks in the United States in a vain attempt to hoodwink the American people.

Admiral Arleigh A. Burke, United States Navy, Chief of Naval Operations, and a member of the Joint Chiefs of Staff, forthright enemy of Communism and all its workings, has disputed this contention, although he warns that America must do some realistic soul searching if Khrushchev's designs are to be thwarted.

The Russian premier and his echo Koslov have told us in no uncertain terms that our grandchildren will live under Communist tyranny. Admiral Burke, on the other hand, says we must make up our minds if freedom means anything to us, we must sacrifice some of the luxuries to which we have become accustomed, and buckle down to engage the Communists in every field in which they wish to compete. If we are willing to do that, he says, there is no question of our survival, and our grandchildren will live to see the Communist evil gone from the face of the earth.

If we are not willing to meet the Communists in this way, he warns, then our civilization may be destroyed by attrition in much the same way the ancient Greeks and Romans saw their freedom vanish when they had become too soft, too lazy, too rich, and too unwilling to defend it against the onslaught of aggressors of their time.

A letter from an American naval officer stationed in the Far East called our attention to some rather novel ideas that were being expressed by this decidedly articulate admiral to whom "business as usual" in these perilous times seems to be a phrase invented by human lemmings for the purpose of committing national suicide. "If you want the best information on what constitutes a sound foreign policy," said our letter, "pay attention to Admiral Burke. He cuts through the panic thinking, the false conceptions and the pressure influences, to point out the enemy and describe what they are doing."

Vastly intrigued by the idea of an admiral who has ideas that go far beyond building a bigger navy, and who is far from being at sea in the realm of international affairs, we thought it would be a good idea to take a

trip down to the Pentagon for an exclusive interview with him for THE ELKS MAGAZINE.

Admiral Arleigh A. Burke, now the highest ranking officer in the United States Navy, became known as "31-knot Burke" during World War II when he was Chief of Staff of Carrier Task Force 38 in the Pacific. The 31 knots referred to the speed at which he drove his destroyers against the enemy.

"How many knots can you get out of a destroyer," I asked him, "before its boiler bursts?"

"It depends on the destroyer," he replied with a grin. "It's like how much pressure can you get in an individual before he loses his temper."

When Arleigh Burke grins, you grin with him. When he chuckles, you laugh aloud. You don't have to wonder when he is going to do either, for the sudden twinkle in his bright blue eyes flashes across to your mental radar screen as he is about to say something that will surprise you. And you find yourself nodding in agreement with him even if, at the same time, you don't think people generally will be willing to go along with some of his proposals that seem to demand a Spartan-like measure of self-denial or fortitude.

When he was talking about the need to revise our thinking on the Soviet Union, and how best to contend with that number one enemy of ours, I suggested that perhaps what we needed most was a bigger navy. This was, I admit, a calculated attempt on my part to butter him up, to disarm him, so to speak, by tossing him a question to which, as an admiral, he would happily assent, so that I might get him to fall for tougher ones later on. Much to my surprise, he dissented with the idea vigorously. "No, no. That's not what I'm trying to say. We need a Navy. We need armed services. Good ones. But that's not the biggest need."

"Then what," I asked, "do we need?"

"Guts!" he said.

"You mean," I said, "that we are a 'paper tiger' like Red China's Mao Tse-tung says we are?"

"Hell, no," he shot back, "we're no paper tiger. We've got everything we need to finish anything anyone else starts. The trouble is that we don't do it. We're no paper tiger by a darnsight. But, dammit, sometimes we seem to act like one."

Well!

"Would you care to tell us," I asked him, "why you believe we're in such mortal peril so soon after we fought a war to get out of that kind of a fix, and what you think we need to do now to get out of it and stay out?"



### **ADMIRAL ARLEIGH A. BURKE**

was appointed by President Eisenhower to a third two-year term as Chief of Naval Operations. This is the first time in the history of the nation that a third term appointment has been made for the top ranking Navy post. The President's unprecedented action, confirmed unanimously by the United States Senate, became effective August 16, 1959. (U.S. Navy photograph)

"I'll be glad to," he said. "First, let us be candid about the times and the world in which we live. Let us understand very clearly that there is a great and continuing struggle, a classic conflict, in the world between free men and the forces of Communism.

"The USSR long ago declared cold war on us, and they have been working hard at it ever since. The Soviets have not said they were going to take the world through general nuclear war. What they have said is that Communism is the wave of the future and will take over the world.

"Let us not underestimate the capabilities of the Soviets. Their scientific achievements along certain lines have been superior. But let this not blind us to all the other much less spectacular things they are doing, the many little, devious, conspiratorial inroads they are making everywhere.

"The Communists are hard driving—aggressive and dedicated. They are living a rigorous and disciplined life. They are putting in long gruelling hours. They are working intelligently, not only with a purpose, but with a vengeance.

"Their implacable hatred of capitalism and western civilization moves them with a driving fervor. Their weapons are hatred, prejudice, greed, and ignorance. These are the elements of chaos. They can be countered only by an equal dedication on our part to moral principles.

"Our country has grown strong in an environment of

personal liberty, human dignity, and sound moral and spiritual values. Today, however, in our preoccupation with fringe benefits, higher pay for less hours of work, two cars and a motor boat for every family, we run the grave risk of becoming complacent in our position of world leadership, and of becoming indifferent to the realities of the hard competition we face from the Soviets.

"As if this kind of flying in the face of Providence were not enough, there are people today at home and abroad who advise us to abandon our Chinese Nationalist friends and leave them to stand alone against the overwhelming force of the Communists. But for us to do so would be to bow in abject submission to the Communist use of force. It would then be only a matter of time before the Communists would again test our will and determination, from a position of ever growing Communist strength.

"Acquiescence, surrender, compromise, giving in—these are the easy way out. These words, unfortunately, are becoming much too respectable. There is nothing so easy to rationalize, in any walk of life, as a retreat. And nothing, in the end, so costly. Yet this is a habit the Communists would like to help us develop as we comfortably enjoy our material playthings while we place in jeopardy the lives and fortunes of Americans of generations to come, in addition to those of our own.

"The ground rules for Communism are treachery, deceit and violence. Communism (Continued on page 43)



**HOUSTON, Texas,** Lodge opened its sumptuous Lake Forest Country Club at gala ceremonies when Rep. Albert Thomas, left, cut the ribbon. At right is Past Grand Exalted Ruler Earl E. James. At center is host E.R. M. E. Lee, Jr.

## *Houston Elks Take Lake Forest*



**RANDOLPH, Massachusetts,** Lodge was instituted in the presence of these dignitaries. Left to right, seated, Past Grand Exalted Ruler John F. Malley, D.D. John S. Nolan and Grand Trustee E. A. Spry. Standing: Chairman J. A. Gunn of the Grand Lodge Membership and New Lodge Committee, Chairman John E. Fenton of the Grand Lodge Judiciary Committee, State New Lodge Committee Chairman Louis Dubin, the new Mass. State Pres., and retiring State Pres. Wm. H. Shaw.

**WITH NEARLY 3,000** participating, Houston, Texas, Lodge, No. 151, opened its magnificent Lake Forest Country Club recently. Past Exalted Ruler Gene McMullen was Chairman of the opening ceremonies when he and Exalted Ruler Mack E. Lee, Jr., welcomed the crowd and Past Exalted Ruler Morris Frank was a talented Master of Ceremonies. Leading roles in the dedication were played by Past Grand Exalted Ruler Earl E. James of Oklahoma and Congressman Albert Thomas, a member of the lodge. Mr. Thomas handled the ribbon-cutting and Mr. James delivered the principal address.

Deputy Shirley McDonald and other Elk dignitaries, as well as many city and county officials.

**ELKDOM GREW IN TRIPLICATE** in Massachusetts last June when Randolph Lodge No. 2130 was instituted, and Needham-Dedham Lodge No. 2135 and Franklin No. 2136 came into being a short time later.

The Randolph event opened with a parade led by police escort, the high school band, Amvets Color Guard, Fire Dept., Grand Lodge, State Association and civic officials, followed by 200 candidates and dimitting members.

District Deputy John S. Noland and his suite of former Deputies of the Southeast area instituted both Randolph and Franklin Lodges. The State Ritualistic Champions from Winthrop, conducted the Randolph initiation and Past Exalted Ruler Peter Asiaf of Brockton installed Exalted Ruler Francis Kurlitis and the other officers of No. 2130.

Chairman Louis Dubin of the State New Lodges Committee, recently elected President of the Massachusetts Elks Assn., was Master of Ceremonies on all three occasions at which Past Grand Exalted Ruler John F. Malley and Chairman John E. Fenton of the Grand Lodge Judiciary Committee were informed speakers. Grand Trustee Edward A. Spry addressed the gathering at the Randolph and Franklin affairs.

The Houston Elks purchased the Lake Forest Club some time ago for \$500,000. Its facilities include a handsome clubhouse, a swimming pool and an 18-hole golf course—all of which should be a source of tremendous pleasure for the Elks and their families, too.

A feature of the opening was a pro-member golf tournament—foursomes composed of three members and a professional. A total of 112 players competed and four teams tied for first place, each shooting a 62—or ten below par.

All in all, the day was a memorable one, closing with a famous Texas barbecue, with all the trimmings, served by the Elks and thoroughly enjoyed by everyone on hand—including District



**NEW HYDE PARK, New York,** Lodge held its first outdoor dance, a tremendously successful affair held on the beautiful grounds of Smithtown Lodge with over 500 in attendance. The Queen of the Dance was Miss Elizabeth Holmes who represents New York State in the Miss America Contest this month. Pictured are, left to right, Howard Siemers and E.R. W. J. Steinbrecher of New Hyde Park, Miss Holmes and Smithtown E.R. John J. Allen.



**WOODBRIIDGE, New Jersey,** Lodge, instituted with 258 Charter Members, has Joseph P. Somers, center, foreground, as its first E.R. Past Grand Exalted Ruler Wm. J. Jernick was guest speaker.



**ROANOKE, Virginia,** Lodge's Family Picnic was a distinct success as evidenced by this photograph of some of the Elks and their families who attended. On hand were Past Grand Exalted Ruler John L. Walker and Supt. Thomas J. Brady of the Elks National Home.



**NEW YORK, New York,** Lodge presented \$2,500 to Misericordia Hospital when its new building was opened recently. In 1928, the late John J. Schmidt, a New York Elk, donated \$30,000 for a two-bed room at the Hospital's old building. Last October, the lodge voted the \$2,500 gift to the Hospital, \$1,614 to furnish the Elks' double room; the balance to equip the orthopedic room in memory of another Elk, Dr. H. M. Cox, who had been President of the Hospital. Pictured are P.E.R.'s J. P. Somerville and Trustee J. J. Carr, Nurse Virginia Catania, P.E.R.'s Raymond Tese and Secy. Eugene G. Heffernan, Est. Lead. Knight T. A. Bowen, Hospital Adm. Sr. St. Marcelle and Sister Ann Marie.

Incidentally, these two lodges presented checks to Mr. Malley toward Honorary Founders Certificates in the Elks National Foundation. Another speaker at the Randolph function was Chairman James A. Gunn of the Grand Lodge Membership and New Lodge Committee.

James L. Cunningham is the first Exalted Ruler of Needham-Dedham Lodge which came into existence under the aegis of Newton Elksdom whose officers initiated the 120 Charter Members. This institution was conducted by District Deputy Judge Wilfred J. Paquet with Past Exalted Rulers of the East Central lodges handling the initiation.

Sponsored by the Elks of North Attleboro whose officers initiated the 132 Charter Members and installed Exalted Ruler George L. Woods, Jr., and his panel, Franklin Lodge owes much to Past District Deputy Anthony F. Lawrence of Woonsocket, R. I., Lodge who put a great deal of effort into the procurement of its fine membership.

**A RECENT EVENT** gave ample illustration of the rapid growth of Westchester, Calif., Lodge, No. 2051. It was the initiation of a fine class, among its members the son of Exalted Ruler C. F. Van Loozen, and it was the first ceremony held in the lodge's new home.

Instituted just two years ago, Westchester Elksdom has increased its mem-

bership to more than 400 and has erected and taken occupation of an \$80,000 building—all in less than 18 months. The quarters include a combination lodge hall and dining room, a fully-equipped kitchen, a bar, members' card rooms and an extensive parking lot. Plans to add to the structure are already under way.

While all members have worked hard toward the success of No. 2050, top credit billing goes to the leadership of its first Exalted Ruler Ray D. Conover, junior Past Exalted Ruler Charles Pearson and Mr. Van Loozen.

**STURGEON BAY, WIS.,** Lodge, No. 2076, the State's first new lodge in 30 years, was without a home for the first year of its existence. It has its own quarters now, and the way it was secured is a real family affair.

When arrangements were made to lease the second floor of the local bank building, members and their families went immediately to work. The sons were recruited to clear out the debris left by 50 years of business; the ladies took to the making of drapes and the men took care of painting, sanding floors and staining furniture. That was last April 7th, and on May 9th, when State President and Charter Night was

celebrated, everything was in readiness.

A class of 13 was initiated, retiring State Pres. Martin Van Rooy, District Deputy Otto Stielow, incoming President Jack Froom and President-elect Dr. M. J. Junion were on hand with Past Pres. Jim Boex to see Mr. Stielow present the Charter to Exalted Ruler Kenn Wiest, a satisfying evening for 96 Sturgeon Bay Elks and their wives.

**IDAHO'S NEWEST** Elks lodge is Ruppert No. 2106, instituted with 301 members at ceremonies conducted by Burley Lodge. Past District Deputy Clifford Warr was the officer in charge, and Emery Carson was installed as the Charter Exalted Ruler of Idaho's first new lodge in a decade.

Addresses were delivered by such dignitaries as Wm. S. Hawkins, the Order's new Grand Exalted Ruler, State Pres. William MacKnight and District Deputy Frank Fulmer.

Ruppert's Elks are meeting temporarily in the club rooms of the civic building, but it is expected that their own home will be erected shortly.

**LAST APRIL,** officers of Marion, Ohio, Lodge, No. 32, helped Simon G. Kleinmaier celebrate his 99th birthday. Mr. Kleinmaier, a Charter Member of the 74-year-old lodge, was its Exalted Ruler in 1901. Exalted Ruler H. C. Carson, Secy. S. W. Haldeman, Est. Lead. Knight E. E. Faurot, Chaplain O. A. Sifritt and Pres. P. F. Baker of the lodge's Past Exalted Rulers' Assn. visited the venerable Elk at his home.

That event occurred on April 2nd, and on May 29th, Mr. Kleinmaier passed away at his home in Marion. Surviving are three children, three grandchildren and five great-grandchildren.



**SAN JUAN, Puerto Rico,** Lodge welcomed this fine class of candidates as a tribute to its devoted and long-time Secretary, Rafael Bird.

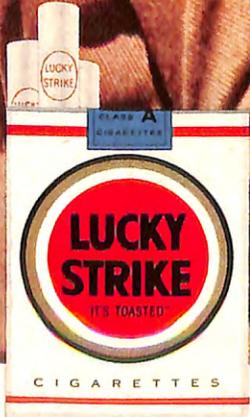
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