

THE  
**Elks**

MAGAZINE  
FEBRUARY 1960



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THE GREAT  
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CONCERT**  
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MUSICIANS  
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## THE ELKS MAGAZINE

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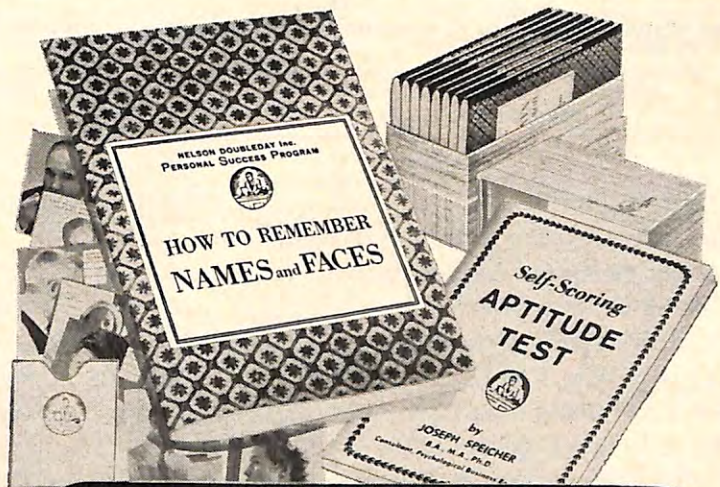
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# THE *Elks* MAGAZINE

VOL. 38 NO. 9

FEBRUARY 1960

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

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**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 38, No. 9, February, 1960. Published monthly at McCall Street, Dayton, Ohio, by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Dayton, Ohio, and at New York, N. Y. 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.

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# We Salute the Boy Scouts

As we proudly celebrate the 92nd Anniversary of the Order of Elks this month, we offer a fatherly salute to another great American organization that is observing an important milestone this month, the Boy Scouts of America. On February 8, the Boy Scouts mark 50 years of service to American boyhood, and we Elks can take great pride in that record, because we have had an important hand in writing it.

For forty years, the Elks have worked in partnership with the Boy Scouts, a partnership that has grown closer and more effective with the passing years. In 1920, ten years after the Boy Scouts were founded in this country, Elks lodges were sponsoring 14 Troops. In 1947, the number of Elk-sponsored Scout units had grown to 308. In that year, the Grand Lodge officially endorsed Scouting and made it a part of our youth program. As a result, the number of Scout units sponsored by Elks lodges—Cub Packs, Scout Troops, Explorer Posts—jumped to 735 by the end of 1958, latest figure available. This was a gain of 139 per cent in 11 years.

The real meaning of these figures is this: By sponsoring 735 Scout units, the Elks are giving thousands of American boys the golden opportunity to receive the finest kind of

training in citizenship, self-discipline, patriotism and moral principles. In short, we are helping to make them the right kind of leaders for the stern challenge of tomorrow's world. The Boy Scouts of today are the Elks of tomorrow.

When I realized that 1960 would mark the Golden Anniversary of Scouting, I decided that the most appropriate way the Order of Elks could honor this occasion would be to expand its sponsorship of Scout units so that thousands more of our American boys could have the benefits of Scout training. As our goal, I have asked our lodges to double the number of Elk-sponsored units to 1,470.

I am encouraged by the response that our lodges have made to this appeal. All over the country, lodges are awakening to this opportunity for practical community service by organizing a Scout Troop, a Cub Pack or an Explorer Post—and in many cases all three. To those lodges I give my grateful thanks, that they have responded to the urgent needs of American boyhood.

Of those lodges that have not yet acted, I ask: What are you waiting for?

The boys won't wait. They are growing up, and they need Scouting now! Our country needs Scout-trained men!

This was forcefully expressed by Fleet Admiral Chester W. Nimitz shortly after the end of World War II:

"Over a million men, or about 40 per cent, whom I commanded in the Pacific, had been Boy Scouts, but that 40 per cent won 60 per cent of the decorations awarded for valor. That was no mere coincidence. . . . More than half of the 285,000 Naval Reserve Officers in this war were former Boy Scouts. Their early training and discipline and co-ordination in meeting an emergency with coolness and ability to command the situation, aided them to become good Naval Officers, but I repeat, they were good Naval Officers because they had been trained to be good citizens."

Youthfulness is an outstanding characteristic of the Order of Elks. Even though we are entering our 93rd year our spirit is that of youth, exuberant, enthusiastic, ready always to take on and accomplish any job that is worthwhile. You can see that spirit at work wherever you go in Elkdom. Let's put that spirit to work on behalf of the boys of America, by organizing and sponsoring those Boy Scout Troops now.



WM. S. HAWKINS, *Grand Exalted Ruler*



*Opportunities for success in small business have increased—for the man who checks all the trends that will affect him before he opens his doors.*

# Getting **UP** To A Business

By **EUGENE RACHLIS**

*Risks of starting a small business are minimized by thinking—and planning—in advance. These suggestions may help*

EVERY SINGLE DAY this year in the United States 1,000 new businesses will start, and more than 900 established businesses will come under new ownership. To customers, employees and the general public, the opening of a store or factory door for the first time is the symbolic gesture of a beginning, of a fresh start, of opportunities ahead. To most of the nearly 2,000 people who, each day, find themselves in the heady position of being their own boss, the opening of the door represents that—plus a great deal more. To them, it is not just the beginning, but the ending of months, even years, of dreaming and planning, of experiences gained and lessons learned, of savings and sacrifices. Most businessmen know that what they did and did not do before they opened shop had a direct bearing on the success or failure which came after.

Today, in an expanding economy, the opportunities for success in small business have increased, and show no signs of a let-up. A constantly growing population—220,000,000 Americans are predicted by 1975—represents vast new markets for businessmen of all kinds. New products and new services (many of which did not even exist ten years ago) as well as improved versions of standard products determine new types of stores and factories for thousands of businessmen throughout the country. Higher family income—economists see an average of \$8,000 a year after taxes by 1975, a 45 per cent increase over today's \$5,500—provides a ready flow of cash to spend. A shorter work week—which both labor and management officials see as certain to come—means added leisure time for thousands, plus a desire for the products and services to enjoy in that leisure.

All of this adds up to a continuing boom which is certain to be reflected in greater profits for business generally, and for small business particularly. But there is no guarantee of success written into the lease of a new store. More than ever before, financial success will depend to a great extent on the thinking and planning which went into the business before opening day.

The boom can be made to work for you, as you

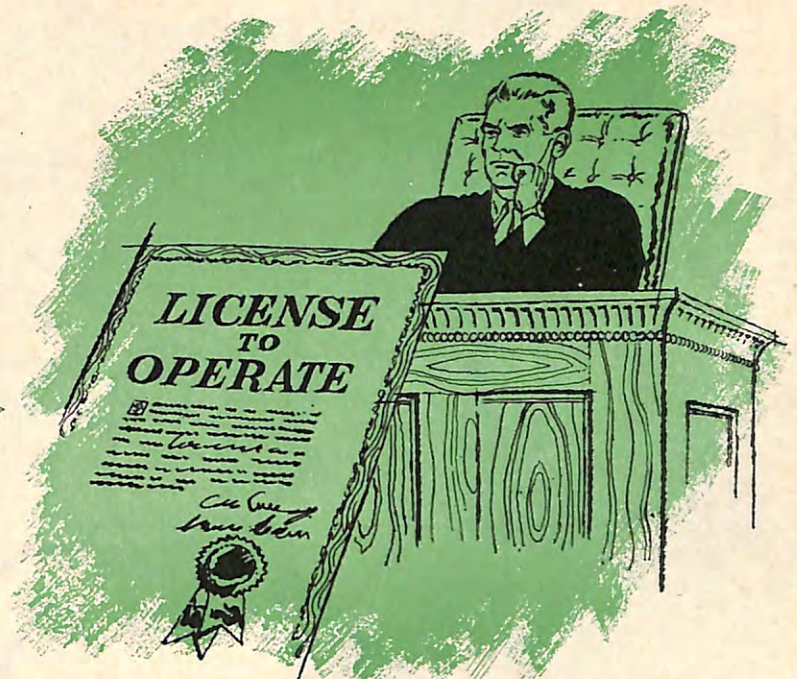
ponder starting a new business or expanding your present one. For example, the growing population is a fact which every potential businessman must consider in making his plans. But numbers alone are not enough of an index, for we are not growing at anything like an even rate throughout the country. Some states and cities are losing people. Others are gaining rapidly. Nor is the national growth the same for all age levels. As medicine continues to make inroads into the death-dealing ills of mankind, men and women are living longer than ever before. Already there are some 15,000,000 people in the country more than 65 years of age;



*Appraise expenses in advance, bearing in mind that thousands of failures can be traced to faulty financing before the business got started.*



*The most logical place to discuss financing is the local bank. Bankers are eager to help business get started; their advice is usually sound.*



*Federal, state and local laws apply, no matter what business you enter. A license may be required, and the owner's responsibility regulated.*

and these people, with their special needs for goods and services, will constitute an even larger part of the buying public in the years ahead. At the other end of the age spectrum, children will also make up a disproportionate segment of the population. The large number of young men and women born during World War II will reach marriageable age in the next few years, and will start homes and families of their own. Potential businessmen who look beyond the mere statistics of population growth can see what this is likely to mean in goods and services for homes, infants and children.

With the growing population has come a great deal

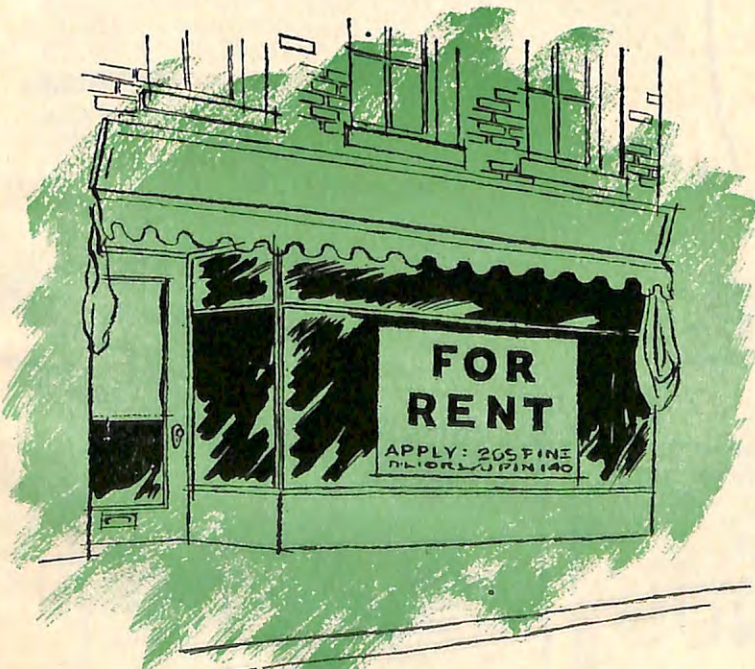
of movement, in the country as a whole, within states and regions, and within local communities as well. The trend toward the suburbs has not halted, nor is it likely to in the future. In many cities, the downtown areas, which once accounted for almost all of a community's retail business, are now fighting to hold their own against burgeoning suburban shopping centers. The move to the suburbs has brought changes in buying habits that are likely to be maintained for some years to come. The surge in sales of garden tools, outdoor cooking equipment and sports clothing are some of the manifestations of the changes.

These are only a few of the variations in the overall economy which will apply to you when you start, or buy a business of your own. There are dozens more which you will have to understand before you can begin to operate successfully. And even as you study the trends which will affect you, there are even more immediate considerations involved in going into business for yourself.

#### ARE YOU SUITED FOR SMALL BUSINESS?

It is not enough to determine that the housing boom in your town is likely to warrant the opening of a store specializing in household appliances, or that the construction of a new high school probably augurs well for a music and record shop in the next block. These may well be logical conclusions in general, but unless they apply to you specifically, they are meaningless. Do you have the experience in selling and servicing household appliances, how many existing shops are already in the area, and are they likely to expand before you can even get started? Or, if it is that music shop, have you checked to see whether teen-agers prefer to do their record shopping away from the school area, or for that matter, whether your own temperament is suited to the kind of customers you are likely to be serving?

As with many trades and professions, running a small business is a highly personal affair. Its success depends upon decisions you alone will (Continued on page 33)



*Location helps to determine success. Rental terms, surrounding stores, nearby competition, and traffic flow are among factors to investigate.*



B TOBEY-



# Baseball's Hardy Citizens

By **HAROLD ROSENTHAL**

SPORTSWRITER, NEW YORK HERALD TRIBUNE

There isn't a more rugged brand of sports customer than the baseball fan

IF A SEARCH should ever be undertaken for a candidate for that fifth profile on Mt. Rushmore and probable consequent stone-carved immortality, it could start and end with the American baseball fan. Like the Apache, he is tough, adaptable, and resourceful. Moreover, so are his women and children. In these days of super-saturation TV, lively counter-attractions, and monumental indifference and lapses into sheer lunkheadedness in some front offices, the fans' numbers actually have increased. There were 19,143,654 major-league baseball paid admissions in 1959. That tops 1958 by more than a million and a half, and a new season is with us.

Racing people will marshal figures to show that the turf has more devotees. Basketball, if you lump all the gyms and sweatboxes in the country, will probably top baseball, too.

We're all pretty well in agreement on why people go to racetracks, and if you insist that basketball is a better spectacle than baseball we won't get into that argument here. You'll receive stiff opposition, however, to any premise advanced that there is a hardier brand of sports customer than the baseball fan. A bit of built-in whackiness has helped over the years, too.

*Item:* When Chicago's White Sox clinched their first pennant in 40 years last September, the city air-raid sirens were turned on, as per instructions from City Hall. This caused the local Civil Defense co-ordinator, who hadn't even been consulted, to froth at the mouth in interesting fashion.

Everyone in Chicagoland was terror-stricken. The flood of phone calls into newspapers, radio stations and police stations proved the heaviest since the death of Franklin D. Roosevelt, 14 years earlier.

There were enough non-stricken fans, however, able to pile out of their homes and drive to Midway Airport, to cause a monumental traffic jam and a giddy parking problem once they got there. Adding to the confusion was that a lot of them were in pajamas. What did they have in mind? Welcoming the team back to Chicago.

The Sox had left that morning for a single night game in Cleveland. The plane was two hours late, but at 2 a.m.

the crowd was larger than it had been at midnight.

*Item:* A lady in Cincinnati sued Duke Snider because he had a bad knee. She had been hit by a foul ball Duke struck. Her claim was his defective underpinning (this was before the operation) "caused him to wobble and sway in such a manner as to cause the ball to take a wild course other than a home run." There have been many owners who would joyfully have sued a hired hand for failure to hit a home run.

This whackiness, intended or otherwise, has helped the American baseball fan not only to survive but to keep coming back despite awesome obstacles and deterrents. He has toughened, while the general public's physical and moral fibre has been sapped by easy living. A Louisville Slugger right between the eyes wouldn't cause him to miss more than an inning.

He can be found freezing on an April night in Milwaukee (wait'll they get

major-league ball in Minneapolis). He can be found broiling on a Sunday afternoon in the Los Angeles Coliseum (wait'll they get major-league ball in Houston).

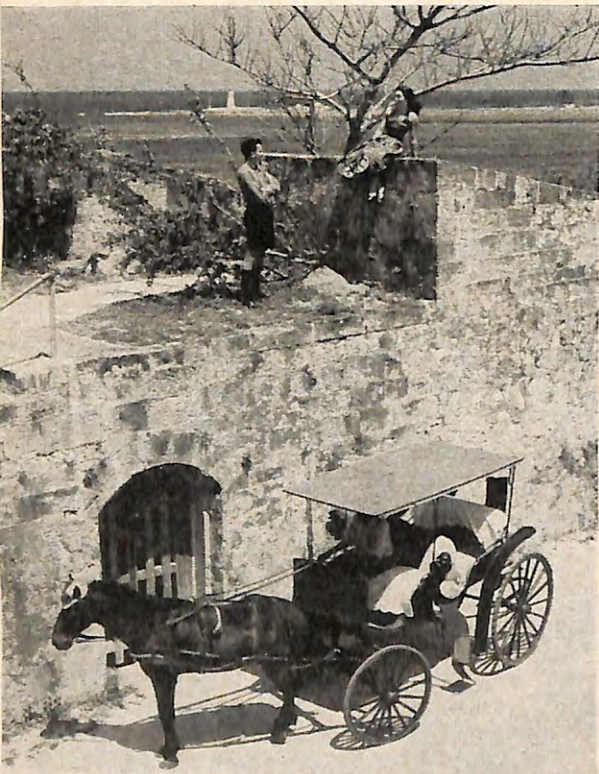
The toughness of the baseball fan isn't confined merely to his ability to take extremes of heat or cold. His patience is a prize virtue. Caught in a Friday night traffic jam en route to the park he can give lessons to a yogi in indifference to the passage of time and physical discomfort. That is *yogi* as in one who has become expert in the discipline of prescribed postures, not "Yogi" as in a bowling-alley owner who also catches for the New York Yankees.

Tied up in single-lane departure an hour after the end of a game and with a 6:30 alarm in the offing the next morning, he is apt to grow philosophical, rather than frantic. Too much sleep, he figures, makes a fellow a little logy.

Someone, or something, has done a  
(Continued on page 46)



"Let 'em holler," says Bill Veeck, of the White Sox. "Baseball is a holler-sport." Fans have a right to boo and, after all, the whackiest fanus Americanus has his virtues, too—among them, great patience.



*Nassau vacationers explore the slave-built walls of Fort Charlotte, or ride in horse-drawn carriages to go sight-seeing.*

## *The Bahamas:*

# SEVEN HUNDRED RESTFUL ISLANDS

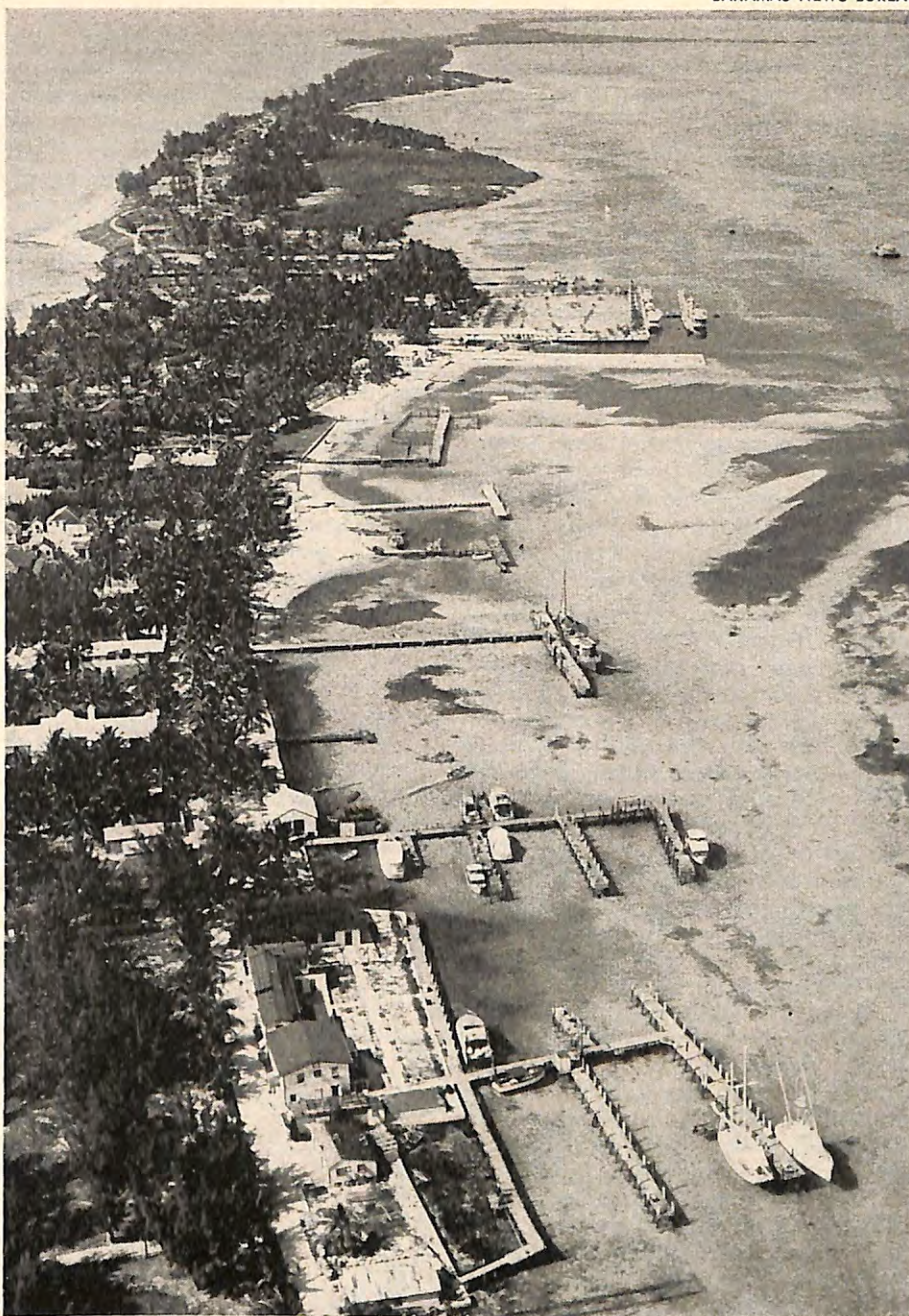
By Horace Sutton



*A Bahamian fisherman makes repairs in the sheltered harbor of Hope Town, Abaco, just below the imposing lighthouse.*

ON PAIN of seeming to offend the British, one must not, chaps, confuse the Bahamas with the Caribbean. The Caribbean is lots of things to lots of nations—the Dutch, the French, the Americans, the Haitians, and the respective private preserves of Trujillo and Castro, not to mention the British themselves. The Bahamas, on much the other hand, are seven hundred—count 'em—count 'em—islands, as well as 2,400 cays and rocks, all of them British and all of them just north of the Caribbean and south and east of the Florida Gold Coast. The Bahamas are, in fact, spread helter-skelter in a most disorderly and un-British fashion across about 90,000 square miles of the South Atlantic, or at least the beginnings of it. The average annual rainfall is less than fifty inches and the average annual sunfall warms the air to an average of sixty-eight in January, sixty-nine in February, and seventy in March. Thereafter it goes steadily upward.

It was ubiquitous Christopher who discovered the Bahamas and the New World, all in the same landfall, at the Bahamian island of San Salvador in 1492. Later, looking for the fountain of youth at Bimini, a Bahamas island, Ponce de Leon discovered Florida. Almost a century later, Charles I gave the Bahamas to the Attorney General of England in an outstanding and historical example of Elizabethan payola. The first island settled was Eleuthera—settled by a band of adventurers to whom it was chartered in 1647. It was not until near the end of the 17th century that a fort was built at Nassau, which is, of course, the current capital and the place you've heard most about. Another bastion called Fort Montagu was finished in 1742, and twenty years later an Amer-



These docks at Bimini are a Mecca for fishermen. Charter boats and cruisers leave from them to search among the islands for game fish.

ican Naval Squadron under Commodore Ezekiel Hopkins took both Fort Nassau and Fort Montagu.

I tell you all this not idly, chaps, for there now is a hotel called the Fort Montagu, which has girls swimming in its pool for the benefit of dawdlers in the bar which is separated from the underside of the swimming tank by a sheet of plate glass. As for Fort Nassau, the site it was on is now occupied by a behemoth of a hotel called the British Colonial. The hotel is neither British nor Colonial since it is operated by some lads from Fort Lauderdale.

As for Bimini, executives from the eastern seaboard and elsewhere are still seeking the fountain of youth there, or at least a restorative. It is the home of a famous fishing club. In the matter of Eleuthera, it was, until the shortest while

ago, just about the way the adventurers found it in 1647, albeit with a little settlement here and another there. However, in widely scattered areas, it is the most promising place of development in the Bahamas (Nassau itself aside, of course). An American actor named Craig Kelly, has opened a handsome inn called French Leave astride a magnificent peach-colored beach. Though reason enough for installing oneself for an extended engagement, the beach is not the only attraction; for there is, as well, a pool shaded by drooping trees, a quartet of saddle horses, and either a steel band clanking on the drums at night, or better yet, a quiet piano. There is bonefishing in the nearby flats, and the dining is mostly out of doors.

Lately, a combine headed by Juan  
(Continued on page 43)

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# Are You Risking Your Car?

*Motorists lose millions of dollars yearly as auto thefts rise—but simple precautions could drastically cut losses*

By **RAY T. DAVIS**

A FEW MONTHS AGO, on a routine night patrol of downtown Ann Arbor, Mich., Detective Gregory Katapodis spotted a face that seemed familiar. Katapodis, one of those rare policemen with the memory of a Univac, stopped his car and pondered a moment. His mind conjured an image of an FBI identification circular, released a full four years earlier: "Anthony Hollaren, aged 55, 5' 9", weight 180, receding hairline, blue eyes, wears glasses; 40-year record of auto thefts. . . ."

Katapodis cautiously tailed his subject at a discreet distance to await developments. He saw Hollaren approach a new Buick sedan parked on a side street, pass it for a moment while he surveyed the area, then saunter back. Swiftly and almost without effort, Hollaren forced the car's vent window with a small bar, reached inside and unlocked the door. He had jumped the ignition with a wire and was starting the engine when Katapodis jammed his gun into Hollaren's ribs.

At the police lockup it soon became evident that Detective Katapodis had hit the jackpot. The teletype machine jangled all night as one city after another requested a "hold" on the prisoner. Then from the FBI came the astounding information that 40 Federal charges might be filed against Hollaren, mostly violations of the Dyer Auto Act.

Meanwhile special agents arrived from the National Auto Theft Bureau, representing the nation's insurance companies, to question the prisoner. These agents had been hot on Hollaren's trail but he had proved a wily and elusive veteran who never roosted long enough in one town to be spotted.

Suddenly Hollaren surprised everybody with a willingness to talk. "Let's make a deal," he offered. "I'll tell you anything you want to know."

"No deals," the officers told him. They'd guessed his reasons. He had done time in a half-dozen prisons, including his latest five-year stretch in Atlanta. It was a tough jail and he had a horror of returning to it. In hopes

of being sentenced to a state institution, he began to talk.

Like most professional auto thieves, Hollaren had thought his own system foolproof. Actually it was crude; only sheer luck and the time element allowed him to escape as long as he did. He would drive around Michigan rural areas until he spotted a junk car rusting away in some farm yard. He'd purchase the car for a few dollars on the pretext that he wanted it to power a homemade log saw. All he really wanted was the title certificate; he never returned for the wreck.

Using the legitimate title, he purchased license plates. Next he stole a late model car. Then he carefully erased the junk car's description from the title and typed in a description of the newly stolen one, including motor and serial numbers. Finally he took a blank license application, typed in all this data along with the numbers of his new plates, and "validated" it with a fake state seal made from a child's rubber stamp printing set. Now he had a \$2,000 automobile, license plates, and an apparently valid title and license registration form.

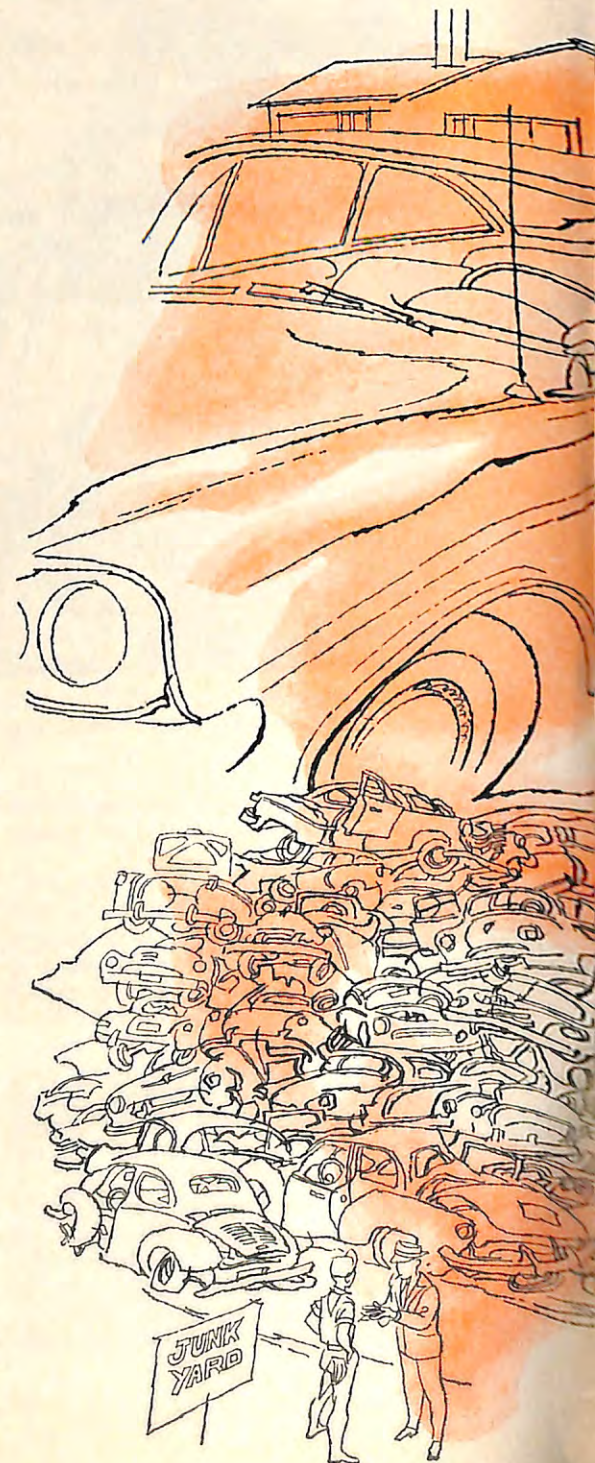
It was a rough forgery job that would not fool Michigan car buyers who are familiar with their state seal. Also, Hollaren needed time to lam out of town after a sale. Usually he drove the car down to one of the Southern states, where he buttered up a used car dealer with a hard luck story of being a vacationist who had lost his money gambling and had no way to get home. To allay the dealer's suspicions, Hollaren always bought a cheap car as part of the deal. This he drove back to Michigan and either resold it or abandoned it on the street.

Before NATB agents had finished with Hollaren, they had definitely linked him with the theft and sale of some 60 cars conservatively valued at \$60,000. And by painstakingly examining auto registration records in several states, other agents doggedly traced and confiscated most of these

stolen cars from the gullible persons who had purchased them. The "clever" Hollaren? He was returned to Michigan State Penitentiary for violation of an old parole—his seventh trip to prison! After his release he must still face numerous Federal charges.

Despite the carelessness of some used-car buyers, beating the auto theft racket is more than ever a long-odds gamble for today's crooks. Professionals like Hollaren must not only cope with police agencies and the FBI, but the resources of the little known yet active National Auto Theft Bureau, too.

This unique agency was organized way back in 1912 by Fred Sauter, a Chicago insurance executive who still serves as its president. At first it served only as a mailing office for police circulars on stolen autos. But as auto



theft boomed over the years, so did the facilities of the NATB. Today it maintains elaborate division offices in New York, Chicago, San Francisco, Dallas and Atlanta, liaison offices in Mexico and Canada, and nine branch offices in smaller cities. These offices house the country's most complete and up-to-date files on stolen cars, both insured and noninsured. In addition, NATB has locked in its vaults top-secret dossiers on scores of big-time auto thieves, their whereabouts, associates and methods of operations.

"Modus operandi" is a key phrase with the bureau's 60 ace field agents and 100 inside workers, many of whom are former FBI agents, sheriffs, city and state cops. As soon as a new and unusual system of selling stolen cars is detected, these men move swiftly to

warn police agencies and expose loopholes in state registration laws. NATB's job is a huge one; an average of 250,000 autos are stolen yearly and they must maintain an "alarm card" on each one.

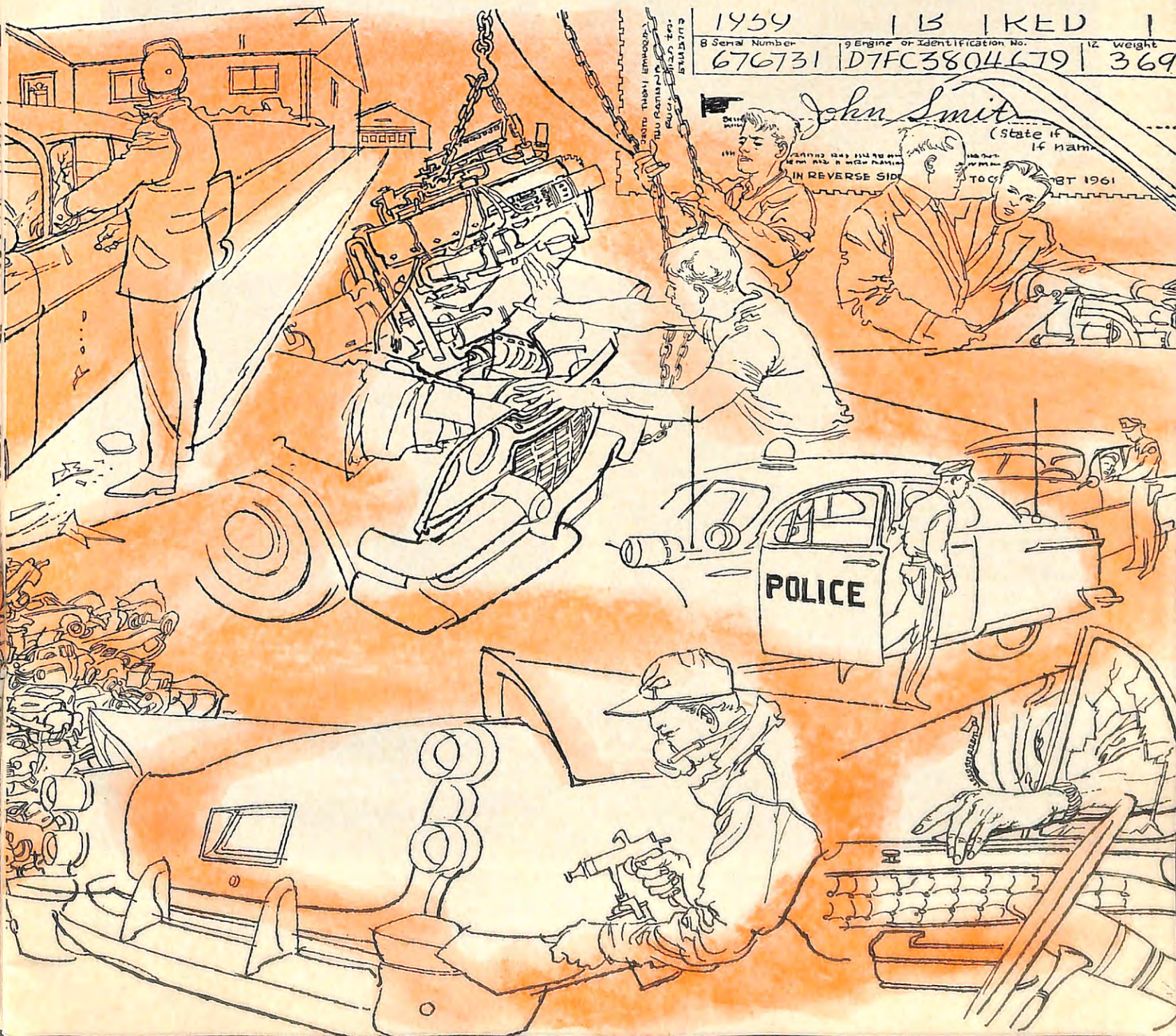
Some 93 per cent of them were quickly recovered. Most were taken by joyriding teenagers who abandoned them after a few hours, often stripped of accessories or damaged in accidents. Several thousand stolen car reports proved erroneous, made by heavy imbibers who awakened after a big night and couldn't remember where they had left their cars. A few thousand more "stolen" cars turned up in city pounds, towed away for parking violations by industrious policemen who then neglected to notify the owners.

The hard core of the theft figures numbers about 16,000 vehicles taken

each year by professional thieves who attempt to sell them for profit—a \$20,000,000 steal if they were able to get away with it. This hard core is the NATB's toughest problem.

The public has not been very helpful. Most of us never become excited about auto theft—90 per cent of those stolen each day are driven off with the owners' keys in the ignitions—because we are usually able to pass the bill along to insurance companies. This apathy costs motorists millions of dollars a year in the form of increased premiums, since auto theft continues to rise. In the last few years, for instance, the value of stolen autos was greater than the total combined loot from all burglaries and robberies!

Once in a while a painful lesson hits  
(Continued on page 52)





Students participated in Fulton, N. Y., Lodge's Newspaper Week activities. Pictured during presentation of awards are (from left) Exalted Ruler Floyd Hallenbeck, Essay Contest winner Frank Misco, Favorite Newsboy Tony Reisman, Poster Contest winner Douglas Johnson, Program Chairman Nicholas Hopman.



At Phoenix Lodge's program honoring newsmen, Master of Ceremonies Charles W. Pine (at right) presents a plaque in recognition of comprehensive news coverage to Charles D. Barton, City Editor of the *Phoenix Gazette*. Offering congratulations (at left) is Exalted Ruler Donald B. Dixon.

# The Elks and Freedom of the Press

*Lodges of the Order observe Newspaper Week, honoring the press for its part in guarding our liberty*

"THE EXCELLENCE of the entries in this year's Newspaper Week Contest made it exceedingly difficult for the judges to select the winners. The superb quality of entries is evidence of the great importance which all Elks attach to Newspaper Week." Norman Hansen, of the Grand Lodge Committee on Lodge Activities, made the foregoing statement, an indication of the enthusiasm with which subordinate lodges observed National Newspaper Week, Oct. 15-21, 1959. The significance of this tribute to a strong, free and responsible press is underscored by these words of President Eisenhower:

"A strong society of free men must be kept fully informed. Liberty can flourish only in the climate of truth. When Americans know the truth, they

are strong and free to act for the best interest of the Nation and the world."

FOR JUDGING purposes, Newspaper Week entries were divided into two groups: those submitted by lodges with 600 members or less, and those sent in by lodges of over 600 members. After careful consideration, the Committee reached the decisions presented here.

Among those lodges with more than 600 members, First, Second and Third places were awarded, respectively, to Phoenix, Ariz.; Fall River, Mass.; and Woonsocket, R.I. Honorable Mention was won by Indio, Calif.; Newport, R.I.; Omaha, Nebr.; Scranton, Pa.; and Vancouver, Wash.

In the category of lodges with 600 members or less, First, Second and Third places were won, respectively,

by Fulton, N.Y.; Bethlehem, Pa.; and Ambridge, Pa. Those earning Honorable Mention were Cambridge, Md.; Cape Girardeau, Mo.; Hyannis, Mass.; Oelwein, Iowa; and Southampton, N.Y. The following account summarizes the endeavors which won top honors in both groups.

A resolution of commendation was issued by First Place winner Phoenix, Ariz., to 27 Arizona newspapers for their guardianship of our freedom of speech, assemblage and worship. Signed by Exalted Ruler Donald B. Dixon and Lodge Secretary Leo C. Gavagan, the resolution declared that these newspapers exemplify this year's Newspaper Week slogan—"Your Newspaper . . . Freedom's Textbook"—forming a bulwark against oppression. The week's  
(Continued on page 50)



Fall River, Mass., Exalted Ruler George E. Pelletier and Esteemed Leading Knight L. V. Gaffney (extreme left and right) award plaques for outstanding achievement to newsmen F. M. Burke, of the *Herald News*; Rullel Hathaway, of the *Somerset Spectator*; and Jean L. Clapin of *L'Independent*, French-language newspaper.



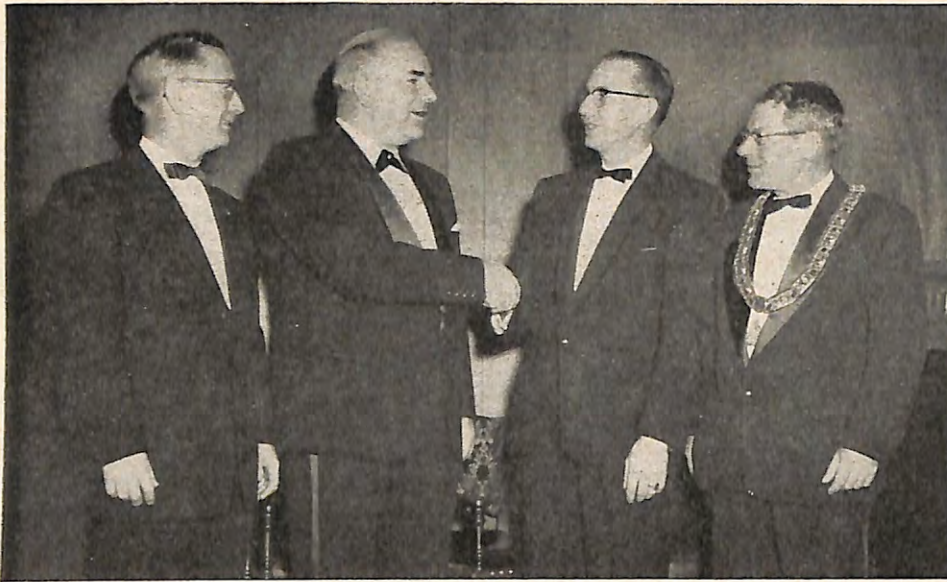
Exalted Ruler George Garcia (right) extends congratulations to City Editor William A. Crouse of the *Woonsocket Call*, who was principal speaker at the Woonsocket, R. I., program. Mr. Crouse described for the audience the process of presenting news, from its gathering to its final appearance in print.



Invitations to the program of Ambridge, Pa., Lodge were distributed personally by Brother Mote Bergman—a noted long-distance walker—who covered a distance of thirty-five miles on foot to deliver them. This photograph shows Mr. Bergman inviting Station Manager Roy Angst of WMBA, during a radio interview.



Bethlehem Elks entertained the editors of local high-school newspapers as part of their observance. In photograph above, Toastmaster and Program Chairman Amandus Schaffer is shown greeting high-school Editors (from left to right) Joseph Huttie, Dorothy Keating, Charles Buck and Barbara Wismer.



In attendance at the grand opening of the Idaho Falls, Idaho, new lodge building, on Nov. 17 are (from left to right) State Pres. James Gridley, Grand Exalted Ruler Wm. S. Hawkins, Exalted Ruler N. D. Andersen and District Deputy Archie M. McFarland. Lodge Secretary E. G. Moore reports that more than 4,000 visitors toured the new facilities during the first few days that the building was open.



Shown as they prepare to read the charter at the institution of Milton-Free-water, Ore., Lodge on Nov. 28 are (from left to right) Past Grand Esteemed Lecturing Knight Frank Hise, District Deputy William S. Thomas, Exalted Ruler Harold Rhodes, the Grand Exalted Ruler and Past District Deputy C. B. Urlie. Mr. Urlie had been in charge of the formation of the new lodge.

**Lodge Visits of  
WM. S. HAWKINS**

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# Westward Journey And a Four-State Jamboree

THE ITINERARY of Grand Exalted Ruler Wm. S. Hawkins led him westward following a meeting with the Board of Grand Trustees at the Elks National Home (reported in January), and enabled him to attend the opening of a new lodge home, the institution of a new lodge and a four-state jamboree and initiation.

Mr. Hawkins arrived in Idaho Falls, Idaho, on Nov. 17 to attend the opening ceremonies for the new building of the lodge. With the Grand Exalted Ruler for the occasion were State Pres. James Gridley and District Deputy Archie M. McFarland. The visitors were welcomed by Exalted Ruler N. D. Andersen.

Covering 34,500 square feet, Idaho Falls Lodge facilities include a large meeting room, lounge, 1,000-seat dining room, bowling alley, women's lounge, offices and three large recreation rooms. After a tour of the city and of the lodge home, Mr. Hawkins attended the first meeting held in the new building, and was present for the initiation of 180 candidates in his honor. More than 1,000 were on hand for Mr. Hawkins' visit. A highlight of the evening was the review of more than 125 Boy Scouts and Explorers, of Troop 387 and Group 487, which are sponsored by Idaho Falls Elks.

Among those attending were Scout-

master Phil Leahy and Explorer Group Leader Wayne Knowles. Special greetings were extended to Mr. Hawkins by a number of local Elks who are also members of the Eagle Rock Chapter of the Sons of the American Revolution. Mr. Hawkins is, himself, a member of the Fort Sherman Chapter, in Coeur d'Alene. At least 4,000 Elks and visitors arrived at the new building to participate in these and other activities during the first few days of its operation, reports Lodge Secretary E. G. Moore. The *Idaho Falls Post-Register* devoted a ten-page special section to coverage of the opening ceremonies and descriptive accounts of the facilities.





During Mr. Hawkins' visit to Williamsport, Pa., Nov. 3 (reported in the January issue), this group was photographed as they discussed Little League baseball, a movement that began in Williamsport. From left to right are Grand Secretary Lee A. Donaldson, Little League Official Albert Houghton, Mr. Hawkins, District Deputy H. B. Chambury, Exalted Ruler K. N. Waltz and State Vice Pres. H. W. Klett.



A highlight of Mr. Hawkins' Idaho Falls visit was the special greeting extended him by a number of Elks who are members of the Sons of the American Revolution, a patriotic society to which he belongs. Members shown here are (from left) W. S. Wright, L. L. Branthoover, W. M. Hestir, C. B. Smith, J. R. Gobble, Mr. Hawkins, H. W. Benfer and R. E. Keller.

**MILTON-FREEWATER, ORE.** A new subordinate lodge was instituted on Nov. 28, at Milton-Freewater, Ore., and Grand Exalted Ruler Hawkins attended the ceremonies in the company of a number of Elk dignitaries. Past Grand Esteemed Lecturing Knight Frank Hise was present at the institution of Lodge No. 2146, as were three State Presidents—J. H. Moore, of Oregon; Walter Hagerman, of Washington; and James Gridley, of Idaho. Exalted Ruler Harold (Dusty) Rhodes and the other officers of the new lodge also welcomed District Deputies William S. Thomas, E. N. Butler and Lee McClendon, a number of Past District Deputies and many Past Exalted

Rulers of neighboring lodges. Among the visitors was Past District Deputy G. B. Urlie, of Condon, Ore., Lodge, who had been in charge of the formation of the new lodge.

**FOUR-STATE MEETING.** The Sixth Annual Four-State Jamboree opened in Joplin, Mo., on Dec. 5, and Mr. and Mrs. Hawkins were greeted when they arrived there by Mayor C. C. Haynes, Past District Deputy Walter Schweikert (who was Chairman for the Conference) and Exalted Ruler and Mrs. Arthur Struempf. That evening Mr. Hawkins addressed a gathering of some 400 who convened for the meeting from Arkan-

sas, Kansas, Missouri and Oklahoma. Conference activities included the initiation of 92 candidates from this area. Distinguished Elks present included Past Grand Exalted Rulers Henry C. Warner, Joseph B. Kyle and Earl E. James, former Grand Lodge State Associations Committeeman Guy D. Moore and Past State Pres. H. C. Oltman. A highlight of Mr. Hawkins' visit was his presentation, on behalf of local Elks, of a donation to the local Boy Scouts. The check was accepted by Scouts Jim Keagy and Jake Marbough, local Boy Scout Council President T. J. Cusack and Council Campaign Chairman Homer A. Miller.

# **Cat of MANY Tales**

**By TED TRUEBLOOD**

THE FIRST FAINT GLOW of dawn was gently blotting out the eastern stars when we stepped from our tent. It was a crisp October morning, crystal clear and utterly quiet save for the mumbling of the river 200 yards away. We were hunting deer. Now, breakfast over, we paused briefly to contemplate the prospect of another perfect autumn day before starting the brisk walk that would take us to the haunt of our quarry by the time it was light enough to shoot.

As we stood there the stillness was suddenly shattered by a scream that could easily be described as hair raising or blood curdling, or maybe both, depending on the state of the hearer's nerves. It came from the river bottom below camp. It was not the high-pitched scream of a woman but sounded, rather, like that of a man in terror.

My companion immediately said, "A cougar!"

I was skeptical. Several parties of hunters were camped within half a mile of our location, and a mining company had sunk test holes here and

there in the river bottom to see whether there was enough gold to justify bringing in a dredge. Some of these holes were 30 feet deep and two-thirds full of water and all of them were about four feet in diameter. If a hunter, starting out before daylight, plunged into one he would certainly be justified in straining his vocal powers to the utmost.

We hunted there several days more without hearing the weird sound again or seeing the track of a single cougar, panther, puma, mountain lion, or catamount, as they are called in different areas. I'm still of the opinion that the sound we heard was not made by one of them. But it could have been. Certainly cougar, along with all other members of the cat family, have adequate vocal equipment, and if you consider that an old cougar tom might weigh twenty times as much as an alley tomcat and magnify the latter's wail twentyfold, the result would be a sound to remember.

This, the cougar's scream, is a staple of American frontier lore. Dutch chil-

dren trembled to it in the Catskills; it terrified the early settlers of Indiana and Ohio; it rang through the night stillness of the Indian Territory that is now Oklahoma, and on the plains of Texas. When the first pioneers followed the Oregon Trail to its conclusion, they heard the scream of the cougar there.

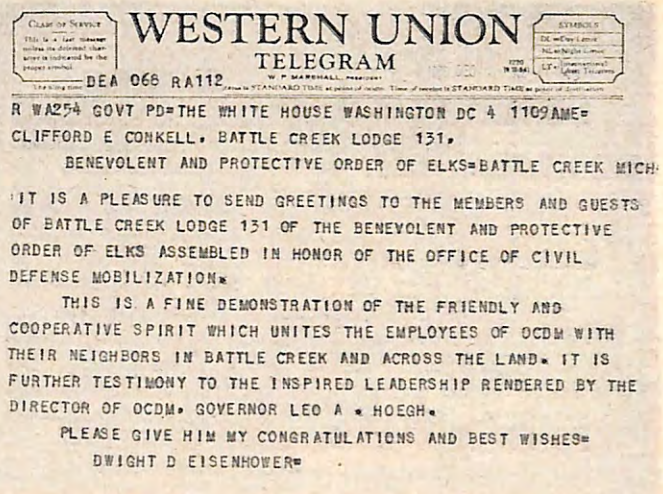
Yet no topic of outdoor conversation is more controversial than whether cougar scream at all. No man I know who has spent a great deal of time in cougar country has ever heard one. I never have, if the noise described previously can be dismissed for lack of evidence. Most cougar are heard, as most are seen, by folks who spend perhaps a week a year in areas where the animal exists.

Yet cougar can and do scream. Ross Allen told me that he had listened to, and watched, a captive cougar scream at his Reptile Institute, in Florida, I believe him. Other cougar in various zoos have been observed in the act of screaming. Such evidence can't be denied. In the wild, however, it seems

*(Continued on page 38)*



*Photos like this one by Ted are rare—for humans seldom glimpse the mysterious cougar.*



# The President Takes Notice

WHEN Battle Creek, Mich., Lodge honored the Office of Civil Defense and Mobilization, part of the observance was the initiation of a class of 42 men from the National Headquarters of the OCDM.

Guest of honor and the principal speaker on this occasion was the Director of the OCDM, former Gov. Leo A. Hoegh of Iowa, a devoted member of the Order of Elks.

Speaking authoritatively, Gov. Hoegh warned against the dangers of imprudent disarmament. "Survival cannot be insured by reprisal alone," he said, "and similarly important is the ability to recover from attack." He quoted the words of President Eisenhower that our "total defense is incomplete

and meaningless without a reliable and responsible home defense".

"The patient and painstaking efforts of federal, state and local governments have given rise to a new spirit of hopefulness and growing conviction that Civil Defense can assure the survival of our nation," Mr. Hoegh stated.

Informed of the Battle Creek Elks' observance of Pearl Harbor and Civil Defense Day, President Eisenhower sent a wire to Exalted Ruler Clifford E. Conkell commending the lodge for taking this action and extending his congratulations to Gov. Hoegh on his leadership as Director of the OCDM. This telegram is reproduced above.

**WHY SHOULDN'T YOUR HEALTH INSURANCE PAY YOU MONEY BACK IF YOU STAY WELL?**

**?**

Read the story on Page 40



s ever enjoyed by tal was provided , Lodge's Veterans cles W. Levy, and

g, 12 members of s and Mr. Schnurr, in private cars and entertainment to the vided by Vincent pment—the organ, h are the tools of

not only a talented classics to bop on

request, but he can do so simultaneously on the piano and organ. In spite of his handicap, he is completely independent, gets around without any outside assistance.

Al Rando has been impressing audiences at a well known hotel in Manhattan for years, but it is doubtful that any were as deeply impressed as the attentive group of hospitalized veterans who heard him at Fort Hamilton. The program arranged so carefully by Dr. Levy was called "one of the finest shows ever held at the Brooklyn VA Hospital" by its Recreation Chief, Vincent Cody. Mr. Rando played for a full hour, with his audience applauding each number with unrestrained enthusiasm. Also appearing on the program were the delightful TV and recording stars, the Van Cleef Sisters, and Joey Sano, well-known entertainer who served as Master of Ceremonies.



Gathered around the fabulous Al Rando when he entertained at the program held by Staten Island, N. Y., Lodge for veterans at Fort Hamilton Hospital are Est. Lead. Knight Manuel Noguera, Est. Loyal Knight Carl Randazzo, Veterans Committee Chairman Dr. Charles Levy, Vincent Schnurr, one of the Van Cleef sisters, several patients of the hospital and E.R. Frank Roughan.

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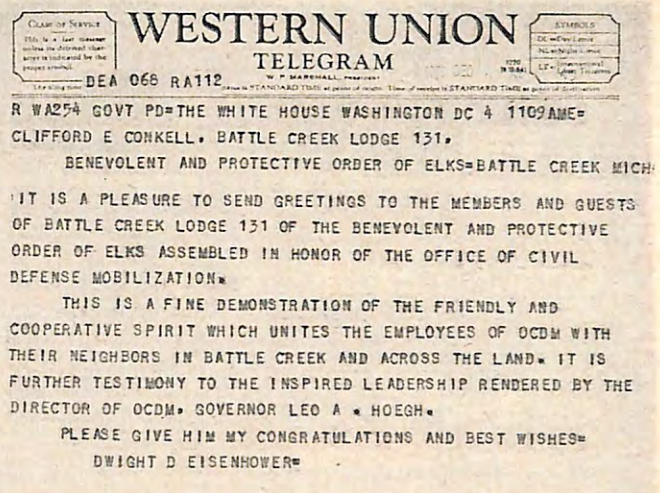


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**TURN TO  
PAGE 40**

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ONE of the most inspirational programs ever enjoyed by the veterans at Fort Hamilton Hospital was provided through the efforts of Staten Island, N. Y., Lodge's Veterans Service Committee, headed by Dr. Charles W. Levy, and the cooperation of Elk Vincent Schnurr.

One evening, just before Thanksgiving, 12 members of the lodge, including the Committee, officers and Mr. Schnurr, traveled from Staten Island to Brooklyn in private cars and a moving van to bring their program of entertainment to the men at Fort Hamilton. The van, provided by Vincent Schnurr, carried 3,500 pounds of equipment—the organ, piano and electronic paraphernalia which are the tools of Al Rando.

Totally blind since infancy, Al Rando is not only a talented musician able to play anything from the classics to pop on

request, but he can do so simultaneously on the piano and organ. In spite of his handicap, he is completely independent, gets around without any outside assistance.

Al Rando has been impressing audiences at a well known hotel in Manhattan for years, but it is doubtful that any were as deeply impressed as the attentive group of hospitalized veterans who heard him at Fort Hamilton. The program arranged so carefully by Dr. Levy was called "one of the finest shows ever held at the Brooklyn VA Hospital" by its Recreation Chief, Vincent Cody. Mr. Rando played for a full hour, with his audience applauding each number with unrestrained enthusiasm. Also appearing on the program were the delightful TV and recording stars, the Van Cleef Sisters, and Joey Sano, well-known entertainer who served as Master of Ceremonies.



Gathered around the fabulous Al Rando when he entertained at the program held by Staten Island, N. Y., Lodge for veterans at Fort Hamilton Hospital are Est. Lead. Knight Manuel Noguera, Est. Loyal Knight Carl Randazzo, Veterans Committee Chairman Dr. Charles Levy, Vincent Schnurr, one of the Van Cleef sisters, several patients of the hospital and E.R. Frank Roughan.

# Operation Grocery Store



**CINCINNATI, Ohio**, turned out in full force to watch the Elk-sponsored 50th Annual Thanksgiving Day Races, the second oldest classic in the country. Jack Blackburn, winner of the walking race, was photographed as he encouraged his mother in her own efforts to compete in this six-mile walkathon.



**BROCKPORT, New York**, Elks stock the shelves for the liquidation sale of an old-time grocery store which raised \$1,000 for its charities. "Clerks" are, left to right, Lee McCaffery, Cleon Vossler, Herman Lybarger and John Hinton.



**MIAMI BEACH, Florida**, Lodge home was a busy place when 500 citizens, mainly Elks, made blood donations to Mt. Sinai Hospital under the supervision of Bank Chairman Dr. M. B. Carlin, a member of the lodge. Here, Miss Elaine Velzer of the Juvenile Bureau of the city's Police Dept., takes a series of tests prior to making her donation.

**UTILIZING INGENUITY**, youthful Brockport, N. Y., Lodge, No. 2110, has increased its charity fund by more than \$1,000 in two hectic, but profitable, days.

The idea was born following the death of a prominent Main Street grocer who had served the community for more than 50 years in one of the few old-time grocery stores remaining in that area. Members of the six-month-old lodge became interested when they learned the stock and fixtures would be sold to settle the estate. The lodge officers held a special morning session, obtained an option until the next morning to purchase the inventory and furnishings for \$1,500. At the lodge meeting that night the plan was approved enthusiastically and the store belonged to the lodge after a \$200 deposit the next morning.

That weekend, the cleaning and dusting of the merchandise and a general markdown of prices were undertaken by the inexperienced Elk-clerks; a quick advertising campaign resulted in a line of customers prepared for the opening of the store on the first of the three-day sale.

Surprisingly, the first day's receipts approximated \$2,200; the second day found so little remaining on the shelves that it was decided not to reopen for the third day. What was left filled about 20 baskets for needy families.

**TWO THOUSAND SILVER DOLLARS** were presented recently to the Wyoming Society for Crippled Children and Adults by the Elks of Sheridan, Wyo., Lodge, No. 520, and their ladies. The gift was accepted by Miss Marge Hurst, Executive Director of the Wyoming organization, with Exalted Ruler William A. Springer and Mrs. Stanley Greenhalgh making the presentation.

The money was realized through the fourth annual Gymkhana, a joint endeavor on the part of the Elks and their ladies, held at the ranch of Kelly Howie who volunteered his property for this purpose.

The Gymkhana, which means a "meeting for athletic contests, mainly racing", drew a capacity crowd of rodeo fans from Wyoming and Montana. The event is actually a day-long affair opening in the morning with horsemanship contests for children and teenagers. Calf-roping and other rodeo events which lure hundreds of fans get under way early in the afternoon and continue until the top finalists have won their spurs. Throughout the day, refreshments are sold by the ladies with the sales receipts added to the charity bundle.

**THE LARGEST MASS DONATION** of blood ever to take place in the southeastern part of the country occurred under the



**WAUSAU, Wisconsin,** Lodge honored Miss Lynn Manicke recently at a dinner party when the young lady received a \$600 Elks National Foundation Award from E.R. Verne Rounds. Looking on are, left to right, P.E.R.'s A. W. Kowalchuk and Ben C. Schuck, Mrs. Manicke and Mr. Manicke, and State Pres. Jack Froom.

auspices of Miami Beach, Fla., Lodge, No. 1601, just before Thanksgiving.

According to Dr. Mark Cirlin of Mt. Sinai Hospital's Blood Bank, and Edward T. Newman, Chairman of the Elks Blood Bank Committee, over 500 pints of plasma were received for hospital use.

The lodge home had the appearance of a wartime field hospital with doctors and technicians handling the steady line of donors. What was expected to be a five-hour activity went well into the early hours of the following day.

Members donated turkeys and local restaurants donated chicken dinners to increase the interest in the activity. A staff of about 50 Elks conducted the entire operation from start to finish, among them many of the lodge officers including Exalted Ruler Murray Sheldon.

This is an annual project of Miami Beach Elksdom, with the 1958 record of 96 pints put 'way back in the shade.

**CRESTON, IOWA,** Lodge, No. 605, initiated the largest class in its recent years when 50 men took the obligation in the presence of District Deputy Robert Weichman and State Assn. President Leo Gardner.

Exalted Ruler David Rissler conducted the ceremony which was followed by a dinner for 120 guests.

Creston Lodge has just voted to rejoin the Iowa Elks Association, thereby bringing lodge participation in the State organization to 100 per cent.

The members of this lodge have been very active lately. A family dinner it sponsored not long ago realized \$135 for charity. About 350 persons were served at the affair.

**THE SECOND OLDEST RACES** in this country are the annual Thanksgiving Day races conducted by Cincinnati, Ohio, Lodge, No. 5. This year marked the 50th anniversary of these competitions which start at Fort Thomas Veterans Hospital in Kentucky, through Newport and across the Ohio to the finish line in front of the lodge home. Two runners, Steve Takesky and Nick Kitt, ran a dead heat in the six-mile running race. Jack Blackburn, rated as one of the top three walkers in the country and representing the Ohio Track Club, broke his 1958 record in the six-mile walk. His mother, Corinn, also participated in the walk. Frank Geraci, 65 years old, was another competitor for his 20th year.

These well-publicized races are acclaimed by the National AAU as second only to the Boston Marathon as the country's oldest race. Olympic champions who have won the run over the half-century include Russel Paine, Clarence Demar and James Whitaker. James Denman, another Olympic titlist, won the walk in 1957.



**IRONWOOD, Michigan,** Elksdom welcomed one of its own members when D.D. Fred J. Michetti paid his homecoming visit there. Left to right are Esq. Tony Krizmanich, E.R. Earl Minkin, initiates S. J. Davey, Harvey Seeley and John Tibaldo, D.D. Michetti, Past State Pres. R. A. Burns and P.D.D. S. A. Jones.



**POMPANO BEACH, Florida,** Lodge's check for a \$1,000 Elks National Foundation Certificate is presented to D.D. O. Ralph Matousek, left, by E.R. W. J. Patrick. Several months ago, the lodge made a \$1,021 gift to the Harry-Anna Crippled Children's Home.



**PLATTSBURG, New York,** Lodge sponsored a group of representatives to the State Youth Conference at Albany in preparation for the White House Conference of young people for 1960. Pictured are, left to right, Elks Youth Committee Chairman C. E. Santor, and Ann Richardson, John Farewell and Gilbert Murray, the high school students who were sponsored by the lodge.

**ARKANSAS'** newest branch of the Order was instituted early in December when Rogers-Bentonville Lodge No. 2144 came into being. Fayetteville Elk officers initiated the Charter Member Class following the institution conducted by District Deputy James M. Vaughan and officers of Hot Springs Lodge. Mayor Harold Roberts of Rogers gave the welcoming address at the banquet which preceded the ceremony, and Exalted Ruler L. G. Burrell of Fayetteville Lodge served as Toastmaster. The new lodge was organized through the efforts of Mr. Burrell and Special Deputy Charles F. Lilly, with the experienced assistance of Chairman Bert Wysor of the Grand Lodge Auditing Committee.

Following the election of the Charter Officers who were installed by State Association President Victor Wilder, Past Grand Exalted Ruler Earl E. James delivered a most informative indoctrination address.

**HIGHLIGHTING** the opening ceremonies of a three-day celebration of the 50th Anniversary of Wapakoneta, Ohio, Lodge, No. 1170, was the initiation of a class of 55 candidates, the largest in recent years. These ceremonies were conducted in the presence of many Elk luminaries, with E. Gene Fournace of the Grand Lodge Youth Activities Committee as the featured speaker. Other officials who spoke briefly included State Assn. Pres. D. S. Goldschmidt and Past State Presidents Charles Schmidt and L. A. Kuenzli.

The celebration continued with a fish fry for members of the lodge, climaxed by an Anniversary Ball. As part of the observance Herman Piel received an Honorary Life Membership in his lodge.

**SOMETHING NEW** in inter-state, inter-lodge visitations in New England took place when 30 members of Westfield, Mass., Lodge, No. 1481, traveled to Vermont to be the guests of Hartford Lodge No. 1541 for the weekend.

Activities enjoyed during their stay included a football game at Dartmouth College, with a supper-dance at the home of Hartford Lodge in the evening. On the following afternoon, a team of Past Exalted Rulers from Westfield initiated a class of candidates for their hosts and then were treated to a typical New England banquet of corned beef and cabbage.

The highly successful event was arranged by District Deputy Peter Hall of Hartford Lodge and Westfield Past Exalted Rulers Odias Emard and Reign Rix, as well as current officers of both lodges involved.

Among the dignitaries on hand were Massachusetts State Vice-Pres. Thomas Gibbons and Vermont Past State President Melvin W. Moore.



**LACONIA, New Hampshire,** Lodge's new lodge room and remodeled home were dedicated recently. Participating in the program were, left to right, foreground, Charter Members Col. E. S. Tilton and W. S. Wallace, U.S. Senator Styles Bridges, P.E.R. of Concord Lodge, and 51-year-member M. J. Carroll. Standing are, left to right, Past State Presidents F. E. Normandin, and Edward Govangeli, Massachusetts Elks Past Grand Exalted Ruler John F. Malley, Grand Trustee E. A. Spry, Chairman John E. Fenton of the Grand Lodge Judiciary Committee, and Past State Pres. Wilfred J. Paquet, N. H. State Pres. Ralph Rosa, and P.E.R.'s Donald W. MacIsaac and Trustee Wm. H. Nadon.



**WESTBROOK, Connecticut,** Lodge celebrated its 10th anniversary by burning the mortgage on its home. Pictured are, left to right, P.E.R. James Bombaci, Trustee William Economy, E.R. John Holbrook, Jr., and Trustees Fitz Dibble and Morris Austin.



**GRIFFIN, Georgia,** Lodge raised \$3,000 for "Aidmore", the State Elks Crippled Children's Hospital, at its annual Trust Fund Banquet. Pictured when the presentation was made are, left to right, foreground, Robert G. Pruitt of the Grand Forum, Pres. of "Aidmore", Inc.; "Aidmore's" Exec. Dir. Al Koch; Mrs. C. J. Williams, wife of the late founder of the Trust Fund Banquets, and E.R. Charles H. Kite. In the background are Committee Co-Chairman C. E. Pruett, D.D. Geo. C. Imes, Jr., of the State Trust Fund Committee, Mrs. Angelyn Patterson of the Elks ladies who furnished the entertainment for the banquet and lodge Secy. F. D. Hunt, Co-Chairman H. D. Grissom was not present for the photograph.





**CARLSBAD, New Mexico,** Lodge welcomed D.D. James N. Bujac on his official visit when the entire panel of officers presented \$100 pledges to the lodge's Elks National Foundation Chairman P.E.R. R. J. Cunningham, and a class was initiated in honor of State Pres. LeRoy Ramirez. Pictured are, left to right, foreground, D.D. Bujac, E.R. R. J. Boyd and Pres. Ramirez; background: initiates W. R. Brown, L. M. Bynum and Lee Roy Jones.



**NEW HAVEN, Connecticut,** Lodge's Elks National Foundation Committee was photographed at the program it held to help the lodge purchase its second \$1,000 Foundation Certificate. Left to right, foreground, Treas. Dean Hunt, E.R. Eugene Sheil, P.E.R. and Chairman Clarence Hennessey and P.E.R. William Hunihan; background, James Carton, Capt. Anthony Teta, Est. Lect. Knight Donald Maloney, Thomas Collins and William Jaspers.



**WINCHESTER, Virginia,** Lodge recently welcomed three representatives of the third generation of the Huntsberry family into its ranks. Pictured on that occasion were, left to right, E.R. Huntsberry, Jr., P.E.R. Walter Huntsberry, an Elk since 1903, James W. Huntsberry, E.R. Charles Bish, Charles R. Huntsberry and E.R. Huntsberry, Sr., an 18-year-Elk.



**SUFFOLK, Virginia,** Elkdom's State Ritualistic title-winners include, left to right, Jack Chapman, Est. Lect. Knight; Paul L. Haynes, Est. Lead. Knight; G. S. Hobbs, Jr., E.R., and A. H. Clark, Est. Loyal Knight, both of whom also won All-State honors; Charles M. Ward, Chaplain, and Patrick J. McLaughlin, Esq. Not pictured is Inner Guard G. P. Jackson.

## LODGE NOTES

Congratulations are in order for Wm. S. Gould whose 88th birthday was marked on November 21st. Mr. Gould is serving his 65th term as Secy. of Scranton, Pa., Lodge which he joined in 1893. He was made an Honorary Life Member in 1911. Two years ago he retired as Secy. of his State Elks Assn. after serving 41 consecutive terms.

Speaking of birthdays, about 150 persons gathered at the home of Decorah, Iowa, Lodge on November 19th to celebrate the 100th birthday of its only living Charter Member, Dr. F. W. Conover. Messages of congratulations came from dignitaries all over the country, chief among them a wire from President Eisenhower. Although the Doctor was unable to attend the program, it was recorded on tape and played back for him at his home. A special guest on this occasion was Charlie Stinson of Walla Walla, Wash., who was initiated 61 years ago during Dr. Conover's term as Exalted Ruler.

Another birthday worth mentioning this month occurred when M/Sgt. George J. Hunt of Bergstrom Air Force Base in Austin, Texas, celebrated his 71st. Although the Sergeant is a member of Brownsville, Texas, Lodge, he

is also an active "Associate Member" of the Austin branch of the Order since he has been stationed at the Base there. One of the honors conferred upon him was the title of "Honorary Citizen of Texas," presented to him by a delegation of Austin Elks on behalf of Gov. Price Daniel who is also a member of the Order.

Past State Pres. Raymond L. Wright reports fine progress for Mainland, Texas, Lodge. Instituted through the efforts of Grand Lodge Committeeman Carl R. Mann and Past Exalted Ruler Phil Cleator and Frank Harling of Galveston Lodge, as well as Mr. Wright, two months later this lodge welcomed District Deputy P. Walker Henckell on his official visit and initiated a class of 46 candidates to bring its roster to over 500 members.

Pascagoula, Miss., Lodge is very active. Recent successes included a family banquet, several teen-agers' dances and a fashion show and luncheon attended by 265 women. These Elks sponsor a Little League team which has taken the local title four times out of six under Coach C. W. Peterson and Mgr. Charles Nelson. A Boy Scout Troop is the latest undertaking.

Edwin R. Bayliss, Honorary Life Member of Ferndale, Mich., Lodge since 1945, passed away recently. He would have been 90 years old on January 17th. Well known throughout his State, Mr. Bayliss was initiated into Bessemer, Mich., Lodge in 1918, transferring to Ferndale in 1934. After serving that lodge as Secy. for 22 years, he retired in 1958. He is survived by two daughters, eight grandchildren and 11 great-grandchildren.

Weehawken, N. J., Lodge entered a spectacular "Birthday Cake" float in the Township Centennial Parade.

Quincy, Mass., Lodge's Exalted Ruler John M. Barry recently presented its \$1,200 check to Mayor A. A. Della Chiesa to furnish a two-bed unit in the new addition to Quincy Hospital.

A few days later, 500 Elks gathered at the lodge home for the homecoming visit of District Deputy Joseph E. Brett. One of the 30 candidates initiated at the time was Mr. Brett's son-in-law.

Euclid, Ohio, Lodge, in conjunction with the local Teachers' Association, played host at a gala dinner for 70 new teachers of the Euclid School System. Approximately 150 people attended the dinner welcoming the instructors.



WENATCHEE, Washington



JOHN DAY, Oregon

... WENATCHEE, WASH., Lodge was host to the largest Court of Honor in the history of its Boy Scout District, when 149 Scouts received advancement. Nearly 250 persons attended the program.

... JOHN DAY, ORE., Lodge initiated this class in honor of its P.E.R.'s, six of whom appear in the background.



COLFAX, Washington



GOODING, Idaho

... COLFAX, WASH., Lodge's E.R. Les Mills, right, congratulates new, third-generation Elk David Mitchell while his father, P.E.R. C. S. Mitchell and grandfather, Dr. W. A. Mitchell, left, look on.

... GOODING, IDA., Lodge has an extremely active Hi-Fi Teen Club under its wing. Pictured are the Club's Treas. Cecilia Dean, Pres. Mickey Stanfield and Secy. Gaylene Rodden, left to right. The Club meets twice a week at the lodge home.



PASADENA, California



TILLAMOOK, Oregon

... PASADENA, CALIF., student Judith Dollenmayer received a \$600 Elks National Foundation Award from E.R. Edward Roeth, left. Looking on is J. Robert Paine, Dist. Chairman of the Calif. Elks Scholarship Committee.

... TILLAMOOK, ORE., E.R. Carl Benschidt, second from right, receives from Dist. Scout Executive John M. Gallup a charter carrying the seal signifying 30 consecutive years of Troop sponsorship by Tillamook Lodge. They are pictured with the Elks' current Scout Troop.



GREELEY, Colorado

... GREELEY, COLO., Lodge honored D.D. Lewis E. Kitts, right, with the initiation of this class of candidates. On Mr. Kitts' right is E.R. Dr. Kenneth F. Perry.



**LUBBOCK, Texas,** Lodge has broken ground for a \$124,000 home. P.E.R. Hubert Griffin, a Trustee of the lodge and Chairman of the Building Committee, wielded the shovel; D.D. T. O. Wilkins delivered the principal address on this occasion; P.E.R. and Trustee Clyde Barger served as Master of Ceremonies; E.R. C. T. Richardson represented his Brother Elks, and Mrs. Clay Barger represented the Elks' ladies. Pictured with these participating officials is the Boy Scout Troop which the lodge sponsors.



**HAMBURG, New York,** Lodge's second annual Elks Night at Buffalo Raceway produced a nice sum for the charity programs of West Dist. lodges. Pictured with the winning horse in the feature race were, left to right, Raceway Asst. Secy. Jerry Monahan, Fair Nedra and her driver, Elk Tom Dufford, D. D. Raymond Barnum, P.D.D. Gordon McKay, Hamburg E.R. Charles Christmann, Chairman P.E.R. Dr. Francis Stone, P.D.D. William Wean and Elk Trustee Paul Keim, Racing Secy. for the track.



**ESSEX FELS, New Jersey,** Lodge's newly organized group of young musicians, complete with two Drum Majorettes, was photographed at the lodge home, wearing their handsome new uniforms.



**FOSTORIA, Ohio,** Elkdom is proud of this class. Of the 24 candidates, 18 are sons of Elks. With them are lodge officers led by E.R. Robert Gillig, fifth from left, foreground.



**LONGMONT, Colorado,** E.R. Don Schofield, left, foreground, presents the final \$1,000 check on his lodge's pledge to Community Hospital to its Treas. Mrs. Reggie Blatt and Pres. Milton Nelson of its Directors. Standing, left to right, are Elk Trustees Chairman Henry Dirks, State Pres. Wm. R. Brennan, Est. Lead. Knight Lloyd Viers and Chairman Oscar Wikholm of the Hospital's Fund-Raising Committee.



**BELLEVILLE, Illinois,** Lodge held an awards program not long ago when scholarships were presented to Roger Koester and Patricia Hayes; five copies of J. Edgar Hoover's "Masters of Deceit" went to each of the three local high schools, and a check was presented to the Parents Group for Retarded Children, represented by Ben Reissen, left. P.D.D. R. E. Costello, Jr., right, made the presentation. A similar check went to the Cerebral Palsy Fund. Also pictured are high school students Judy Zacharski, Kenneth Arnold and Gary Orr who accepted the FBI Chief's books.



**LONG BRANCH, New Jersey,** E. R. Robert Olivadotti is pictured with the winners in his lodge's first Coaster Derby. They are, left to right, Glenn Morris, 12, winner in the lightweight division; Bonnie Baker, 11, medium-weight winner, and Claude Sparks, Jr., 7, heavyweight winner who also won prizes for making the fastest time, and having the best looking car.



**LEWISTON, Idaho,** Elk leaders welcomed the officers of MOSCOW Lodge recently when both official groups became Participating Members in the Elks National Foundation, along with D.D. Roscoe L. Williams, several members and four Lewiston P.E.R.'s. The new Participating Members pictured here offer their action as a suggestion that all lodges might follow.

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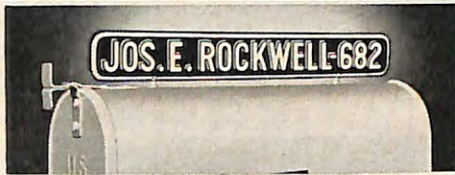
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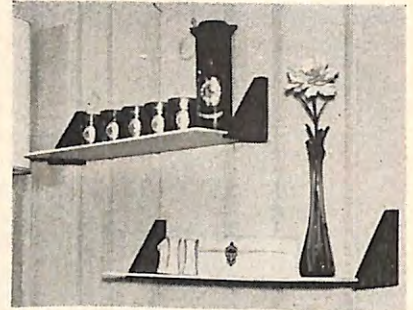
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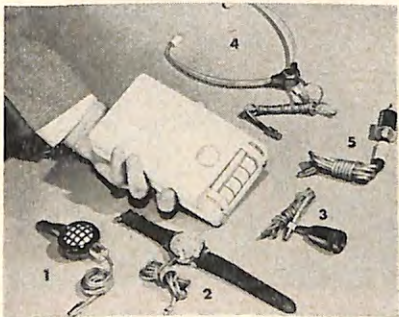
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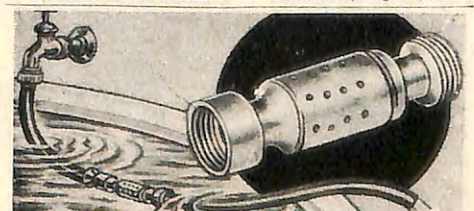
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9' x 12'  
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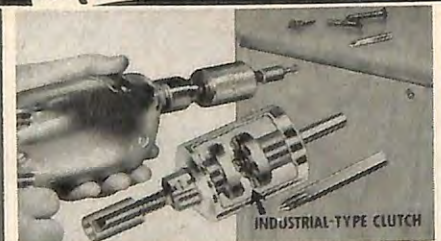


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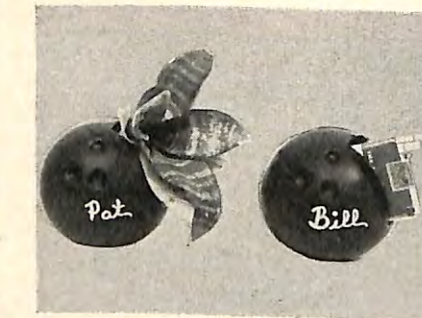
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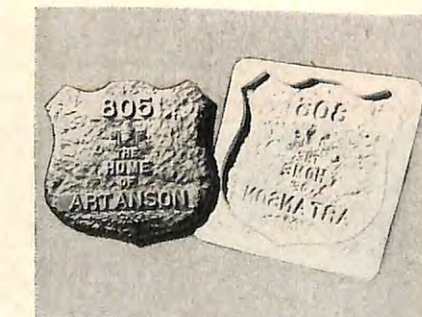
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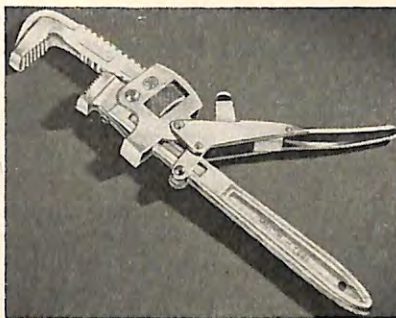


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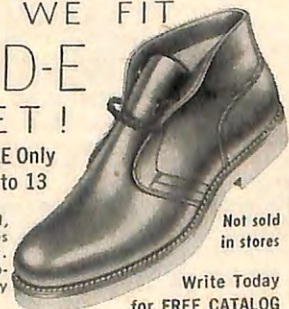
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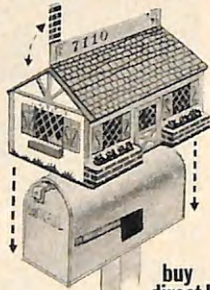
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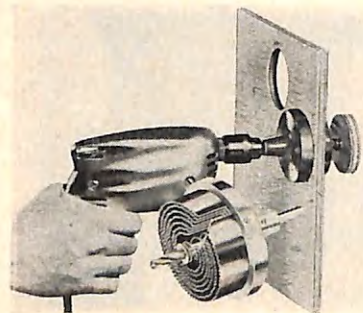
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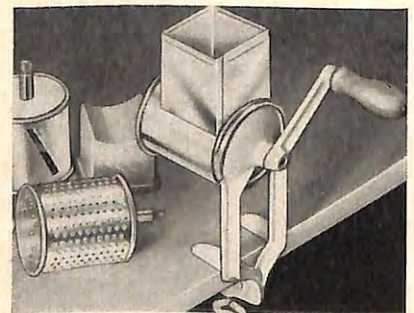
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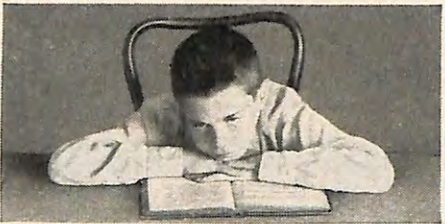
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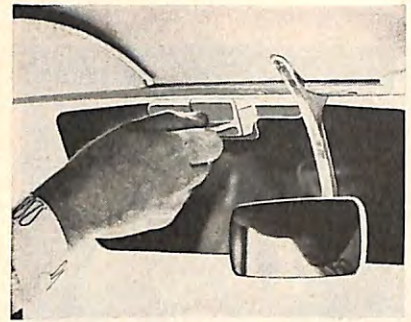
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# On Trial

**By ED FAUST**

I DON'T KNOW what your dog thinks of me, but recently an outspoken friend had me wondering.

"You must be a pain in the neck to the dogs whose owners read you," he chuckled, adding that down on his farm the pups just grow Topsy-like without anybody making them miserable with a lot of social do's and don'ts. Maybe he has something there. Once in a while, this department does sound off on ways to improve Fido's conduct.

Well trained dogs attract a gallery of willing admirers if they aren't just parlor performers. They are the dogs that you'll see in the official Obedience Trials which are frequently held in connection with the all-variety, formal dog shows. You'll also see them in exhibitions held for them alone. If you are a dog enthusiast, you'll like a dog show, noise and all, but the Trials make what many believe a more interesting exhibition. These are held under the supervision of the American Kennel Club, whether a part of formal shows or independent spectacles. All dogs in Obedience Trials must be pure-breds of any recognized breed or eligible for inclusion in the "miscellaneous" class at any A.K.C. show. In contrast to the requirements of formal dog shows, dogs that have been altered can be entered in the Obedience Trials.

Altogether, there were more than four-hundred such Trials held in the United States during 1958—three-hundred and thirty-one associated with formal dog shows, one-hundred and eight independent Trials and twenty-two tracking tests (the latter being the toughest of all Obedience Trials and earning the highest rating). The more than thirty-thousand dogs entered in Obedience Trials were not judged as are those in the usual show ring, for conformation, gait, size, color or the scores of requirements established for the officially recognized breeds. The only test is how well they follow the commands related to each task they are required to perform. These tasks are graduated, as we'll learn later. In all, there are five titles a dog can win:

the first, C. D., signifying Companion Dog; the next, C. D. X., meaning Companion Dog Excellent; next, U. D., Utility Dog; then T. D., Tracking Dog; following which is U. D. T., or Utility Dog Tracker. Here is how the title holders shaped up for 1958:

C. D.....	2,903
C. D. X.....	814
U. D.....	296
T. D.....	23
U. D. T.....	25

Now that we've taken care of the statistical department, is there anyone present who hasn't seen an Obedience Trial? Among the many who read THE ELKS MAGAZINE, there must be

some who haven't, so suppose we take a look at one. The ring, which isn't a ring at all but an indoor oblong 30 feet wide and 40 feet long (this can be extended under the rules to 50 feet long), is occupied by a number of dogs, depending on the number of entries—you name the breeds, for they might be an assortment from any of the recognized breeds. At one end of the ring, dogs are lined up with their handlers. Over there is the judge. You will note that there is little conversation between dog handlers and the judge, and that little is limited to a few words from the judge directing each  
*(Continued on page 44)*

PHILIP GENDREAU



*Dalmations, such as the dog shown here, are among the numerous breeds that are seen at the Obedience Trials.*

Tom Wrigley

## WRITES FROM WASHINGTON



TOMMY WEBER PHOTO

OUR BIGGEST rocket engines are only half the size of the huge Soviet boosters, but a brand new type of engine is now in the works. It uses liquid hydrogen and oxygen, and is designed to be used in the upper stages of a rocket's flight. First use of a liquid hydrogen engine is scheduled for next year in the Centaur, now being designed by the National Aeronautics and Space Administration.

\$10,000 BILLS are scarce, the U.S. Treasury reports in what might be called the understatement of the year. There are only 600 in circulation. Back in 1941 there were 4,900. Bills of \$5,000 denomination are also way down to a mere 600. Hundred dollar bills are plentiful. There were \$14 million of them 20 years ago and now there are \$58 million. They're only worth half as much, however, as they were then.

PRESIDENTIAL SECRETARIES are known to only a few in Washington, but no person in government works more faithfully or more devotedly. Mrs. Ann Whitman, for instance, Confidential Secretary to President Eisenhower, is an outstanding example of a long line of wonderful women. Their job is to take the personal dictation of the President, letters, speeches and a multitude of other things. Ann Whitman, small, with gray hair, was with the President on his 22,000-mile tour. She had more pep than anyone else. Mrs. Whitman

has been with the President since 1952 and simply loves her six-day-a-week, twelve-hour-a-day job. White House newsmen will long remember her, as they do "Missy" Le Hand, Grace Tully and Roberta Roberts back in the days of F.D.R.

AN OLD BUILDING has survived the wreckers in fast-changing Washington. The monstrosity known as the Pension Building at 5th and F Sts., N.W., will be made over into a repository for all government military records. Built in 1883 of red brick, it has a Civil War frieze, three feet high, of terra cotta extending all around the top, depicting war scenes. The huge inner court was used for Presidential Inaugural Balls from Grover Cleveland's to William Howard Taft's.

SECRETS of deep oceans will be explored by a new fleet of 22 United States research ships, the National Science Foundation announced. The first, an all-weather ship for the Woods Hole, Mass., Oceanographic Institution, will cost \$3,000,000 and will be built at once. The entire fleet is expected to be ready by 1970. Russia is now far ahead of this country in oceanic research. Rep. James C. Oliver, Me., said: "The nation which first unlocks the secrets of the ocean depths may hold the key to future survival." The sea-going laboratory will replace the 28-year-old *Atlantis*.

GOVERNMENT keeps spending more than it takes in, and Congress is worried over the size of the National debt. It is now over the \$290 billion mark and growing. Added to that is \$300 billion which is to be paid in pensions and veterans' compensations and about \$50 billion more to go for highways, soil bank checks to farmers, public works, housing and other projects. That is one reason why Budget Director Maurice H. Stans finds it mighty hard to cut the budget total.

STENO-TYPISTS are needed by the government in increasing numbers, and Civil Service has announced a new nation-wide examination in this category. The test will grade applicants in more classifications than previously, and will provide more jobs with higher pay for clerical workers in the upper brackets.

RETIREMENT PENSIONS by 1970 will cover 90 per cent of all Americans over the age of 65. This prediction is made by Deputy Director Robert M. Ball of the Bureau of Old Age and Survivors Insurance, Social Security Administration. He said that increased eligibility for Social Security benefits will gradually reduce public assistance payments.

STRANGE EMBASSY MIXUP occurred when a couple called at the wrong house to visit friends. They were graciously received and tea and cakes were served. Finally, when the conversation turned to names, they learned they were in the home of Haitian Ambassador and Mrs. Ernest Bonhomme. The Ambassador and Mrs. Bonhomme presumed they had met the couple someplace.

IBM SPACE CENTER, on Pennsylvania Ave., N.W., has strange machines. Here, in what was once a bus terminal, scientists are preparing the computations which will be used to put a man into orbit and then bring him safely back to earth. It is "Project Mercury" and electronic machines will be the brains to make split-second decisions which will guide the rocket with a man in the capsule. A. Robin Mowlem, Manager of Orbit Computations, says no human could make the decisions in the 20 or 30 seconds required. The program is being rushed in the hope of putting a monkey into orbit this summer as a first step toward sending a man. • •

## Getting Up to a Business

(Continued from page 5)

be called upon to make. You will be, in a sense, the most important employee on the premises. You should check your own credentials even more carefully than you would those of a prospective clerk, accountant, or secretary. Are you a good salesman but a weak administrator? Do you have experience in the kind of business you plan to enter? Does keeping accounts bore you? Do you have an understanding of displays, advertising, and public relations methods?

Deficiencies in many of these skills do not, of course, rule you out of operating your own business. Salesmen and accountants can be hired. Advice on advertising and public relations is available in most communities. But nothing can take the place of the owner's personal experience, and nobody can run the business for him. If you lack the experience and if you honestly feel you cannot control the diverse elements which are involved in even the smallest business, you are better off investing your money in other ways.

But small business, because it is so deeply involved with the personality of its owner, can also thrive on a minimum of skills if they are accompanied by a maximum of ideas. In a middle-sized city not long ago, a new salesman at one of the shoe stores noticed the occasional demand for men's oversized shoes—size 13 and up. His store did not stock them, and he soon found out that they were not available at the other shoe stores either. There just wasn't enough demand for an ordinary shoe store to invest in that kind of inventory.

The young salesman figured out that the number of calls he had, multiplied by the number of shoe stores in the city, made a total demand that a single specialized store could fulfill profitably. He decided to open that store. Because the service he offered was unique, he did not have to worry about a major investment in a high rent location or fancy fixtures. His customers would come to him. And they did. Soon, he had a line of out-size shirts, suits and underwear for large men. His small investment has more than paid off—and it took only a few months of experience at a shoe store to teach him what he needed to know to start a business of his own.

### HOW MUCH MONEY WILL IT TAKE?

Now, assuming that you have the skills, and the desire, the most important problem facing you will be the matter of financing. If you are in the position of most people about to start, or buy, a small business, you are undoubtedly counting on personal savings—and borrowed money—to see you

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through. The big question is: how much of each? And that can be answered by you, only after a thorough study of all the factors that may be involved in the specific business you are undertaking.

There are no such things as averages which will apply to you, since the figures change according to the kind of business, its location, competition and costs at the time you start to operate. But there are guidelines, based on the experience of others, which can tell you how to arrive at a realistic figure for yourself.

The Small Business Administration publishes handy worksheets which make it easy to figure out initial capital requirements for a wide variety of small businesses. They are available at local S.B.A. offices, or from the Administration's main office, located at Washington 25, D.C.

The worksheets are published with the assistance of the nation's leading trade organizations and embody hard-headed experience in various fields. In each of them, one important warning is included: available capital must exceed initial capital requirements by a safe margin. Most businesses take months, some a year or more, to become self-supporting. Having money to get started is not enough; there must be a reserve to keep the business going during the important early period when it may not provide any income at all.

Your own worksheet might start with a list of all the furniture, fixtures and equipment you need to start your business. Some items require a cash outlay, others can be purchased on the installment plan. At least one installment plus your down payment must be included in your initial capital requirements. You will also need cash for decorations and remodeling, installation of fixtures and equipment, initial inventory of goods, initial advertising and promotional expenses, plus an amount to cover unforeseen contingencies. Other items for which you will need capital at the start include at least enough for two months of salary and wages for all employees; two months of rent, utilities and building services; two months or more of supplies and delivery expenses; a fourth of your annual advertising budget; plus enough to cover a wide variety of regular expenses such as fire, theft and other insurance (where you may have to pay a year's premium at the outset), unemployment compensation and social security for employees, donations and dues, licenses and local fees and taxes.

The list of figures you add should be, if anything, on the generous side. Thousands of business failures can be traced to faulty financing before the business got started—and faulty financing can come from an unrealistic appraisal of what it will take for initial capitalization. If you do not have suf-

ficient cash at the time you start in business you are, in effect, cheating yourself. You may not be able to afford enough employees, thus putting an extra burden on yourself. You may not be able to buy the most modern equipment available and thus find yourself at a disadvantage with your competitors. You may not be able to buy enough stock to build the kind of volume you seek, or to take advantage of discounts some suppliers offer their customers for cash purchases.

What is more, even if you attain a degree of success, the handicap of starting with too little capital may take years to overcome. A Midwestern haberdasher, who today has branch stores in prosperous suburban shopping centers, recently recalled his early days in business, and how close he came to having no business at all because of faulty financing. "For the first few years," he said, "I borrowed money from banks and friends. And every time I showed a profit, interest rates wiped it out. I got out of that hole and then relied on special terms with my suppliers. But what should have been large profits stayed small because I kept losing discounts. It took six years of operating in the black for me to see profits I could call my own. If I were starting again, the first thing I would attend to would be the financing."

### WHERE IS THE MONEY COMING FROM?

Once you know how much money it will take to start the business of your choice, you then have to determine where to get it. There are a great many sources of money available to able men and women who wish to start a business. Choosing the right one is frequently as significant for future success as getting the money itself. With your own savings as a starting point, you may wish to invite friends, relatives or others to invest in your business. There are advantages to bringing in stockholders and even partners in order to obtain the necessary funds: no burdensome debts, no notes to meet, no collateral. But the advantages do not apply in all cases, stockholders and partners may dilute the kind of ownership you contemplated for your business, and so you may not want that kind of financing at all.

The most logical place to obtain financing, and to discuss it frankly and realistically, is your local bank. Banks are in the business of lending money. They are eager to help businesses get started on the right road, which invariably brings them more business. Their advice is usually sound; what is more, it is free.

Dealing with banks does not require any special skills. All that is demanded of you is a sound proposition, a reputation for honesty, and frankness. The banker will not betray your confidence. He respects it as much as a doctor,

lawyer or minister does. Prepare your case fully and carefully, in written form if possible. The banker will want to see your work sheet on initial capitalization and your estimate of future costs and earnings. He will undoubtedly have helpful ideas on both of these subjects.

Other sources of initial financing are the companies from which you buy supplies and equipment. Most of them extend credit. Often this is a more expensive way of borrowing money than from a bank, but it may be all you need at the time you start. By all means, look into the possibilities. If you are a veteran, you have some loan privileges which are not open to non-veterans. Your local Veterans Administration office, or the Veterans Administration, Washington, 25, D.C., can give you specific information. Under certain circumstances, the Small Business Administration makes loans which a bank might not. Check your local office, or the Small Business Administration in Washington.

One important warning is given by all small business authorities: stay away from loan sharks and from promoters who promise to raise your capital for a fee. Chances are you will lose more than you can possibly gain. If in doubt about such a proposition, check your Better Business Bureau.

Remember, too, that money is as much a tool with which to fashion your business as the stock you sell or the display windows out front. Borrow only the kind of money you need. For instance, money for immediate needs, and which you can repay within thirty days, should not be borrowed on a long-range basis. Conversely, if you need money for future expansion, don't promise to pay it back in thirty or sixty days. The rule of thumb which financial experts give is a simple one: the use for which you need the money should provide the means by which to repay it—and leave you a profit when repayment is made on the loan.

#### CHOOSING A LOCATION

Whether you are starting a business or are planning to open a branch of an existing store, one of the most important decisions affecting its success, as well as your personal happiness, will concern its location. In this period of mushrooming population, especially in suburban areas, the decision acquires even more significance than it has always held. Large department stores and the big chain stores spend thousands of dollars to investigate exhaustively each new locality before they even think of opening a new store, an indication of the importance they attach to location. Obviously, you can not afford the kind of research the large stores put into this aspect of planning, but you must be prepared to give it a good deal of attention. You

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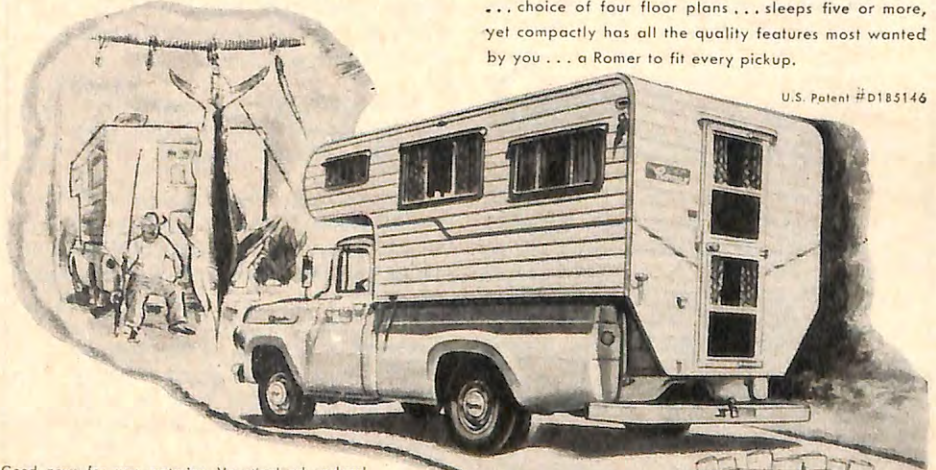
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Initially, chances are that you have determined on the general area, or even the town in which you plan to locate. It may be your home town or one in a state or region in which you have always wanted to live. This personal part of the choice is very important. You certainly would not want to operate in a community which did not please you. Unless there are strong overriding factors, such as declining population, a deteriorating economic situation or an overwhelming amount of established competition, the choice of the community will be dictated almost solely by your personal preference.

Finding out if these overriding factors exist is not as difficult as may appear. Bureau of Census figures are available free and can help you figure out the composition of the population, including a breakdown by income, occupation and age. All of these factors will influence your potential sales volume.

For the overall picture you should get accurate figures on the town's recent pattern of growth or decline in pop-

ulation and industry. If a number of factories have moved out recently, leaving an unemployment problem in their wake, your market is likely to suffer as well.

Existing competition in the business of your choice is also fairly easy to determine. In very small towns, a personal tour is all that is needed. If you ponder location in cities of upward of 50,000, you will have to rely on census figures as well as your own observations.

There are a number of country-wide averages which can be used as a general guide if you bear in mind that they are not arbitrary. It has been found, for example, that there is one grocery store for about every 600 inhabitants nationally. Yet in many up-state New York cities, a recent survey shows, there is one grocer for some 800 inhabitants, and the ideal number may be far less in the community of your choice.

Census figures show one bicycle store for every 100,000 inhabitants, but some suburban areas with fewer people but a larger teenage population undoubtedly could support one or more bicycle stores. Even if you think the competition is not numerically overwhelming, you ought to check the reasons for that. Is one store so dominant that no others stand a chance

against it? How well would a newcomer do as a rival to a long-established store?

There are also intangibles to be checked in determining the choice of town—the nature of its civic associations, the spirit of its people. Is there cooperation on community projects, or is there local lethargy? Does the town have a good balance of churches, schools, amusement areas? Does it welcome fresh ideas and newcomers to the community?

After the choice of the town itself, two other factors about location are involved: the choice of area within the town and the selection of a specific site in that area. Both of these must be measured against certain criteria, and the measurements start with the kind of business you plan. As a general rule, clothing stores, jewelry stores and department stores do well in central shopping areas, whether downtown or in a suburban center, while groceries, bakeries, barber shops and meat markets can succeed in non-business neighborhoods.

The rent you pay will be an important consideration in location. Shopping centers and main streets get higher rents than outlying areas and neighborhood stores. In determining your financial worksheet you will have come to a rent figure you can safely afford to pay. In addition, the trade associations have come up with some guides to rent which may be useful. They are based on safe rentals as a per cent of total sales, and they range from one per cent for a lumber and building supply dealer to five to seven per cent for jewelers. The trade association in your field will be glad to advise you on this question.

What does the area offer you for the rent you pay? What is the volume, kind and timing of customer traffic? Traffic counts should be made at various times during the day, and under different weather conditions. Check for the ratio of men, women and children during these periods. What is the parking situation, if at a shopping center or downtown; and what is the public transportation system like, if downtown? Is the prospective location near a school, a theater, an athletic field, and if so, does the proximity help or hinder your business? Are there one-way streets, and how do they affect the area's traffic pattern? What about zoning laws? These are some of the questions which personal observation alone will not answer. But newspaper editors, bankers and real-estate men are helpful sources and should not be overlooked.

Now, after you are satisfied with the town, and have chosen the area within it which you believe offers the most promise, there comes the selection of the actual site itself. Frequently, and this is especially true in popular shopping areas, you will not have much

## THE ELKS MAGAZINE Small Business Articles

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choice. If you do, most of the information you have obtained to select the part of town will now come into play—competition, traffic flow, rent, parking facilities. In addition, you will now want to know the kind of lease being offered, the facilities of the building and a history of the site.

The lease and the store's facilities are usually judged together, since the landlord is often responsible for maintenance and physical appearance. Find out how many alterations are at your expense, how many at the landlord's. What are his responsibilities in case of lawsuits, what are yours? What happens in the event the building has a fire? Do you want a long-term lease at a comparatively low rental or a short-term lease at a higher one, but with an option to renew? Does the lease contain a provision that the landlord will not rent to competitive stores in the same building? These are only a few of the questions you will have to answer and, as with most of your planning before you start in business, you will want the advice and help of your lawyer. He should sit in on all lease negotiations.

In checking the history of the site, you may need the help of a reliable real-estate agent. You ought to know how long the store has been vacant and why. You ought to know how many previous tenants there have been in recent years, what kind of business they operated, and how long they stayed in business. If many of them have failed at the same place, there may be a sound reason which escaped you despite the most intensive checkup. While you are at it, you ought to look into the history of neighboring stores as well, especially if they are also vacant. Empty stores next door discourage customers from coming to yours.

And, after you have made a choice based on the best evidence available, you can still break all the rules and be successful. In the Midwest recently, a young man found that by all the standards for a sporting goods store, a site in the downtown area near a popular men's restaurant and away from any strong competition made the most sense. But the rent seemed high, and he had an idea he wanted to work out. He rented a lot on the highway leading out of town, built a store there, leaving plenty of room for cars. Behind the store, he built an archery range; a safe distance away he dug a pool for flycasting; near that he set up a small putting green. He invited local sportsmen to use the back room of his shop as a meeting place. His business prospered from the day it opened.

### SPECIAL LAWS AND REGULATIONS

No matter what kind of business you enter, you will find that there are federal, state and local laws which affect you. Your lawyer is your best source

of information on these laws. They will usually not be operative until you are actually in business, but you should have some understanding of them before you begin to operate. For example, the kind of ownership you establish will be governed by law. If it is as an individual owner, certain rights and obligations will accrue to you which would not if you were operating in a partnership or a corporation. Your tax situation will vary according to the kind of ownership as well. Some forms of ownership may give you financial advantages you will want, others will give you a particular legal status you may prefer.

Above all, learn what they are before you open shop.

Many cities, towns and villages have licensing laws. There will be fees for most of them, and certain codes regulating standards of sanitation, safety and responsibility of owners. Some occupations are regulated by the state, and may call for you to pass examinations to determine your qualifications to practice certain trades. Most often you will have to apply in writing for the license you require. Your business may also be affected by regulations on pricing. In some states there are statutes prohibiting price discrimination; in others there are fair-trade laws. Some laws regulate advertising practices. It is your responsibility to be familiar with those which concern you.

If you have one or more employees, there will be a number of state and federal regulations with which you will have to comply. There are safety and sanitation rules, wage and hour regulations, workmen's compensation laws, unemployment insurance and social security. In addition, there are certain prohibitions in some states—against the employment of minors in some occupations, or of women in others. Some states have laws regulating labor disputes, or laws against discrimination in employment.

You will need to know how all of these laws affect you. Otherwise you can find yourself in costly trouble or litigation.

Rules and regulations, laws and licenses, are facts of business life, as much as rent and overhead. They are weighed against the satisfaction and the profit to be derived from being in business for one's self, and being one's own boss.

More and more Americans are deciding each day that despite the drawbacks, there is more to be said for being an employer than for being employed. As the figures on our population and prosperity keep mounting, there is no denying that the promise of success exists in the United States today as never before. To realize that promise requires a healthy imagination and wise planning—before you open your own doors.

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# ELKS NATIONAL HOME NEWS

December was a very eventful and gratifying month for residents at the Elks National Home, in Bedford, Va. Among especially noteworthy occasions were the following.

On Sunday, December 6, the annual Memorial Service was held, in tribute to Our Absent Brothers. The observance took place at the Fred Harper Memorial Auditorium, and the guest speaker was the Reverend P. C. Helmtoller, Pastor of Main Street Methodist Church. The Church Choir provided music for the solemn occasion.

The subordinate lodge at the Home became an honorary member of the Virginia Elks Association on December 14, when the lodge observed Virginia Elks Night. State President Paul S. Johnson, guest of honor, extended the Association's membership invitation, and it was accepted by acclamation. In his address to the meeting, Mr. Johnson made special note of the very able

administration of National Home Superintendent Thomas J. Brady.

For the fourth consecutive year, Roanoke, Va., Elks and their ladies entertained the Brothers at the Home. On December 20th, a group of 35 journeyed from Roanoke for the party, an event to which the Home's residents always look forward eagerly. Several church and high-school groups also came to the Home to sing carols.

Again this year the beauty of the outdoor Christmas display at the Home attracted many visitors and drew praises in the press. The Bedford Democrat ran a photograph of one feature of the display, a scene showing the shepherds tending their flocks. Other components of the decoration included the Wise Men, the Manger, Santa, his sleigh and reindeer, and a huge illuminated star. In an account of outdoor displays in the area, the newspaper commented: "The big attraction, as usual, is the spectacular display at the Elks National Home."

## Rod and Gun

(Continued from page 16)

likely that cougar exercise their vocal powers only on extremely rare occasions. Most of the weird night sounds heard occasionally by anybody who sleeps out in the big sticks probably should be attributed to something else.

Seeing cougar is akin to hearing them scream. The big, tawny, long-tailed cats are sly and secretive, a trait that probably is responsible for most of the stories concerning them, and many a man who has spent a lifetime in the mountains of the West has never seen one. Most cougar sightings reported by occasional visitors to their territory result from a combination of imagination and a bobcat, coyote, or even a German shepherd dog. Nevertheless, somebody occasionally does see one, and hardly a fall passes but what some lucky deer or elk hunter sees, shoots, and brings in a cougar.

So firm a grip has this mysterious feline on the imagination that even its tracks are sometimes reported in areas where the chance of seeing one is about as likely as seeing the track of a two-toed sloth. Most such tracks are actually those of bobcats, stretched by imagination from their actual two-inch diameter to the four-inch diameter of an adult cougar track. A really big cougar may leave a track nearly six inches across, and that, as anybody would agree, is a really awesome cat track.

While at least a few cougar apparently existed originally in every state except Alaska, they have now been exterminated in most states. There are a few left in southern Florida. Otherwise, its range is the mountainous West, from northern British Columbia south through Mexico, Central, and South America. According to the authoritative book, "The Puma, Mysteri-

ous American Cat" by Stanley P. Young and Edward A. Goldman, published by The American Wildlife Institute, the cougar had the widest distribution of any American mammal, from Patagonia north through 100 degrees of latitude.

Thus, almost everywhere there were once cougar, and the big cats no doubt inspired more exciting tales than any other animal except the bear. Naturally, the cougar is no longer a topic of campfire stories where the animal has long been gone, but in areas where it still occurs it is one of the most popular. And most such yarns are scary.

When I was about seventeen, three of my school mates went deer hunting one fall and saw (or thought they saw) a cougar. They were walking along a brook and it was lying on a rocky ledge some distance to one side. They were nearly full-grown men and each of them had a rifle. They did not shoot, however. Instead, they hurried to camp, packed their outfit, and went home.

Ernest Thompson Seton in "Wild Animals at Home" flatly stated that the cougar "is never known to attack man." This is a little like saying that quail never perch in trees. In the main it's true, but there are exceptions. There have been a few well-authenticated cases of cougar making unprovoked attacks. Young and Goldman recorded one that occurred in 1924 near Malott, Washington, in which a thirteen-year-old boy was killed by a cougar.

In this case, tracks in the snow revealed that the boy saw the cougar following and ran, apparently with the intention of climbing a tree. Perhaps if he had not run the cougar would have. No one knows. At any rate, the trait of following a human being, though nearly

always far behind and unseen, has been observed many times where cougar are plentiful. Apparently motivated by curiosity, the big cat follows at a distance, and the person followed never realizes it unless he returns over the same route and sees the tracks.

Billy Mitchell—not *the* Billy Mitchell, but a twentieth-century mountain man who had a little ranch on Marble Creek, a tributary of the Middle Fork of the Salmon River, in central Idaho—once walked down the trail from his cabin on several consecutive winter days, and observed each time on his return that a cougar had followed him. Finally, he took his rifle one morning and hid behind a point of rocks along the trail. After he had waited fifteen or twenty minutes, the cougar came trotting along and he shot it.

I know only two experienced cougar hunters, Pat Reed and Rob Donley, but the former has something over 300 to his credit and the latter about 150. Of this number, Pat said, one ran down unwounded from the tree up which the dogs had chased it and came toward him. He killed it with a Luger at a range of about five feet and believes that it was charging. "But," he added, "it might have been running from the dogs and didn't even see me."

Two cougar, both wounded, came toward Donley. They could have been charging and they could have been running blindly from the dogs. He doesn't pretend to know.

Whatever motivated the big cats in these particular instances, they are notoriously timid where man is involved, and though you may never see a cougar, it is a sure thing that if you spend much time where they are plentiful a cougar will certainly see you. He may watch from some rocky ledge or brushy covert as you go by, or follow so quietly and cautiously that you never suspect his presence. In either case, you will be infinitely safer than you would be driving through the streets of your home town.

This timid nature, which enables a small, yapping dog to tree a cougar five times as big, is belied by its fierce appearance, large size, and beautifully muscled physique. Though its endurance apparently is not great—in timbered country a cougar will normally tree much sooner than a bobcat—it is very fast on a short sprint, and very strong. Its staple diet throughout most of its range in North America is deer, but it is perfectly capable of killing animals the size of elk.

Killing an animal so big is not easy, however. Cougar seldom spring from tree or ledge onto their prey, as is so often pictured, but hunt by careful stalking terminated with a swift rush and leap. Several years ago, I scared a large cougar—his bloody tracks were five inches across in an inch of fresh snow—off a big cow elk he had just

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killed. Unfortunately, I approached down wind so that he smelled me and bounded away before I had a chance to see him, but the evidence was clear in the snow.

He had followed the cow for a half mile or so around the side of a mountain. When the tracks came to a clump of evergreens, they showed that she had skirted the left edge; he had hurried around the right. He was waiting when she rounded the farthest point.

Tracks in the snow and claw marks on the elk indicated that he had jumped her, apparently landing on shoulders and neck, and had hooked the big claws of his forefeet into her face beneath the eyes. She went down, struggled wildly on the ground over an area twenty feet in diameter, got up, ran thirty feet and went down again. Once more the struggle on the snow was repeated, and again she got up and ran about thirty feet. The third time she went down, she stayed. Her neck was broken. When I arrived the blood was still trickling from the claw cuts.

Occasionally cougar are seriously, even fatally, injured in these encounters. When I was hunting with Donley three years ago, he found a cougar curled up, dead and frozen solid, in a small cave. It had no broken bones nor other obvious injuries, but it could have been hurt internally in an attack

on an elk, bighorn ram, or even a big buck deer.

I have killed but one cougar and have no particular desire to kill another, although I might if the opportunity arose and it was an exceptionally good trophy. The big cats are, on occasion, very destructive to sheep and cattle, and they are especially fond of horse flesh. Because of this, they are hunted hard on livestock ranges and will probably never become numerous, even in the back country where there is no stock. With the incentive of a bounty, skillful hunters such as Pat Reed and Rob Donley can all but wipe them out during a single season, even in a comparatively large area.

The timber wolf is gone from the Northwest and, with the exception of Alaska, the grizzly is all but gone from the United States. The great tawny cats—actually, their coats range from reddish tan to slaty, gray-brown—could easily follow in their footsteps.

Though most of us will never see a cougar, it is an important part of our wildlife heritage, as uniquely American as the grizzly or black bass. It has been the inspiration of a thousand tall tales and it will inspire a thousand more around the campfires of the future so long as the angler or hunter can thrill to the sight of a cougar track on sand or snow.

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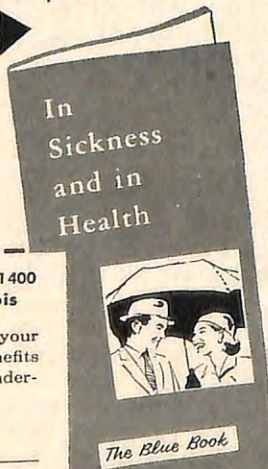
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## For Elks Who Travel

(Continued from page 9)

Trippe, whose main job as Chairman of the Board of Pan American takes up most of his time, has bought and rehabilitated two other settlements on Eleuthera—Rock Sound and the Cotton Bay Club. Rock Sound is a posh playground, very trim and all, with a number of cottages spread all around a pool, itself guarded by royal palms. It is a short safari to the beach, for which purpose one will need a rental car, available on the premises at \$12 a day. It is all air-conditioned at Rock Sound and there is room for 85 types who are ready to pay \$35 to \$50 a day for two people, a tariff that includes the room, breakfast and dinner. Lunch, in other words, is extra. Another fourteen miles away is Cotton Bay Club which—it has just been officially announced—has been opened to the public. Originally, the Cotton Bay thing was a private preserve with a fabulous golf course, open only to members. There are great plans for building more cottages and a marina so the customers will have a place to park their yachts. Meanwhile, there is the golf course, a scattering of rooms in

come in your own cruiser and a fine beach not far off.

The center of all this life among the atolls is, to be sure, Nassau itself, whence the planes of Bahamas Airlines bust out hither and yon to link up the islands. Plenty is doing on Nassau without even going outside it. There are the giant hotels previously noted—to wit, the British Colonial and the Fort Montagu, both by the edge of the sea. Newest of the grand establishments, one of the handsomest to my mind, is the Nassau Beach Lodge a mere four miles from town, with a lovely stretch of flat sand right outside the window. The place is built rather like a big white concrete U with a pool in the courtyard, and umbrella-topped tables. Luncheon is served out of doors, or indoors if you prefer, and evenings you have your choice of dressing up and sitting in the air-conditioning, or not dressing up and being served under the Bahamian moon. The beach is equipped with powered water skis. Next door is the Emerald Beach Hotel. The Bahamas Country Club flanks the other side and both



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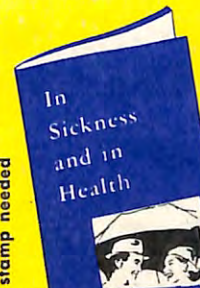
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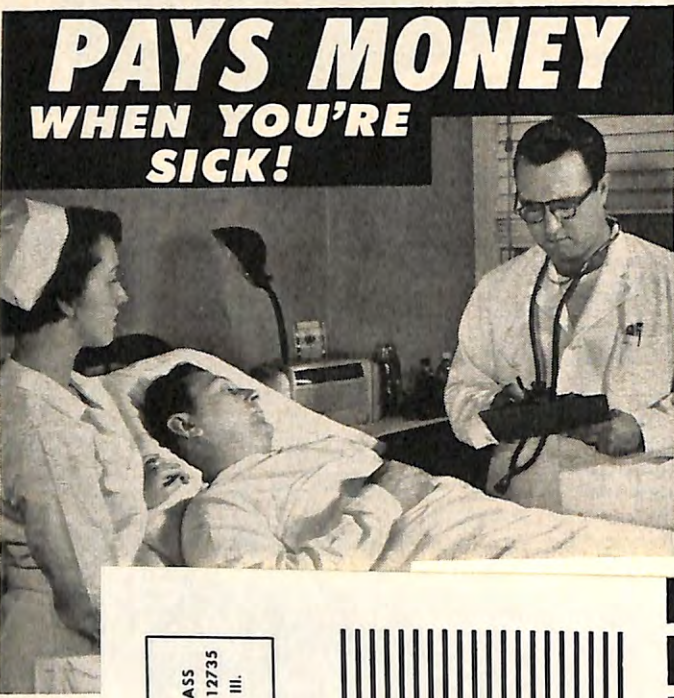
Cottages with three two-bedroom bungalows, and, if you don't mind living on a houseboat, the Abaco Anglers Club, a floating hotel. The Berry Islands, to the south, offer the Berry Island Club Hotel, which has twelve doubles, all with bath and screened verandahs, and boats and guides that will take off in search of marlin and bonefish. Over on Exuma let no traveler forget the new inn known as the Club Peace and Plenty, with its own pool, a fine harbor in case you

Nassau still does not have the collection that St. Thomas can put together. Nor has it the likes of the smart resort-wear of either St. Thomas or Bermuda. Basketry is varied and different though, and Nassau is about the center for it among southern islands. Perfume, which I failed to mention, is a fraction of its cost up here, and you can go home scented like a botanical garden for peanuts. All that and a suntan too.

air service between Chicago and Honolulu has been requested from the Civil Aeronautics Board by United Air Lines. United has proposed that the DC-8 Jet Mainliner service begins in 1962. In the same year, the line also plans the first through-plane jet flights from New York, Philadelphia and Detroit to Hawaii, with daily round-trip service on the New York-Chicago-Honolulu route, six round-trips weekly from Philadelphia and Detroit, via Los Angeles.

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Andros has a big development on it, too, notably the Lighthouse Club at Andros Town. The rooms are spacious, with big terraces. There is a beach and, most appealing of all, the bone fishing is merely a few yards away, whither guides will pole you in flat-bottomed skiffs. Members of the Bang-Bang Club take pot luck on Pot Cay, nestled within the cut-up fringes of Andros Island.

Elsewhere in the Bahamas the Jack Tar people, who run a big hotel in the Keys of Florida, are installing a similar venture here on Grand Baham Island, former site of the Billy Butlin holiday camp. Private citizens like Hume Cronyn and Jessica Tandy have bought their own private hideaway, far from the footlights and for that matter far even from the headlights. Among the Abacos, a Bahamas group just west of Palm Beach, there are small nests such as the New Plymouth Inn with ten rooms, the Sandy Point Fishing Club with room for twenty, Lowe's Beach Cottages with three two-bedroom bungalows, and, if you don't mind living on a houseboat, the Abaco Anglers Club, a floating hotel. The Berry Islands, to the south, offer the Berry Island Club Hotel, which has twelve doubles, all with bath and screened verandahs, and boats and guides that will take off in search of marlin and bonefish. Over on Exuma let no traveler forget the new inn known as the Club Peace and Plenty, with its own pool, a fine harbor in case you

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I haven't gone into the subject, but that doesn't mean there isn't a welter of smaller dens on Nassau itself—cottages, apartments, guest-houses, pensions, and hammocks under the trees. The Nassau people, who have offices in New York, Miami, Dallas, Chicago, Toronto, London, as well as in Nassau, will be glad to fill you in.

In case I haven't mentioned enough ways of spending money, there are the shops of Bay Street which are eager and ready to exchange goods for cash, all, allegedly, at fabulous savings. The best of the savings are on hootch and you will save handily on five bottles of almost anything, that being Uncle Sam's limit for re-entry without paying duty. Other than that, there is a rather good assortment, I thought, of British chinaware—especially in those patterns some aunt is always asking you to find. Men's clothing still doesn't come up to the selection available in Bermuda, and I'm afraid the cashmere sweater story is a bit of a myth, for the sale price back home is almost the same as the going price in these so-called free markets. In other goods—Danish silver, Swiss watches, Italian ceramics and such, Nassau still does not have the collection that St. Thomas can put together. Nor has it the likes of the smart resort-wear of either St. Thomas or Bermuda. Basketball is varied and different though, and Nassau is about the center for it among southern islands. Perfume, which I failed to mention, is a fraction of its cost up here, and you can go home scented like a botanical garden for peanuts. All that and a suntan too. ● ●



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Lockheed has come up with the startling news that in the "foreseeable future" we will be traveling at 4,730 miles per hour, cutting the time between the Netherlands and Los Angeles to 98 minutes. That's an average speed of 62 miles per minute. An executive of Air France predicts that, in only six or seven years, "we will use supersonic planes to cut the six-hour trans-Atlantic flight to three."

Delray Beach is on Florida's Gold Coast, but is unglittering. It is noted for its mile-long, quiet beach on the Atlantic Ocean. For a serene vacation, not far from Palm Beach, you can't beat it. When the day ends and the golf courses, tennis courts, swimming pools are quiet, the community settles down. For \$3.75 a day, deep-sea anglers can enjoy drift fishing out in the ocean, aboard one of the party boats from Boynton Beach, five miles north on U. S. Route One. Early in the season, rooms are available from \$8 to \$10 double, European plan.

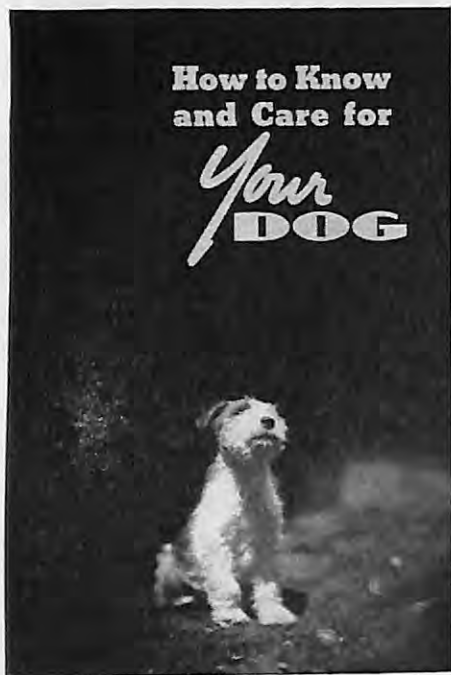
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## In the Dog House

(Continued from page 31)

**How to Know  
and Care for**

*Your*  
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This is the title of the dog book by Ed Faust, author of "In the Dog House" which appears regularly in The Elks Magazine. The 48 pages of this book are packed with information that will help you care for your dog. Here you'll find answers to the problems of feeding, training, common sickness—told concisely and in an easy-to-read manner. Many illustrations and descriptions of popular breeds. Thousands of copies have been sold to pleased readers. Endorsed by leading dog authorities.

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handler as his or her turn comes to put a dog through its paces. Incidentally, no dog belonging wholly or in part to the judge is permitted to enter the Trial being judged by that official. This rule prevails for all classes. The class we see now is Novice Class—dogs that have not won the title of C. D., Companion Dog.

First, the dog must heel on leash, and that means no lunging ahead but walking quietly with its handler. Next, the dog must stand to be examined by the judge. Any reluctance, shying, backing away is penalized. Test three is for the dog to heel off leash. Again, both handler and dog parade the length of the ring and return to their original places. This may sound easy, but it's a lot different in the ring I can assure you. Bear in mind that the dog is off leash, hedged in by a crowd on all four sides of the ring and stimulated by the noise and excitement of the Trial, plus the proximity of other dogs. Next is the recall test, during which the handler leaves the dog at a signal from the judge and walks to the far end of the ring. At a brief command or a wave of the hand, the dog must go directly to its handler and sit there quietly. When the judge either orders or gives the signal to finish the test, the dog must promptly go to heel. Next test is the "long sit" during which the handler again leaves the dog seated while he goes to the far end of the ring. After one minute the handler is ordered back to his dog. The dog must remain seated throughout this test; change of position or lying down is penalized. The final test is the "long down" which is the same as the long sit but the time is extended to three minutes.

The dogs are scored for each performance, with a total maximum of 200 points, less penalties for imperfect performance. Each exercise is allowed a definite number of points, but the dog must score 50 per cent of allotted points for each to gain a total of 170 and win the title of C. D., or Companion Dog. Winning the title is difficult because the dog must win this number of points at three separate Trials, each with six or more dogs competing.

To win the C. D. X., or Companion Dog Excellent, the procedure is pretty much as the foregoing, with the additional test of retrieving a light object, a wooden dumbbell, both on a straight-away flat course and over a hurdle, and another test—clearing a broad-jump of one and one half times the height of the dog at its withers, or three feet (whichever is less).

Trials for the honor of U. D., or Utility Dog, are limited to dogs that

have won the C. D. X. title, and the tests include scent discrimination. In this the handler is permitted to employ three objects, one of wood, one of leather, and one of metal. These he places at random around the ring, some six inches apart. The dog is not permitted to see where these are placed but must locate them by scent alone. The pup must not pick up any article except the one selected. A reasonable amount of time is allotted, and after locating the object the dog must promptly return it to his handler. With the three objects there are also nine more which have not been handled. The three in question must be numbered, and the job of the dog is to select those three from the total of twelve placed around the ring. In other words, Fido must discriminate between the three and the remaining nine.

A further test is the "seek back" exercise. In this the dog and handler walk toward the far end of the ring and, at a signal from the judge, the handler drops an article, one that is not white or conspicuous and is unknown to the dog. Both dog and handler must proceed about 30 feet after the object is dropped. At a signal from the judge, the handler and dog halt and the handler commands his dog to seek back and retrieve the object. Further exercises show obedience to signal commands only from the handler. These include a jumping test wherein the dog is directed by its handler to clear designated jumps. The final stunt in this round is the group examination, which requires the dogs to line up in the ring while the handlers move to the side, leaving their dogs alone. Dogs must remain standing. The judge then examines each dog. A full three minutes is required time for handlers to remain away from their dogs.

Scoring procedure for all tests for the Utility Dog title is the same as for C. D. and C. D. X. Dogs successfully passing are awarded the coveted U. D. For titles of U. D. T. and T. D., Utility Dog Trackers and Tracking Dogs, we'll have to leave the show ring. These are outdoor tests which oblige the dogs to track over a designated course laid down by a man. The dogs, of course, are not permitted to see where the man goes, although the course is designated by flags placed at intervals.

The few dogs that have achieved these exalted positions in dogdom are really the Einsteins of their kind; out of the thousands that entered the Trials this year there were only 25 U. T. D. titles awarded and just 23 T. D. awards.

For more data about the trials, drop me a line. Except for medical questions, this department is glad to answer inquiries about dogs. ● ●



## FROM OUR READERS

The cover of the December issue showed what a rural mail carrier must do sometimes to deliver the mail. We don't have snow to buck out here in California, but in winter we do have high water in places. However, artist John Pike depicted a letter left on the snowy ground—and that would be a very grave offense on the part of a letter carrier!

C. B. BISHOP  
SEBASTOPOL, CALIF. Rural Carrier

*We agree no carrier would leave a letter in the snow. Artist John Pike suggests that because of the high wind and the number of Christmas packages delivered, the letter may have blown out of the mailbox.*

The article in the January issue by Dr. Marcus Nadler—"As Business Moves to 1960"—was read with interest, as his articles always are. I hope that you will continue to print Dr. Nadler's articles.

H. H. UMHOLTZ  
GRATZ, PA.

I want to congratulate you for procuring the services of a man who is so well known, so well thought of and so renowned in his field as Dr. Marcus Nadler to contribute the financial analyses and forecasts in THE ELKS MAGAZINE.

F. J. CONWAY  
President  
THORP, Wis. Thorp Finance

I have read with interest the Editorials in THE ELKS MAGAZINE emphasizing our part in the fight against communism. The efforts of the Order in this fight are very commendable. In this connection, I wish to bring to the attention of our Brothers some observations made by F.B.I. Director J. Edgar Hoover at an August, 1958, meeting of the American Bar Association in Los Angeles. Mr. Hoover expressed deep concern over the problem of law enforcement among youth, and the menace of the communist conspiracy. He said that we are facing the greatest challenge of our history, and that the challenge can only be met successfully by the faith and dedication of the citizens in our system of justice—by upholding and preserving the Constitution and the fundamental principles of freedom, based upon law and order. The

lawless conspiracy of communism remains a constant and serious menace. A recent study, said Mr. Hoover, indicated that the Soviet Union had violated virtually every agreement made with another nation.

LOS ANGELES, CALIF. SAMUEL MICON

I read the "Elks Home Workshop" by Harry Walton, and find time to work on many of the projects described. Thanks for the articles.

MELBOURNE, FLA. RAY REIFF

This is a lusty and sincere *thank-you!* to the Magazine and to my Brother Elks for their support—thanks from an unknown number of children and adults, suffering from muscular dystrophy, cerebral palsy, poliomyelitis and a number of other diseases treated at the Crippled Children's School in Jamestown, N.D.

In December and in January, the Magazine mentioned my book—"The Best of Dogs in Peace and War"—all proceeds from which go to the School. Dr. Ann Carlsen, Superintendent, tells me that orders have been rolling in since then.

HAROLD K. JENSEN  
MANDAN, N.D. Past State President

*"The Best of Dogs in Peace and War" may be ordered direct from the Crippled Children's School, Jamestown, N.D. The price is \$2.00, and proceeds are used for research and study. Mr. Jensen, who is himself incapacitated by arthritis, compiled the book as an endeavor to aid others.*

I found the "Report on 1960 Cars" by Joe H. Wherry, in the December issue, of great interest.

However, I would like to point out a mis-statement in the article. The author states that the top seller in the imported car field is the Renault. Being a Volkswagen dealer, I feel strongly impelled to call your attention to this fact: since these cars have been imported, there has been only one month in which Renault outsold Volkswagen.

BOISE, IDAHO C. G. WIEHLE

*In his original report, Mr. Wherry topped the sales list of imports with Volkswagen. As the Magazine went to press, Renault temporarily topped it, and the list was changed to comply with sales fluctuations.*

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(Continued from page 7)

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tremendous job of indoctrination on the breed *fanus Americanus baseball* since the first one shoved his 50 cents through the wicket at the first paid-admission game played on Long Island more than a hundred years ago. And chances are he got the same "Sorry, you'll have-to-take-what-we-got" snarl then which greets his great-grandson's request not to be seated behind some pole.

We're probably blackening some box-office hustler's honorable ancestor here on this pole business. No one was seated behind a pole a hundred years ago because not only were there no poles but there were no seats. The first baseball crowds stood around close to the scene of action, alternately encouraging the players and denouncing the impassive fellow standing a few feet to one side of the batter's box carefully observing the action. He wore a brimmed beaver hat and a long frock coat, if we're to believe Messrs. Currier and Ives. Umpires' costumes have since undergone a change for the better.

So has the lot of the fans in regard to seating, etc., but progress has been slow and painful. For instance, when they finally did put in seats for the customers, it took a generation to figure out that a screen behind home plate might save hundreds of busted noses and thousands of broken teeth. It seems almost incredible that the pews behind the plate originally had no protection.

Equally incredible is that these seats were always crowded by fans who cheerfully asked for locations in what was jocularly referred to as the "slaughter pen". The Providence club, an early National League member, made a lasting contribution by installing screening in the '80s.

You can still get your nose busted or have your smile altered in a ball park today, and a lot of people find this to be their lot even though the area behind home plate is screened off. The rest of the park isn't, and if you sit in the non-protected area and get one between the eyes you haven't any basis for a suit, as proved over and over in the courts.

It has something to do with "assumption of risk" and the club is legally free of any involvement, provided it has a seating plan available showing the seats behind the screen. The idea is, if you're the worrying kind, you have an opportunity to ask for locations there. After you're told there aren't any, you're now free to assume the risk of purchasing one of the 43,000 other seats in the park. You'd be surprised at the number of people who do.

In fairness to the ball clubs, however, no one has lost his front teeth, etc., in a major-league ball park recently as the result of a foul tip, etc., and not had the club pick up the tab for the doctor,

dentures, etc. The clubs carry insurance against this.

Actually, the seated fan in the ball park today, particularly the newer one, is considerably more comfortable than his grandfather, or even his father, was. In San Francisco's new Candlestick Park, the seats represent the peak of the engineer's art. They're curved in form-fitting fashion, top and bottom, eliminating the pressure points which were so painful in the past. They're hooked directly onto the concrete structure instead of standing on those archaic iron legs, and the all-weather finish the American Seating researchers worked out in their Grand Rapids labs practically guarantees a splinterless existence for the Giant fans.

The scoreboards are infinitely better than in the days of Cobb, Mathewson and McGraw, easier to see and vastly more informative. Last year, most major-league clubs instituted a kind of code, with the key printed in the scoreboard, explaining the cause for any unusual delay or decision on the field. For instance, if a "23" flashed on the board it meant the runner was out because he had run outside the basepath, or if a "15" showed it meant interference by a fan. That's progress.

Well, where do the ball clubs fall down in making the game an experience of pure and unalloyed joy, given of course the good weather and a reasonable amount of talent on the field? Or do they really fall down?

A couple of seasons ago, only a few months before his untimely death, Whitey Lewis, Sports Editor of the *Cleveland Press*, drew up a biting bill of particulars against the owners.

Whitey dissected the typical major-league operation and came up with a couple of dozen suggestions. We're concerned here only with actual attendance at the ball park, and it could prove worthwhile examining the distillate of Lewis' many years of watching big-league ball. These are some of the suggestions he offered:

Cut down the number of night games, thus copping a fresh plea for the family trade. Also, who watches TV on a sunny afternoon?

Slash the roster of each major-league team to 20 men, thus saving heavily in payroll and perhaps doing away with those ridiculous lefthanded-righthanded "percentage" switches that bore the brains out of the customers.

Insist that a batter, once he has stepped into the box, remain there until he is finished with his turn. Phoney cinders in the eye and dirty looks at umpires would thus be curtailed.

Schedule night games on Friday and Saturday only, mainly to aid in the fight against juvenile delinquency and also

to insure shut-eye for the older patrons who have to work a five-day week.

Reduce teams of umpires to three men, plenty to handle all ball games. The more umpires, the more decisions; and the more decisions, the more officiousness; and the more officiousness, the more arguments, and it all adds up to longer, and duller, games.

Hire enough cops, tough ones, to patrol the stands and make them safe from pests who would be clanged out of the park on their duffs.

No time out would be permitted a flea-brained fielder to allow a batboy or some stooge to search for his sun glasses while our hero holds up the game. If the bum forgets his glasses let him fight the sun on his own.

Go back to 3 o'clock ball games, thus permitting office workers to get in most of a day's work and allowing time for early-shift workers to get to the park.

Ban fireworks, automobile giveaways, bank nights, orchids, nylons, men's nights, and other synthetic gimmicks. Keep Ladies' Day and tickets for school children.

**L**EWIS made no suggestions about player-fan relations because this is one of the more ticklish aspects of the game, and subject to local pressures and considerations. Clubs generally want the players to accede to fan requests. They feel that the nuisance factor of pesty fans isn't nearly as serious as the absence of fans.

You'll find a rookie, unless he's psychotic and antisocial, will be happy to stand around all day or night signing old scorecards and slips of paper certain to be thrown away in a few hours. As he matures and remains in the majors, he becomes less anxious, especially after he begins to spot the same pointy-headed repeaters in the crowd.

Although the vast majority of fans are decent, upstanding people, interested only in the emotional belt of watching a ball game, participating in moves of grand strategy, etc., there is undeniably a small, lunatic fringe which uses the game as a stage to parade its collective paranoia. It is a mistake to say that these persons must be tolerated because they pay the players' and owners' salaries. They are paid despite them.

It is only a tremendous tribute to the other well-behaved 98 per cent that they keep coming back despite the antics of the looneys, swillers, and dubious dervishes. Every so often, one slips over the edge completely and we get a case for the police, as in that deranged girl's shooting of Eddie Waitkus, a man she had never met except on a bubble-gum card.

Once in a while you'll get a slightly mulled customer seeking to take out his resentment against the team of his choice losing. The most amusing, and at the same time terrifying, example I ever saw was during a Yankee double-

header in Baltimore when the Orioles had lost the first game and were losing the second. The field is separated from the stands by a drop of a dozen feet, but one fellow made it like a well-trained orangutan in a determined search for a target on which to vent his spleen. He managed to drop out of the stands unobserved, slithered into the Baltimore dugout, and proceeded to belabor the Baltimore trainer, Ed Weidner, without even a do-I-know-you?

In one of those inexplicable demonstrations of group paralysis, the Orioles sat and watched the shameful charade in open-mouthed fascination. There wasn't any question about numbers—they were at bat at the time and there were more than enough around to handle the interloper. Any one of a half-dozen could have separated him from his flapping ears.

The spell was broken by big Gus Triandos who happened to be on first base at the time. He halted the game, raced over to the dugout and ended this ludicrous pantomime with a couple of well-directed blows, and the cops carted off the remains. But supposing the nut had been carrying a gun?

The greatest current area for fan-testing is, of course, Los Angeles, where Walter O'Malley had the unparalleled luck to win a world championship in a second season of occupancy. Los Angeles fans not only pushed their cash money through the wickets in giddy volume, but they further enriched the Dodgers and all others concerned with the financial health of major-league ball in Southern California by unprecedented support of Dodgers' concessions.

Concessions used to consist pretty much of a dime hot dog, a cup of coffee costing the same, a twenty-cent beer (you might not remember these prices but your father will), and the inevitable nickel scorecard. Everything has doubled and trebled, of course, but the choice of available items has increased perhaps fifty-fold.

There was a new type of aural fan manifestation in Los Angeles this past year, or rather a dual manifestation. There were always several customers on hand equipped with those big air horns used on express busses. They sounded them at key moments.

Providently, these horn-hounds were few in number. On-the-spot psychologists figured the only reason Walter O'Malley tolerated these meatballs was his secret regret at having stifled an urge to run away and become a bus driver after his graduation *cum laude* from the University of Pennsylvania.

But there was another group of cacophonists who made a picturesque—and incidentally, profitable—segment of the Coliseum's customers. These noise-makers blew a four-note call on a toy bugle which triggered a tremendous cry of "Charge" among the customers. It was a carry-over from the big-time

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college football games played for a generation in that arena.

The Dodgers' concession department figured something that had escaped the collegiate big-domes—the fans would not only obey the bugles, but would pay for ones to blow themselves. Bugles were right up there as a prime item on the concession stands in '59.

Before the Dodgers' appearance in Los Angeles, a per-capita figure of about 75 cents would have rated as excellent in the concessions department of any ball club. (It's about 22 cents in football, where the customer keeps his hands in his pockets for warmth and is loath to withdraw them.) The Dodgers have already passed the dollar mark and are looking higher.

Up to a few years ago, only baseball players felt at home in baseball caps. Now, from the neck up at a ball park you can't tell the players from the customers unless you happen to spot a moustache. (Baseball players, for some unwritten reason, all keep the fuzz off their upper lip.)

Now, once you get to a ball park for a day game, you either whip out your baseball cap or a buck for one that approximates your headsize. What you're getting at this price is only a thin replica of the real thing. The genuine costs the ball club \$5 a copy.

In this connection I had an interesting experience with my last Dodger cap. During the 1959 World Series, all the working press, with the exception of a handful that could be squeezed into the regular press box, were invited to fry in makeshift press arrangements outside, along with the \$8 and \$10 customers. The smarter ones among us bought hats, the smartest going for the coolie type of headgear which protects the back of the neck as well as the face. My choice was the regular baseball cap with the "LA" pasted in front.

For twenty years I had covered baseball without ever knowing there was a back to my neck. I learned about it in Los Angeles. For the next two weeks I had to sleep nose-downward.

There was an interesting sequel to the hat business, and you'll see that I can scarcely begrudge the Dodgers their modest profit on the transaction. Shortly after the Series, I was on an assignment in the Near East. In a hotel in Herzlia, outside Tel Aviv, I had a maid who apparently spoke only an obscure dialect of Aramaic. My English drew only an uncomprehending shrug. It made getting an extra towel, etc., an international problem.

One afternoon I had worn my Dodger cap as a protection against the sun. That evening when the maid came in to make up the bed she spotted the cap on the dresser. "Oh, a Los Angeles Dodgers cap," she gurgled, "my favorite team."

Ultimately, she departed with it perched on her head, bearing a faint but

undeniable resemblance to my great and good friend, Pee Wee Reese. You'd be surprised, Mr. O'Malley, at the number of towels I commanded during the rest of my stay.

Probably the greatest thing ever to happen to the customers was the return of Bill Veeck as boss man of the White Sox. And the greatest thing ever to happen to Bill Veeck was the White Sox's winning the American League pennant during the first year of his stewardship. Veeck came up with all sorts of gimmicks (awarding 1,000 box seats to some unlucky fan for a single game was one, a year's supply of French-fried ants was another) to titilate the fans.

They loved it. Of course, they also had the winning team and the Sox drew 600,000 more than in their previous year, a figure topped only by the Indians, whose gain was actually more (834,171) than its total draw (663,805) of the previous season.

Bill saved his floral touches for the World Series. Outside the park, the grimy streets looked shockingly unfamiliar. There were baskets of flowers hanging from the lampposts as though some Roman proconsul was due to pass. Inside Veeck had distributed daily 20,000 American beauty roses to all the ladies on the premises, regardless of where they were sitting.

It was a pixyish, and still another unexpected, touch by a master showman who is on record as regarding baseball as a "holler sport".

"Let 'em holler," offered the White Sox boss who sits in no ivory tower himself, but is always in there arguing, talking and listening. "This isn't any Sunday school." So far no "holler" guy has taken a punch at him.

FROM personal observation, the thought is that if a magnate is to get belted, his chances would be best in the White Sox park, which draws the toughest clientele in the majors.

Comiskey Park probably holds the dubious distinction of most arrests made during a Sunday doubleheader. You won't find it in any record book, but three years ago there were pinches during a Yankee twin bill for everything from pocket-picking to armed robbery, all accomplished to the incessant, drumming racket of Yankee base hits off White Sox pitching on the field.

Hating the Yankees has been a prime pastime for American League fans for a decade and it has had an unquestioned salubrious effect on all gates. In a good many instances, the Yankees have constituted one-third of a club's total home attendance. They have also consistently drawn more on the road than at home.

It isn't necessary for the Yankees to leave home to be booed and hooted, although there was a noticeable switch-around last year in direct ratio to the sag in Yankee fortunes. They were

cheered more than at any time in Casey Stengel's stewardship. Mickey Mantle was booed more.

On the theory that there was something more to this than merely Mickey's having his worst year since he achieved stardom, one of the New York newspapers put an investigative team on the problem. These reasons were given:

1. He's over-rated.
2. He's over-paid.
3. He hasn't justified himself.
4. He's not hitting the way he should.
5. He's not fielding the way he should.
6. The boo-ers boo because they're afraid to beat their wives.
7. It's a compliment. They like him. All great players are booed.
8. I'm a Dodger fan.

Mantle has been booed more than any current top player save Ted Williams. Stan Musial has probably been booed the least. A couple of years ago, Musial made a couple of errors in St. Louis against the Dodgers which cost a ball game. The amazed crowd heard booing directed at this all-time star for the first time. The next day there was a paid ad in the papers apologizing publicly. It was signed, "ten of your millions of admirers."

Fans have a right to boo (see Veeck's earlier capsule summation) and in a crowded ball park there's not much an unfortunate fellow-fan can do except sit and take it if he happens to draw a seat by a real doll-baby. In Brooklyn, the Dodgers had a season-box customer who had a sort of splintered personality. He paid for a season seat, but insisted on a different location for each game.

"I'm pretty much of a pain in the neck," he told the Dodgers' ticket manager, Harold Parrott. "Why should I make one person suffer all the time?" The club obliged.

Although it doesn't seem that way too often, clubs will tell you they try to oblige the customers whenever and wherever they can. You can't please everyone, however, and if you think so, consider the Detroit Tigers, whose new front-office boss, the sagacious Bill DeWitt, has virtual orders to win the pennant with a club a lot of people regard as good as any around.

Winning just isn't that simple, and the reference here is not to pitchers getting the ball over, hitters executing the hit-and-run, etc.

Up in Kalamazoo there is a Tiger fan 110 years old. When he was 106, William (Dad) Eddington was asked the usual questions about what he attributed his longevity to, etc., etc. He told the interviewers what they wanted to know, then added gratuitously, "I intend to live until the Tigers win a pennant." Since then Dad Eddington has outlasted three Tiger managers.

Your problem, Mr. DeWitt. • •

## A Communist Myth

PROPAGANDA MILLS grind on and on, as the communists make all sorts of charges against the Western powers, alternating with all kinds of offers to exchange "mutual concessions"—about which there is often nothing mutual at all. A current communist myth is that the West started the cold war, and that the Soviet Union looks toward summit meetings to end it by the granting of such concessions. That myth is exploded in this month's excerpt from Freedom's Facts—monthly publication of the All-American Conference to Combat Communism. Consisting of fifty national organizations, including the B.P.O.E., the Conference publishes these facts to help safeguard democracy and preserve our liberty.

A particularly dangerous myth that Soviet Premier Khrushchev is promoting goes like this: Western powers began the cold war by re-arming, building military bases around the socialist camp, and planning military intervention in the internal affairs of socialist and other "peace-loving" states. The rising power of the Soviet Union (and especially Premier Khrushchev's visit to the United States) has now defeated this Western strategy and, therefore, the world is now on the way toward universal peace.

The Communist definition of "universal peace" is a socialist world run by Communist Parties. Repeated statements by leaders, ranging from Premier Khrushchev down to U.S. Communist Party Secretary Eugene Dennis, on the coming of universal peace, reflect their belief that Red rule of the world is just around the corner.

All Communists—those in the United States and in Moscow—are looking to the proposed summit meetings to further this march toward an all-Communist world. Many people do not appear to realize what the Communists are up to.

Yet, Premier Khrushchev's words are about as clear on this subject as you can expect from Communism's chief propagandist. In a speech to the Supreme Soviet on October 31, Khrushchev declared: "In questions of ideology we have firmly stood and will continue to stand like a rock on the basis of Marxism-Leninism . . . Vladimir Ilyich Lenin taught that the working class, before as well as after it has gained power, must be able to pursue a

flexible policy, compromise, and come to agreement whenever life and the interests of the cause demand it."

The cause, of course, is world victory as Lenin, Stalin and Khrushchev have said repeatedly. As the world goes into what Khrushchev calls a period of "mutual" concessions, in order to assure peace, he tips his Red hand by the concessions he expects to be made at the summit meeting and afterwards. In his speech to the Supreme Soviet he mentioned these areas for concessions:

- Disarmament. Communists want complete world disarmament within four years, leaving peoples armed with no more than small arms.
- Liquidation of U.S. military and rocket bases abroad and an end to defensive military alliances, including NATO, CENTO, and SEATO.
- Solution of the German problem and the question of West Berlin.
- Recognition of Communist China and surrender of Formosa to Communist Chinese rule.
- Removal of U.S. forces from South

Korea and unification of Korea along lines acceptable to the North Korean Communists.

Note this. Khrushchev did not mention any "mutual concession" which would weaken the Communist empire, but he did mention major "mutual concessions" which would weaken the West.

It is just over ten years since the Communist take-over in

Czechoslovakia caused the West to re-arm, form defensive alliances, and set up military bases ringing the Communist empire. Now the concessions Khrushchev asks for would bring the West full circle back to its weak and relatively defenseless position in the post-war period prior to 1948.

Obviously, once the West is militarily and morally disarmed, the huge Communist world-wide apparatus can move forward with greater speed. With world-wide propaganda apparatus, their ability to concentrate foreign trade to achieve specific political objectives, their cooperative Communist parties and front groups in every country of the free world, and their expertness in small-arms guerilla warfare, all the cards would be stacked in the Communists' favor.

Communists have good reason to be enthusiastic about their "peace" campaign. Their propaganda condemns any Western act or statement opposing their goals as a threat to peace.



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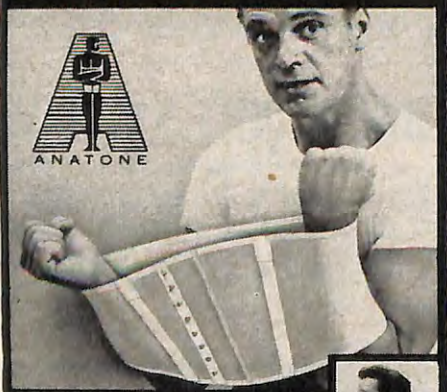
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## State Associations Bulletin Contest

Editors and publishers of all State bulletins are urged to enter their publications in the 1960 State Associations Bulletin Contest. Three issues of these bulletins, published during this Lodge Year, are to be mailed to Grand Lodge State Associations Committeeman Billie T. Gresham, P.O. Box

14, Princeton, Ky. Do not mail entries to the Grand Secretary or to the Magazine. Plaques will be awarded for the best bulletins, and certificates of merit for other outstanding entries, at the Grand Lodge Convention in Dallas. Entries must be submitted prior to April 16, 1960.

## The Elks and Freedom of the Press

(Continued from page 13)

activities were publicized via an article in the lodge's publication, *Elks Tracks*, press releases, window displays and handouts. In addition, proclamations calling attention to the observance were issued by Governor Paul J. Fannin and Mayor Jack Williams. At an award banquet, Charles D. Barton, City Editor of the *Phoenix Gazette*, was presented with a plaque in appreciation of comprehensive coverage of community events by him and his staff. Co-chairmen Charles W. Pine and Irving Moore handled arrangements for the occasion, and Charles J. Smith entertained with an illustrated lecture on the history of newspapers through several centuries. Mr. Smith's hobby of collecting front pages led to his founding of the International Newspaper Collectors Club.

In First Place among lodges with less than 600 members, Fulton, N.Y., included in its observance an essay contest, a poster contest and a "Favorite Newsboy" contest, thus combining worthy youth activities with Newspaper Week events. Awards were presented to the winners at a dinner held by the lodge. Students also went on a tour of newspaper plants, arranged by Fulton Elks. A cocktail party and a dinner were held for local newsmen and their wives, who were welcomed by Exalted Ruler Floyd Hallenbeck. Toastmaster was Past Exalted Ruler James B. Hanlon, State Youth Activities Committee Chairman. Attended by 135 persons, this was the fifth annual dinner held by the lodge for Fulton newsmen. Program Chairman was Nicholas Hopman. Dr. Frederick Winn, Professor of Social Studies at Teachers College, State University of New York, delivered the principal address, on the topic of Soviet-American relations.

The activities which won Second Place for Fall River, Mass., among lodges of over 600 members, included an essay contest for students, with savings bonds as awards, a trophy for the school submitting the best school newspaper, a program attended by 185 students, and the presentation of plaques for outstanding achievement to three local papers: the *Herald News*, *The Independent* and *The Spectator*.

Mayor John M. Arruda issued a Newspaper Week proclamation, a framed copy of which was presented to Exalted Ruler George E. Pelletier by Brother Thomas Britland, the Mayor's Administrative Assistant, at a program honoring the local press. Principal speaker at this program was John T. Crowley, Head of the Journalism Department at B. M. C. Durfee High School. Co-chairmen for the observance were Brothers Frank A. Connolly and Frank M. Burke. Mr. Connolly reports that over 350 attended the program.

To win Second Place among lodges of less than 600, Bethlehem, Pa., invited local educators, high school editors and their advisors to participate in an evening of combined education and celebration honoring the press. Newspaper Week Committee Chairman Amandus Schaffer arranged for the attendance of Editor John Strohmeier and Managing Editor C. F. Ritter, both of whom addressed the gathering. After outlining a history of the press, Mr. Strohmeier explained to the young people present the opportunities for youth in the field of journalism. Five student editors then took the rostrum, and each delivered a five-minute talk on what a newspaper means to the community. In summarizing these remarks, Exalted Ruler J. W. Trotter commented that our support of the free press strengthens all of our freedoms, not only within a given community but throughout the Nation.

A proclamation by Mayor K. K. Coleman officially began the observance that won Third Place for Woonsocket, R.I. Radio publicity and coverage, arranged by the committee under the Chairmanship of Romuald Bourget, led to a novel and effective innovation at the evening program held by the lodge. Station Manager Zel Levin of WWON turned on a radio when his turn came to deliver one of the principal talks; the assembly then heard, on the nine o'clock news broadcast, an account of the evening and of the week's activities. Mr. Levin had telephoned his news report to the station just in time for inclusion on the broadcast, even summarizing the addresses prior to his own. Another principal speaker of the eve-

ning was City Editor William A. Crouse, of the *Woonsocket Call*, who guided the audience through the exciting intricacies of reporting—from the gathering of the raw news through its preparation and final appearance on the printed page. Not only were members of the press represented at the program, but the youth of the community as well. Exalted Ruler George Garcia presented awards to outstanding newsboys, who attended with their parents at the invitation of the lodge.

The other Third Place winner, Ambridge, Pa., delivered invitations to the lodge's Newspaper Week party by hand. Brother Mote Bergman, a noted long-distance walker, strode a total of 35 miles to deliver invitations to the staffs of Radio Station WMBA and the newspapers of the area; as a result, these invitations received fine press coverage. Activities at Ambridge also included an essay contest, which emphasized the role of the local radio station as a member of the press. The topic: "Why I like to listen to WMBA." Also to arouse the interest of youth and to spread the word of Newspaper Week, lodge members joined young newscarrriers on their rounds. A notable feature of the week was a series of articles about the free press, which appeared in the local papers and were written by Exalted Ruler Andrew J. Span and other prominent local Elks and civic leaders. A dinner, arranged by a committee under the supervision of Lodge Secretary C. F. McRobbie, was attended by almost 200 journalists, including representatives of WMBA, the *Ambridge Times*, *Beaver Valley Times*, *Sewickley Herald* and other newspapers. One of the evening's highlights was a panel discussion on politics in the Middle East, moderated by *Ambridge Times* Promotion Director Sal Perrotta, and participated in by newspaper people and special guest K. E. El-Hilu, a Syrian student at the University of Pittsburgh. • •

## FLOYD R. HYER

Okmulgee, Okla., Lodge, No. 1822, mourns the death of one of its most devoted members, Floyd R. Hyer, who passed away on November 20th at St. John's Hospital in Tulsa, Okla. He was 69 years old. Mr. Hyer was senior Past Exalted Ruler of his lodge and served as District Deputy for Oklahoma North-eastern in 1953-54.

A champion of the Order's many charitable endeavors, Mr. Hyer acted as State Chairman for the Elks National Foundation for many years and was largely responsible for Oklahoma Elk-dom's increasing interest in the Foundation's work. The Floyd R. Hyer Trophy is presented annually to the Oklahoma lodge showing the best co-operation with the Foundation.

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Thousands of Elk families have learned the convenience and pleasure of shopping by mail through their ELKS FAMILY SHOPPER. Right now, why don't you turn to this month's SHOPPER pages and see all the interesting, attractive and useful items offered—all under the guaranty of a refund if you are not satisfied with your purchase.

**"I've seen them all... CAPE CORAL IS MY CHOICE! it's Florida's waterfront wonderland!"**



"It's truly a Waterfront Wonderland, with everything you look to Florida for — and then some! It's the community of tomorrow — ready TODAY — rich in Nature's generous gifts, made even more wonderful by inspired planning and lavish improvements. Story-book location — ideal climate — High, dry, fertile land — Full-scale construction program — A social life you'll love — all adding up to Waterfront Living at its best."

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American Sportscasters



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HOMESITE... THE  
PERFECT COMMUNITY!"**



says  
**CONNIE  
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## ELKS NATIONAL FOUNDATION



### "The Joy of Giving"



Miss Esther J. Schoenecker, who received a Foundation tuition grant for study at Syracuse University, is shown here with a student at Independent School District No. 281, Robbinsdale, Minn. The child, Nancy Kammann, is working on a peg board, copying a design from another peg board. This perceptual training is an important factor in educating a child with brain damage.



Presentation of a Foundation scholarship and grant took place at Batavia, N.Y., Lodge, following a regular meeting. Miss Josephine Pellegrino received a \$550 Foundation grant to assist her studies in modern techniques of cerebral palsy therapy; and Chester J. Gabriel (second from left) was awarded a "Most Valuable Student" Scholarship of \$1,000 at the 1959 Grand Lodge Session. With the winners (from left) are Exalted Ruler Arthur F. McGettigan, County Judge Philip J. Weiss, speaker at presentation, and Carroll Johnson of the Lodge's Scholarship Committee.

With a patient, Karin Garofano, are Foundation award recipient Miss Ann Marie Sullivan and Mother Mary Annunciation of the Staff of Kennedy Memorial Hospital. The Knights of Columbus Research Center of the Hospital, in Brighton, Mass., is dedicated to the investigation of neurological handicaps of children.



## Risking Your Auto

(Continued from page 11)

home when some luckless citizen loses his auto—and the money he paid for it—after it develops he has purchased one of these hot cars. Sure, the auto agency that sold him the car is responsible for its legitimacy—but just look at what happened in Tulsa, Oklahoma. . . .

Early in March, 1955, officers of the Missouri highway patrol flagged down a new Mercury for speeding near Kirkwood, Mo. The young driver, one Robert Vaughn, nervously explained that the car belonged to a friend, Henderson Richardson, of St. Louis. Vaughn didn't look right, so the officers checked his car's description by radio with headquarters. In a moment they were advised it had been stolen in St. Louis a few days earlier.

St. Louis police were notified and they picked up Richardson at his home. He denied any knowledge of the Mercury, but a search of his pockets turned up a receipt for a \$770 cashier's check covering the sale of another auto to Murdock Auto Sales in Tulsa, Oklahoma. Sensing something big, the St. Louis police turned the case over to the FBI.

In Tulsa, two FBI agents, accompanied by two NATB special agents, interviewed Murdock. He admitted buying the car from a speculator named Willie Potter. "I bought lots of cars from Potter," he explained helpfully. "All of them were in fine condition."

Murdock showed the officers to the questioned car parked on his sales lot. The NATB men, experts at auto identification, examined it carefully and then shook their heads. "Motor numbers have been altered and the serial number plate is a replacement," one agent reported. "This car is hot."

Murdock, an honest businessman, turned white. "Why I know three dealers who bought at least two hundred cars from this same source!" he gasped to the astonished agents.

This was the big break. It led to the smashing of one of the largest interstate auto theft rings to operate in recent years. Wasting no time, 20 law officers and NATB men descended on the four auto agencies with a court order and began examining sales records. Other agents went to the State Motor Vehicle Department and started checking auto registrations one by one, looking for title transfers bearing the name of Willie Potter.

An inspection station was set up in a police garage and hundreds of people who had purchased cars from the four dealers were being notified to bring in their vehicles for examination. After the story broke in Tulsa newspaper headlines, notifications were no longer necessary. Worried auto owners from

### SPECIAL NOTICE—ELKS NATIONAL FOUNDATION

A student entering the Elks National Foundation "Most Valuable Student" Scholarship Contest should file the required application and supporting exhibits with the Secretary of the State Elks Association in the state of student's legal residence. Read and follow the instructions in the announcement which appeared in the September, 1959, issue.



Tulsa and a dozen surrounding towns swamped the garage, fearful but determined to learn whether they were driving stolen cars.

In the first five days 105 of these autos were impounded as stolen property. Before the month was out, this figure had leaped to an incredible 220 vehicles, valued at over \$300,000. The stunned people who lost their cars—many still owed a couple of years' payments to finance companies—caused an uproar that shook Tulsa for weeks.

NATB agents used their own scientific methods to identify the cars. Utilizing a highly secret acid process, they managed to develop the genuine numbers on most motor blocks even though the originals had been ground off and the surfaces restamped with fake numbers. The process is based on the fact that factory stamping depresses the metal molecules into the block and the acid solution reveals them, something like the way chemicals develop in film.

NATB also has a way to double-check its findings for accuracy. In addition to serial number plates attached to every new car—these are easily interchanged by thieves—auto manufacturers conceal duplicate numbers on certain parts of the vehicle. Locations of these numbers are shifted each year and only police agencies and the NATB are told where to find them.

While the cars were being identified in Tulsa, FBI agents were busy in St. Louis tracking down the gang. Vaughn and Richardson named several men who had worked with them. They were promptly picked up and questioned until they informed on the others. Within a few days identities of the complete gang, totaling 24 men, were known and 13 were in custody. The remaining 11 scattered to different hiding places but were nabbed one by one in the following weeks. The gang was tried in Federal court at Oklahoma City. Ringleader Potter was sentenced to 20 years; Richardson got 15 years, Vaughn received five, and the other gang members got equally stiff sentences.

How did this gang manage to fool authorities and honest businessmen while conducting such a big operation for so long? Bill Davis, manager of

### Negatives Needed

Since adopting the policy of requesting negatives with all glossy prints submitted for publication, we have received a number of letters which reflect intelligent understanding of this policy.

While we are receiving this cooperation from the majority of our lodges, and deeply appreciate it, we are publishing this reminder for those who may have overlooked previous announcements.

NATB's Western Division with offices in Chicago, explains it: "The Potter gang bought wrecked or burned-out cars from junkyards to obtain titles, then stole vehicles of the same make, model and color off the streets. They switched the serial number plates from the wrecked car to the stolen one. Motor numbers were ground off and numbers corresponding to the wreck were stamped on. New locks and keys completed the job.

"Potter's men, we learned, stole as many as five cars a night, selecting only clean-looking jobs. Each man was paid a flat \$100 per car, including the drive to Tulsa. Potter followed along in his paid-for Cadillac to handle the business details and return the men home.

"It was a weak link in law enforcement which allowed Potter to obtain Oklahoma titles to these cars and subsequently sell them. Oklahoma law requires that an officer examine each car entering the state for sale. (It was at the urging of NATB executives, a few years earlier, that this law was passed.) But for some unclear reason Potter was trusted and allowed to bring stencils of motor numbers to the Motor Vehicle Registration Office without having his cars examined. The forged motor numbers were a makeshift job that would have been easily detected by a trained inspector and the plot exposed. This weakness in registration procedure was quickly rectified and other states have taken similar precautions."

What about the 220 recovered cars? Many had been stolen from owners who carried no theft insurance, and they were understandably happy to get them back. The others, covered by insurance, were turned over to the companies which had paid out claims on them. Dozens of lawsuits were eventually filed against the four dealers by the unlucky people who had purchased stolen cars from them. A police investigation established that these firms had paid Potter regular market prices for the cars, proving that they didn't know the cars were hot. But being unable to reimburse their customers, all four went into bankruptcy and nobody received a dime.

Professional auto thieves are forever coming up with fantastic new angles to bedevil NATB men. A Detroit gang's specialty was stealing cars from factory parking lots after their owners had checked in for work. By the time a theft was discovered, eight hours or so later, the car was usually hidden in a garage hundreds of miles away and being groomed for sale with a new set of numbers.

A gang in Flint, Michigan, using a junkyard and used auto parts store as a front, stole late model cars and took them entirely apart, selling the pieces as replacement parts to unsuspecting customers. As it invariably happens with auto thieves, the law of averages

## YOU CAN SAVE YOUR HEARING!

The United States Public Health Service has published a booklet of vital interest to all who care about their hearing. This booklet, entitled "How to Protect Your Hearing," tells what can cause a loss of hearing, and how to guard against losing your hearing. It offers valuable suggestions to those who have suffered a hearing loss. It explains the problems of hearing difficulties in children. To obtain a free copy of this reliable, authoritative booklet, simply fill out the coupon below.

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For your free copy of "How to Protect Your Hearing," plus descriptive literature on Zenith Hearing Aids, just write:

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Handle entirely by mail. No obligation. No one will call.

Tear out this ad and mail it today with your name, address and year of birth to Old American Insurance Co., 4900 Oak, Dept. L255M, Kansas City, Missouri.

caught up with this bunch. A passerby recognized a half-stripped auto in the junkyard as one stolen from him a few weeks earlier and he took his suspicions to the Flint police.

An inventive Georgia auto thief parked a big moving van in a secluded spot, swiped a new car and drove it up a ramp and into the van. Even while state police were watching for the stolen car, he was able to transport it leisurely over the highways to his hideout where he doctored the numbers. He stole and sold one car a week for a year until he was nabbed by FBI men. He had made the mistake of taking some of these cars across state lines, which put him afoul of the National

Motor Vehicle Theft Act (Dyer Act), a Federal law. He got ten years. (Just to dissuade anybody contemplating professional auto theft, over 100,000 auto thieves have been sent to Federal prisons under this tough law!)

As fast as each of these gangs was broken up, and inside details of their theft patterns became known, a liaison section of the NATB passed along this information to police stolen auto bureaus in all U.S. cities, so that any repeat performances could be swiftly halted.

A few years ago the "ghost" car racket was revived by a Midwest gang which operated from a secluded country garage. These thieves would buy

a wrecked or burned out car from a junkyard to obtain its title, then steal a car of exactly the same model and description. If the engine in the wreck was serviceable, it was switched to the stolen car along with the serial number plates.

This gang operated its own small used car lot, and since it got its cars for nothing it had no difficulty selling them at below market prices. It's a paradox about Americans that of every 100 persons who lay out \$1,200 or so for a good used car, not more than one or two will have the foresight to check its motor numbers against the numbers on the title. These crooks recognized this frailty of buyers and they banked on it.

Now came their slick touch. A few days after a car was sold, a gang member went out and stole it back! Taken to the garage, its original motor was reinstalled if that was required, and its proper license plates were bolted back on the car. Then it was dropped off on some lonely side street where police eventually discovered it and returned it to its legal owner.

The other reported theft, the ghost car, could never be solved, the crooks smugly believed, since the car existed only for a few days—except on the books of the insurance company stuck with the claim. At the request of these companies, NATB men began investigating the puzzling thefts.

One of their routine jobs was to periodically examine auto registration records in the state files, on the lookout for obvious discrepancies. While performing this task one day, Agent Jim Burns—that's not his real name, as these agents elect to work in strict anonymity—got an inspiration. He decided to compare some of these new titles with his bureau's file of so-called "salvage" cards.

Although it is not generally known, whenever an insurance firm pays off on a complete loss it sends a "salvage" report which fully describes the vehicle, its identification numbers and the name of the junkman who bought the car.

Burns knew that he was getting hot when he discovered that several of these supposedly "dead" autos had been resurrected and were being sold at below market prices by, of all people, a used car dealer. He went into conference with local police.

Next day, pretending to be in the market for a car, Burns strolled around the car lot, looking under the hoods of several vehicles as though observing their mechanical condition. He wasn't interested in motors—only their numbers.

By checking them against a list of salvage cars, he established several "makes". He raised his hand in signal and a squad of police moved in. Before this case was closed, a dozen men were

## Convention Proclamation

To All Subordinate Lodges and Members of  
the Grand Lodge of the Benevolent and Protective  
Order of Elks of the United States of America

### GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in Dallas, Texas, July 10, 1960, with the opening and public meeting to be held in The Arena of The Dallas Memorial Auditorium, 717 South Akard Street, on Sunday, July 10, at eight-thirty o'clock in the evening.

The opening business session will convene in The Arena of The Dallas Memorial Auditorium at 9:00 Monday morning, July 11, 1960, at which time the election of officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 12, 13 and 14 until the business to come before the sessions is finished.

The Adolphus Hotel (1321 Commerce Street) and The Baker Hotel (1400 Commerce Street) have been selected, jointly, as Headquarters for the 96th Session of the Grand Lodge. Space in the Regency Room on the lobby floor of The Adolphus Hotel has been set aside for the REGISTRATION of all Grand Lodge Officers, Committeemen, District Deputies, Subordinate Lodge Representatives, Grand Lodge Members, Visiting Elks and ladies.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers, Committeemen, and District Deputies will be made by Franklin J. Fitzpatrick, Convention Director, 161 East 42nd Street, New York 17, New York. He will mail reservation forms and a letter outlining the procedure.

Room reservations for Subordinate Lodge Representatives, Grand Lodge Members, all Elks and their families—with the exception of the Grand Lodge Party as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years, will allot rooms to each State Association and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee nor the Dallas hotels will accept reservations direct from Lodges or individual Elks.

Dated: February 1, 1960.

Attest:

L. A. DONALDSON  
GRAND SECRETARY



WM. S. HAWKINS  
GRAND EXALTED RULER

jailed for long terms and some 40 auto thefts were solved.

Many a big-time crook, successful in other criminal fields, has taken a flyer in auto theft only to wind up behind bars, unable to outwit the highly coordinated forces of local police, the FBI and the NATB. One of the most dangerous of these was clever William Frederick Graf, who called Lawndale, California, his home, although he operated across the whole U. S.

Graf—age 29, 6' 1", 190 pounds, horn rim glasses, natty dresser, good conversationalist—was a personable fellow who used his talents to operate flim-flam games under some 50 aliases. Two years ago, in Chicago during a lull in his work, Graf purchased a new Cadillac. Immediately he began scheming on a way to use the car to make some money.

Studying his certificate of title—Illinois titles are photostats of the original papers—Graf wondered whether he could reproduce reasonably good copies. A real camera bug with complete equipment, he experimented by making photostatic copies of the title under different light conditions. After his system was perfected, he placed typewritten slips of paper bearing motor and serial numbers over the proper numbers on the title, and photostated them. The result was a fairly good copy, although not one which would stand close scrutiny.

With these fake titles he managed to obtain sizeable loans on his Cadillac from finance companies until the firms compared notes one day and got wise. Looking around for a new angle, Graf teamed up with some local auto thieves who snatched only expensive Cadillacs and Oldsmobiles. He made counterfeit titles for the cars and drove them to Milwaukee, where he sold them to dealers.

Finding his system successful, he contacted old cronies in other states and began masterminding an interstate gang of car thieves whose basic rule was "Steal 'em in one city, sell 'em in another." In his role as ringleader Graf agreed to supply all the forged papers needed to market the cars.

In Milwaukee, meanwhile, Graf carelessly sold two more flashy Cadillacs to an auto agency at prices well below their real value. After the salesman had finished congratulating himself on his business acumen, a seed of suspicion began to grow in his mind. Deciding to play it safe, he asked Milwaukee police to check the vehicles. The officers had nothing in their files on Graf or his autos but they knew an agency which specialized in this field. They contacted the NATB.

At that very moment, Bill Davis' agents were investigating a rash of big-car thefts in the Chicago area. Spotting the questioned Cadillacs in their alarm card files, they hurried to Milwaukee

to aid in the investigation. Graf was preparing to leave town when detectives crashed into his room and arrested him.

A search of his bags and auto turned up enough illegal material to furnish a small crime museum: counterfeit currency in \$5, \$10, \$20, \$50 denominations; counterfeit auto titles, some of them made out for cars not yet stolen; bogus checks bearing the names of a dozen non-existent firms; mailed reports from Graf's accomplices in other states; and a detailed blueprint for future large-scale thefts of autos in various cities around Chicago.

FBI men rounded up the entire gang, numbering eight men and one woman, while NATB agents rounded up the stolen cars and returned them to their legal owners. Graf later had a bad day in court; he was sentenced to five years in a Federal prison, after which he will have to face additional charges placed by other states.

NATB Division Manager Bill Davis, who is also a licensed attorney, has spent most of his adult life in this war against auto thieves and knows every angle of the business. "Ninety per cent of today's auto thefts could be averted," he reveals seriously, "if every motorist remembered to remove his keys from his car after parking, close all windows and lock all doors. It's as simple as that.

"Another three or four per cent reduction should be effected in the next couple of years after auto manufacturers begin to install planned steel housings around ignition systems of new cars. This will frustrate amateur thieves. The remaining six or seven per cent of auto thefts—mainly the work of skilled professionals who scoff at locks and safeguards—can be reduced by a cautious public.

"Here's how. Next time you buy a used car, make it a point to check its motor and serial numbers against the numbers on your title or bill of sale. If the numbers on your motor block look one bit suspicious, as though they have been altered, ask a detective from your local stolen auto bureau to examine it. *If every motorist in America today was to check his car numbers—even if he has owned the car for years—thousands of thefts would be revealed and there would be all hell to pay.*"

Another matter which worries the NATB is the big crop of post-war babies who are now coming into their teens; the dangerous age when youths feel an irresistible itch to drive a car—anybody's car. If sheer numbers are any indication, auto theft will increase along with allied crimes like hit-run accidents, looting and stripping of cars. So, too, will your auto insurance rates increase!

Auto theft can be licked—but only with the full cooperation of the car-owner himself.

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# ELKS HOME WORKSHOP

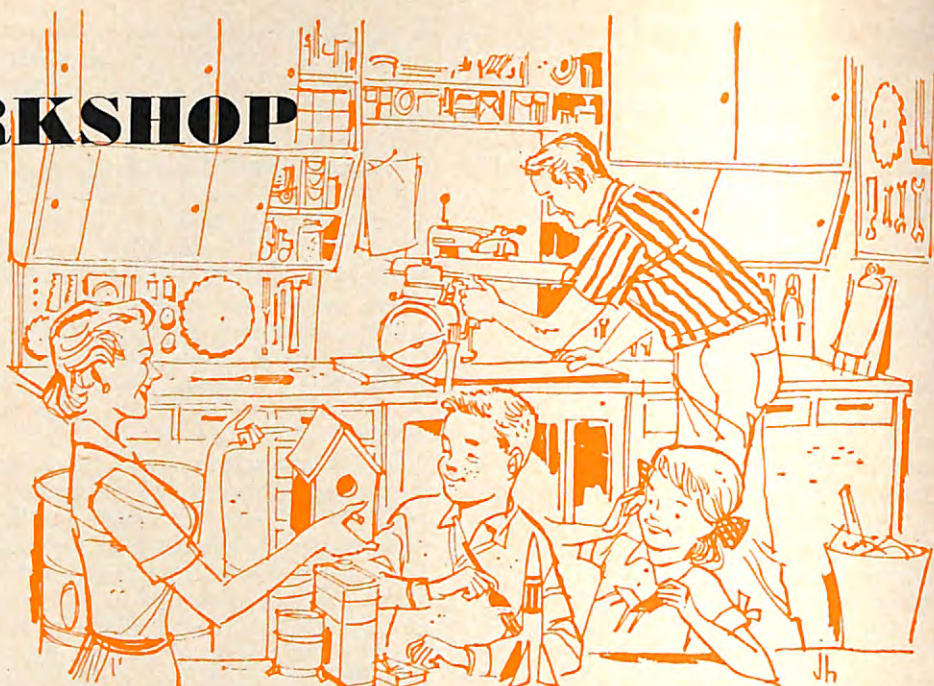
By HARRY WALTON

Foam Rubber

Makes

Upholstering

Easy



IT TAKES care rather than skill to reupholster simple pieces of furniture or to pad a homemade footstool or headboard. Modern foam rubber, packed with built-in air cells, can replace springs and loose padding material, making the task much easier than ever before.

This material, widely available in department stores and from the big mail-order houses, is very light, lintless, odor-free, mildew- and mothproof, and nonallergenic. It won't pack down or wear out. All these advantages make it worth its extra cost, but it further pays its way by enabling the amateur to do work that would cost a great deal more if done outside.

The most common forms of foam rubber for upholstery are sheet stock 1 inch or more thick, cored stock with air chambers, 3 inches and 4 inches thick, and cushions of various sizes and

can serve as a pattern for cutting the new cover to shape.

Remove any loose padding, moss or hair. The chances are that it has lost its resiliency and is packed down. You may have to remove the cambric dust-cover underneath to see whether the springs are in good condition. If they are, a springy new pad can easily be installed.

With large shears, cut a piece of 1" thick foam rubber (or cored thicker stock if you prefer)  $\frac{1}{4}$ " larger than the area all around. Then cut a bevel on the edge as in Figure 1. You may find the material easier to cut if you repeatedly dip the scissors in water.

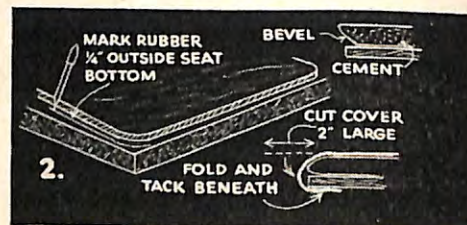
Place this cushion in position, the beveled edge down. When it is precisely aligned at all edges, carefully fold back a corner and apply rubber cement thinly to both the spring cover and the underside of the cushion. Hold the surfaces apart about five minutes; then lower the cushion and press it into contact. It will stick tightly on contact, so be sure it is properly aligned. Fold back the other corners and cement and tuck them down all over. Then apply new covering as described below.

SPRINGLESS SLIP SEATS, common on kitchen and dining chairs, can be given a pleasing shape and made more comfortable with foam rubber. Such seats are usually attached with screws from underneath the frame. Remove these, take off the seat, and pull out the tacks that hold the outer covering. Lay this and any padding aside.

Place the seat panel on a  $\frac{3}{4}$ " or 1" foam-rubber sheet,  $\frac{1}{4}$ " inside one of the straight edges. Use a ball-point pen to draw a line  $\frac{1}{4}$ " outside the other three sides. Cut the piece out and bevel all edges as in Figure 2.

Cement this cushion to the seat panel

with the bevel down. Cut covering material 2 inches larger all around. Center the cushioned pad on it and fold the material over at the middle of one side, tacking it with 3-oz. tacks. Next, pull it taut at the opposite side and tack it

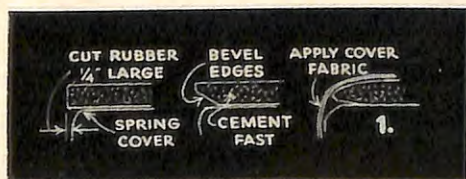


there. Inspect the surface to make sure you have created no wrinkles. Then tack the covering across the other two sides.

Fasten it to within 2 inches of the corners. Pull these taut from both sides, tucking in excess fabric, and tack them. Then refasten the seat to the chair.

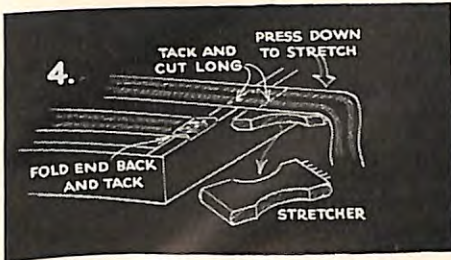
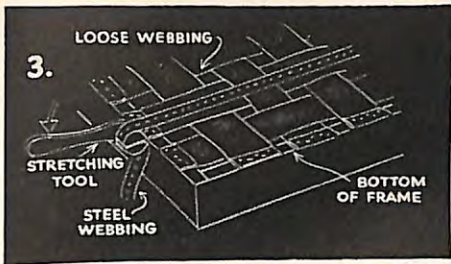
To avoid wrinkling later, experts warn, take care not to use stretchable covering fabrics over foam rubber. With plastic-film fabrics, tack a muslin or denim undercover over the foam rubber first. Without this, chemical action between the materials may stiffen and stain the plastic film. An undercover is also desirable if the covering material has a slippery undersurface.

LIVELY NEW CUSHIONS of the lift-out kind are easily made with foam-rubber cushion stock. Cut the stitches at one back edge of the cover and remove the inner springs and old padding. Buy or cut a foam cushion about 1 inch wider and longer than the cover, as measured from cord to cord, but the same thickness as the edge measurement. Fold the cushion to work it into the cover. Pin the open seam and sew it shut with carpet or linen thread.



thicknesses. The size and spacing of the air chambers, or cavities, inside the stock determine how firm or soft the material will be.

GOOD REUPHOLSTERING begins with painstaking removal of the outer covering. Use an old screwdriver or, better, a tack puller. Take careful note of the way edges are folded, corners tucked in, and trim tape (or gimp) attached. It may even pay to make little diagrams of these details. Try not to cut up the old material. Left intact, it



WHEN SPRINGS GO BAD, they must be rebuilt or replaced by some other sound support. You may find coil springs supported on metal rods, wooden crosspieces, or wide jute webbing. If webbing is damaged, install a new one as described below. If it has sagged but is otherwise intact, it can be reinforced with steel webbing as in Figure 3.

Using special screw-shank nails, sold for the purpose, nail one end of the metal strapping to the center of a frame member directly over the jute webbing (since this is done with the chair upside down, the reinforcement will be under the old webbing). Across the frame, slip the slot of the metal web stretcher onto the strap, the handle of the tool lying over the frame. When swung down, it pulls the strap taut.

Working out on both sides from the center, add strap webbing over each strip of jute webbing. Then interlace cross strips over and under the first set, again starting at the center.

If any springs have pulled free from the jute webbing at the bottom, resew them with a 4-inch curved needle and linen thread. Attach each spring at several places.

INSTALL NEW JUTE webbing starting at the frame center. Let 1 inch of the webbing overhang as you nail it to the frame edge with five No. 10 tacks. Now fold back the overhang and fasten it with five No. 14's.

Tighten jute webbing with the stretcher shown in Figure 4. Fasten the stretched webbing with the smaller tacks as before, cut it 1 inch from the frame, fold the end back, and secure with the longer tacks. Weave cross-webbing over and under the first strips.

Ready-made spring units, with tied coils encased in muslin or burlap, can be sewed to the webbing. On top of uncovered or thinly covered metal springs, lay burlap, jute or cotton felt to provide a smooth surface for the foam cushion and save it from damage.

Deeper, cored foam-rubber cushions can be used without springs, directly

over webbing or even on a hard surface such as plywood. A solid bottom should be vented with numerous holes to let the rubber cavities "breathe" freely.

DROP-IN CUSHIONS, made to rest on cleats in the furniture frame, are easily made with a suitably vented plywood bottom, as in Figure 5. Cut the foam rubber  $\frac{1}{4}$  inch oversize all around. Cement tacking tape to the edges, let it set a few hours, then pull it down and tack it to the plywood edges.

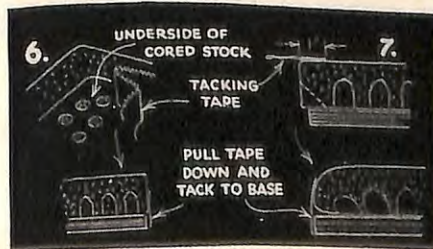
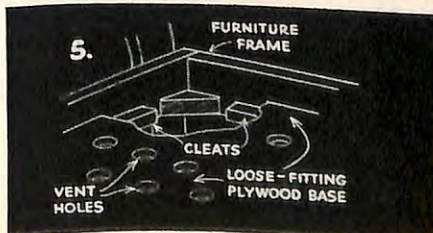
For rounded edges, cement the tape to the top surface 1 inch back from the edge (Figure 6). Bevel the under corner of the cushion. Then pull the tape down as tightly as necessary for the desired effect and tack it. If you want a heavily bolstered edge, cut the cushion a full  $\frac{1}{4}$  inch oversize all around. Cement on tape and pull it down to pinch in the extra material (Figures 6 and 7). For special shapes, cut foam rubber into suitable parts and then cement the parts together.

TO CUT NEW COVERING after the old, follow the main outline but don't notch the corners as yet. Tack the material to the underside of the frame at the middle of the front edge. Pull it back tightly and tack it at the rear. Place tacks 1 inch apart, to within a few inches of each corner. Then pull the covering tight across the sides and tack it there.

Snip a square of material out of each corner, leaving enough to fold under a generous seam. Bring fabric from the front around the sides; then neatly fold the side fabric on a vertical line to cover the other, and fasten it with small-headed gimp tacks. Cut off overhanging material around legs, but turn it under the frame elsewhere and tack it there.

At rear chair legs, cut out a square of material. Fold in the edges and tack around both sides of the leg post.

Gimp, or decorative tape, is attached with glue to conceal cut edges and tacks. Hold it on with small tacks until the glue sets. If driven between the decorative cords, gimp tacks will be virtually invisible.



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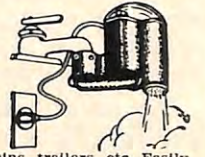
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## The Order's 92nd Birthday

It was 92 years ago this month that the Order of Elks was established by fifteen men engaged in some form of theatrical enterprise or activity, largely entertainers.

Unquestionably, there was not one of those 15 men whose imagination ran riot to the extent of visualizing that their little group would ever develop into one of our country's greatest fraternities.

They simply had formed the organization for mutual assistance, and it is very doubtful that any of them expected that their group would expand beyond the confines of New York City, where they were located.

And yet, this birth-month copy of THE ELKS MAGAZINE will go to 1,273,569 members of this great fraternal, charitable and patriotic Order that now has reached its 92nd birthday.

Not only has it reached the membership figure just indicated, but it has also established its lodges now in all of the states, including the new states of Hawaii and Alaska, and there are also Elks lodges in the Canal Zone, Puerto Rico, Manila and Guam.

The total number of lodges in activity now is 1,901, and they have an average membership of over 600.

The assets of these subordinate lodges have grown to well over \$300,000,000.

The charitable, welfare and patriotic expenditures of the Order have attained a total during the years of \$150,000,000. At the present time such expenditures are averaging about \$7,000,000 a year.

The great attainment, the great services of the Order to the communities in which the lodges are located, its many benevolent services and its acts of patriotism are not so important in terms of the large amount of money that has been expended as they are in the selection of

the character of the various activities to which the funds have been devoted.

Those funds have been expended in causes which have been carefully examined and thoroughly considered by the Grand Lodge and the subordinate lodges.

One need not be so much impressed by these totals, spelled in millions, as in the thousands of crippled children who have been assisted, the thousands of victims of cerebral palsy who have had restored to them the opportunity of taking their place in life and its activities, the thousands of young people, boys and girls, who, because of the benefactions of the Order, have had an education which otherwise would have been impossible.

The amount of money spent in patriotic activities is not important compared to the character of the services rendered, among which are hospitals furnished for our Army in France, the reconstruction hospital built in this country and turned over to the Army in World War I, and the enlistment services rendered to the Army and Navy in World War II.

The amount of money spent in the interest of our servicemen in World War I, World War II and in the Korean War has to yield in importance to the comfort and entertainment rendered to them when entering our country's Armed Forces, serving in those forces and coming out therefrom—or the services still continued, contributing to the comfort, the entertainment and the happiness of the hospitalized veterans, and to be continued as long as there is a hospitalized veteran and our Order lives to assist him.

The past of the Order of Elks is secure. Judging from that past, we may face the future with confidence that even greater growth and accomplishments lie ahead.

### Membership and New Lodges Committee

At the 1958 Grand Lodge Session, the State Associations Committee, which had a membership of ten, was reduced to a membership of five, and there was created a new Committee to be called the Membership and New Lodges Committee, also with five members.

The first Committee carrying this title was appointed that year and the Chairman was Past Exalted Ruler James A. Gunn of Mamaroneck, N.Y., Lodge.

The other members were Brothers Hugh L. Hartley, of Owosso, Mich., Lodge; Campbell F. Rice, of Colorado Springs Lodge; Oscar W. Stutheit, of Orange, Cal., Lodge; and Edward W. McCabe, of Nashville, Tenn., Lodge.

This year the organization of the Committee was repeated as to membership, except that Brother Gerald F.

McCormick, of Pittsburg, Cal., Lodge, succeeded Brother Stutheit.

In the first report of the Chairman of the Committee, presented at the Grand Lodge Session in 1959, it was stated that 45 lodges had been instituted during the year and that in that year there was a total membership gain of 17,844.

The Chairman further stated that the new lodges brought in 8,715 members, or about 50 per cent of the total gain.

An analysis of the figures of Elk membership by states, as reported by the Grand Secretary at the Grand Lodge Session, indicates that five of the states showing gains in membership in that report would have been classed as showing a loss were it not for the new memberships resulting from the institution of new lodges.

These states were important Elk states.

During the six months following the last Grand Lodge Session, 32 new lodges were instituted.

It is not practicable to secure the present membership figures of those lodges, but a check does show that on their charter list there were 4,709 new members.

It is not over-optimistic to think that in the full year the number of new members resulting from the institution of new lodges will approach 10,000.

The current Membership Committee has sent out a very comprehensive brochure giving full particulars relative to the institution and organizing of new lodges.

The degree to which this information is disseminated among members of the Order is important in making a larger percentage of our members acquainted with the steps that have to be taken to form new lodges.

The number of towns and cities in the country capable of supporting successfully a lodge of Elks, and having no such lodge, is very large and offers great opportunity for the building up of our fraternity.

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We are sincere in our belief that when this development comes, it has to affect your purchase. "Just as soon as the first builder moves into this area — watch that land skyrocket to about \$2000 an acre", stated a 40 year veteran Florida realtor! This is why we are so enthusiastic about the future of this land . . . why we believe that in spite of the fact that there are no roads, no developments, no farms or villages now existing . . . that this land has one of the only real big speculative futures in the United States.

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