

THE ELKS

MAGAZINE

MARCH 1961



* OFFICIAL ELK JEWELRY

A Gift That Will be Worn Proudly by Any Elk

For the lodge or the individual wanting to give an Elk a lasting gift that he will proudly wear here is the answer. Handsome jewelry officially approved by the Grand Lodge and distributed by The Elks Magazine. Prices include federal tax.



No. 1—50 year emblem. Beautiful, 10k gold with gold plated post and attaching button and five single cut sparkling 2-point genuine diamonds. Price \$78.85. A splendid gift to honored members or officers.
No. 1A—Same design, set with five blue sapphires. \$19.25.



No. 7E—Economic membership pin, without years designation, in 10k gold plate finish. \$4.00.

No. 7—Same design as above, in 10k solid gold, with gold plated post and attaching button. \$7.35.

No. 7S—Same as No. 7 but set with one 4-point genuine blue sapphire. \$11.00.

No. 7A—Same design with 2-point diamond. \$20.15.

No. 7B—Same design with 4-point full cut diamond. \$28.40.



No. 13—Past District Deputy Pin. Designed especially as a decoration for extraordinary services rendered to the Grand Lodge and beautifully suited to the honor which it indicates. 10k gold ornamentation surrounding red, white and blue, hard-fired brilliantly enameled Elks insignia. Gold plated attaching post and button. \$13.00.

No. 13A—Same as above, equally handsome but with one 5-point genuine blue sapphire inset at bottom. \$17.00.

No. 13B—Similar to No. 13 with addition of brilliant 5-point diamond inset. \$46.00.



No. 9—Life Member Pin. This new distinctive pin was specially designed and created for life memberships attained by reason other than Honorary award. 10k gold with gold plated attaching post and button. \$9.15.

No. 9A—Same design with two 3-point sapphires, \$13.75.

No. 9B—Same design with two 3-point diamonds, \$49.50.



No. 2—Plain 50 year membership pin with no jewel but brilliantly enameled red, white and blue. 10k gold with gold plated post and attaching button. \$11.00.



No. 11—Past Exalted Ruler pin. An emblem of rare beauty for one who has distinguished himself in his lodge and among his Brother members. Same craftsmanship that makes official Elk pins such fine examples of jeweler's art. Clock and pin beautifully enameled red, white and blue. Past Exalted Ruler designation gold letters on blue background. \$12.50.

No. 11A—Same as above pin No. 11 but with 5-point diamond. \$46.00.

No. 11B—Similar to 11 and 11A but jewel is a 10-point diamond. \$70.00.



No. 8—Honorary life membership pin. 10k gold, gold plated post and attaching button. \$9.15.

No. 8A—Same design with three 2-point blue sapphires. \$13.75.

No. 8B—Same design with three 2-point diamonds. \$49.50.



No. 10—30-year membership, plain with no jewels. 10k gold with gold plated post and attaching button. \$8.25.

No. 10A—Same pin, same quality as No. 10 but set with one 1½-point blue sapphire. \$9.90.

No. 10B—Similar to above, set one 1½-point diamond. \$19.00.



No. 3—25 year membership, plain (no jewels) 10k gold with gold plated post and attaching button. Handsomely enameled red, white and blue. \$8.25.

All Pins Manufactured By L. C. Balfour Co., one of America's Leading Manufacturing Jewelers

THE ELKS MAGAZINE

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Enclosed is check for \$..... for emblem

Button No..... Quantity.....

Name.....

Street.....

City..... State.....

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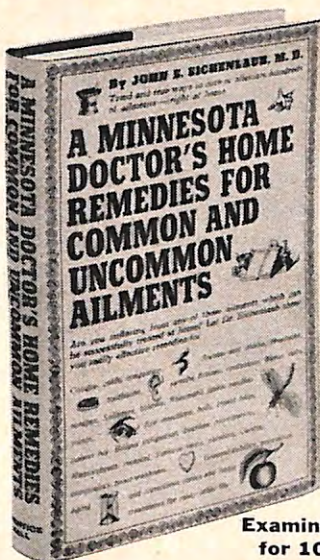
A Doctor Reveals How to Save Money on Medical Bills!

simple HOME REMEDIES to use for hundreds of ailments... plus TONICS and CORRECTIVES to build strength and energy

Imagine... a DOCTOR tells you how to treat your ailments at home... and help cut medical costs! Here are simple, safe and effective home-made tonics, liniments, ointments... special massages for easing muscular aches and pains... tranquilizing baths that quell jittery nerves... diets for losing or gaining weight... remedies and home treatments for 211 complaints. This book brings into your home a marvelous fund of medical information not generally available to the layman.

A MINNESOTA DOCTOR'S HOME REMEDIES FOR COMMON AND UNCOMMON AILMENTS

by John E. Eichenlaub, M.D.



Examine FREE for 10 Days

Simply fill in and mail the coupon for a Free-Examination copy of this instructive book which gives you the tried and true home remedies, tonics and treatments handed down for generations by the hardy, robust country folk of Minnesota. These home remedies can help you enjoy a way of living few have ever known before. You will see...

- how to treat eczema and other skin irritations for about five cents
- how to correct both temporary and chronic constipation in a way that may keep you from being plagued by it again
- what to do with candle wax to get fast relief from muscular aches and pains
- how to use just plain hot and cold water 30 different ways—one of the best and cheapest health-savers of all!
- how to prepare home decongestants to clear up head and chest colds, relieve sinus pain
- how to ease backache with a "figure 8" exercise
- how to find many of the "medicines" and medications you need, on the kitchen shelf and in the average family medicine chest; what others you can buy at the drugstore without a prescription
- how to mix salves and ointments that soothe psoriasis, raw red hands and other skin eruptions
- how to use hormone-stimulating aspirin doses that give blessed relief from arthritis and rheumatism
- what delicious diet trims off excess weight... another that puts flesh on slender frames
- how to ease the pain and discomfort of heartburn, indigestion,

- colitis and other gastro-intestinal ailments
- 5 ways to treat varicose veins and improve blood circulation
- tonics to keep heart, digestion and all vital organs going strong
- how to perk yourself up and boost your resistance to disease with simple, inexpensive home tonics
- how to prepare cold-packs, soaks and tranquilizing baths that quell jittery nerves
- when you should consult your doctor for further aid
- what good—and harm—there is in some of the "old wives' tales" about many disorders and their treatment
- how to relieve hemorrhoids, deal with prostate and bladder troubles, menopausal miseries
- how to give first-aid for severe cuts, scalds, broken bones and other injuries
- what measures bring quick relief from earache, headache, toothache
- what home regimens to follow for high blood pressure, arteriosclerosis, cardiac complaints.
- how to benefit from the medicinal values of salt, vinegar, baking soda

DR. JOHN E. EICHENLAUB

wrote this book to pass on to those who need it most the medically reliable home measures you can use for disorders not serious enough for a visit to the doctor. A graduate of Johns Hopkins University, Dr. Eichenlaub practiced medicine as an "old fashioned family doctor." But in 1953 he felt he could do more for more people by writing and teaching... first at the University of Illinois and later at the University of Minnesota. He has contributed upwards of 300 articles to such magazines as *This Week*, *Today's Health*, *Parents*. His new book brings together all his sound and practical guidance on every phase of healthful living.



COMMENTS FROM DOCTORS:

"From the simple corn to the symptoms of serious problems, it covers just about everything that haunts the human race."

Dr. Daniel Borden, Washington, D. C.

"The advice is specific, earthy and scientific, easy for the layman to understand. The broad scope of material and the type and variety of recommendations is found in no other present volume. This book has real value."

Dr. R. L. Page, Minneapolis, Minn.

COVERS REMEDIES AND TREATMENTS FOR 211 AILMENTS, including

Head & Chest Colds	Indigestion
Laryngitis	Varicose Veins
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Swollen Joints	Anemia
Headaches	Ulcers
Hemorrhoids	Female Discharges and Irritations
Skin Rashes	Decreased Potency
Heartburn	Menopause
Gall Bladder Trouble	Insomnia
Overweight & Underweight	

TURN TO CHAPTER 12... FOR TONICS AND CORRECTIVES THAT BUILD STRENGTH AND ENERGY: How to snap out of lethargy, fight depression and irritability, with cold friction baths, sheet baths, soothing massage. How certain sex techniques have tonic use. How to overcome low-grade anemia. The tension-easing refresher slouch, and how to use it. How eating certain snacks can actually help you to lose weight.

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Send me a copy of A MINNESOTA DOCTOR'S HOME REMEDIES FOR COMMON AND UNCOMMON AILMENTS to read and use FREE for 10 days. In that time, I will send you \$4.95 plus postage, or I will return the book and owe nothing.

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SAVE! Send \$4.95 now and we'll pay postage. Return and refund privilege guaranteed.

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You can see this book, without cost, on a 10-day trial basis. Just mail the coupon to get your free-examination copy. Cost of the book is \$4.95—but you don't have to buy it unless you decided to keep it. It will save you many times its cost in fewer drug and doctors bills.

**ADD
\$4000 to \$8000
to your income
with a**

**SPEED WASH
Self Service Laundry**



A tailor-made opportunity for a professional man or successful businessman to invest — for additional income for retirement. You continue your present occupation without interference.

FAST AMORTIZATION OF INVESTMENT
Annual earnings up to 20, 30 and 40% are being made on investment. This is due to sweeping changes in home laundering methods. Housewives preferring the pleasant, colorful surroundings of a do-it-yourself, coin operated Speed-Wash — plus almost 50% savings in laundry cost.

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Speed-Wash coin operated laundries offer an unprecedented business opportunity for growth and income. We supply store planning. A financing plan is available to get you started. For complete information, call or write . . .



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Ripon, Wisconsin

THE ELKS MAGAZINE

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MARCH 1961

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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How to stop feeling your years



One reason why you may feel older than you are is that you have slowed down, lost some of your energy and vitality. How to regain it? Medical men know that lost vigor can often be restored through the right kind of physical activity. Not just "exercise" which uses one set of muscles or another, but a stimulating activation of all parts of the body.

Engineering science has developed a way in which you can get this essential all-body action. That way is Exercycle.

Exercycle's All-Body Action

Exercycle gives you all-body action by moving every part of your body in a stimulating, coordinated way. Because Exercycle is motor driven, it conditions you without the strain and exhaustion of conventional exercise. You can use as much or as little effort as you wish. The

unique Bergfors All-Body Action of Exercycle is so relaxing and refreshing, it's hard to believe that it brings into play the same parts of your body as you would use in swimming, rowing, cycling, and horseback riding . . . all in one satisfying workout. The Exercycle does the work; you get the benefits. And you have the comfort and convenience of taking your daily Exercycle workout right in your own home.

Helps renew lost energy

The effect of a daily workout with the Exercycle is almost magical. In less than five days, you begin to feel the difference. Your muscles soon begin to firm. You feel more energetic, more youthful. You're more at ease, more relaxed than you have been in years. You have more vigor and drive. You look trimmer, slimmer.

The total benefits you get from the All-Body Action of Exercycle are available in no other way. No exercise routine, no other "health program," no other kind of equipment can do what Exercycle does. Now thousands of men and women who have unsuccessfully tried the pills, food fads, and strenuous regimens can keep vigorous the easy, convenient Exercycle way. You can do it too.

**ACT NOW! SEND FOR FREE LITERATURE!
IT'S NEVER TOO LATE
TO FEEL YOUNG AND ACTIVE AGAIN**

Fill out the coupon below and you'll receive detailed information on the amazing Exercycle with Bergfors All-Body Action, how it works and what it can mean to you and your family. You owe it to yourself to investigate this modern way of keeping fit and feeling great.



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Please send me at once, without cost or obligation, the FREE Health and Fitness Kit, with full details on the effortless, automatic Exercycle way to keep healthy, alert and trim, including pamphlets quoting doctors on relation of health to exercise.

Mr. }
Mrs. }
Miss }
(PLEASE PRINT PLAINLY)
Address.....
City..... Zone..... State.....

In Canada write: 4338 St. Denis Street, Montreal 18



Let's **FINISH** *the Job*

Within a few weeks the Exalted Rulers of our lodges will surrender the responsibility of leadership to their successors. I hope that they will be able to do so with a feeling of deep pride and satisfaction with their record in office, secure in the knowledge that they have given their best efforts in the high office entrusted to them by their Brothers.

To the retiring Exalted Rulers, I point out that there is still one month of your term remaining for positive action, and urge you to use this time to improve your administration's record of achievement.

Have you initiated new members equal to 10 per cent of your membership a year ago? If not, there is still time, with organized effort, to achieve this very important objective. Have you determined those individuals who are eligible for reinstatement? Select responsible men on this list and extend to them a cordial invitation to resume their active membership with your lodge. Is your lapsation program effectively operating and obtaining results? A friendly, personal letter from you can be most helpful in getting laggard members to pay their dues promptly.

I strongly urge you to review and strengthen your lodge's entire membership program during these final weeks of your term.

You should take the same action with respect to the Elks National Foundation program. The record of individual and lodge contributions to the Elks National Foundation this year will always remain as your record. Can you honestly point to it with pride? Have you and your Elks National Foundation Committee reached the goal which has been set for your lodge? If not, I ask you to make a concentrated effort to achieve that goal

in the remaining weeks. Make certain that all contributions made by your members have been mailed to the Elks National Foundation office so that your administration will receive full credit for them.

Every Elk should cooperate with the effort of his Exalted Ruler to end his term of office with a record of great achievement. You can cooperate in many ways. One of the most important is to pay your dues this month and encourage other members to do so.

You can help also by proposing for membership in your lodge that relative, friend or business associate whom you have considered proposing but never quite took the time to do it. Why not do it immediately?

And there is another vital way in which you and you only can help. That is with your lodge's effort to reach its quota in the program to raise a million dollars for the Elks National Foundation. Have you sent in your contribution to the National Foundation? If you have not, there is a very simple and easy way to do it right away. Tear that envelope out of the February issue of THE ELKS MAGAZINE, place in it a check for at least \$10, and more if you can afford to do so, and become enrolled as a Participating Member of the Great Heart of Elkdom. Be sure to write in your lodge number on the envelope before you mail it so that proper credit can be given to your lodge.

As I have said many times, it is an honor and a privilege to be an Elk, to be one of 1,300,000 Americans united in the advancement of true brotherhood, in the strengthening of patriotism, in the relief of suffering, and in the promotion of good fellowship. Let each of us do our part so that we may be truly worthy of that honor and of that privilege. • •

John E. Fenton, Grand Exalted Ruler

VENUS FLYTRAP EATS LIVE FLIES

Exquisite house plants catch and eat live insects! Bear white flowers. Green leaves form rosettes. Each leaf tipped with pink trap. Insect, lured by color & nectar, enters. Trap snaps shut, absorbs him. Also eats raw beef or feeds thru roots. Easy-to-grow bulbs develop in 3-4 weeks. 3 Bulbs.....\$1.00
18 Bulbs.....\$5.00



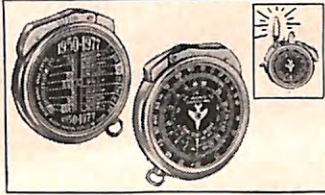
MOST FEMININE UNDIES EVER!...3 exotic styles in lace-soft Helanca that stretches to fit smooth as skin! Bikini: littlest panty—reinforced seams, opaque crotch. Panty Brief: heat resistant elastic at waist, legs. Garter Panty: mild control with comfort. 1 size fits all—5 to 8. Each in white or black.
Bikini ea.\$1.29 2 for...\$2.49
Panty ea.\$1.49 2 for...\$2.79
Garter Panty ea...\$2.49 2 for...\$4.79



RARE, EXOTIC CLIMBING GERMAN STRAWBERRY PLANTS!

...Trained against trellis, fence or wall, they'll grow 4, 5 even 6 feet high! Sturdy vines form dozens of rosettes which bear a profusion of blossoms and berries! Produce a beautiful mass of deep green foliage, accented by charming white flowers, green berries and delicious ripe red fruit... all at the same time! Continue to bear delightful strawberries from spring until frost in fall! A true perennial. Blooms and bears luscious fruit year after year. Easy to grow. You don't even have to bend to pick fresh home-grown berries! Order now for spring planting.

Each.....\$2.50 3 Plants.....\$6.98



CIGARETTE LIGHTER—COMPUTER PERPETUAL CALENDAR! 3-in-1 pocket wonder! Handsome precision-made chrome-plated lighter has 3-dial computer on 1 side—for ground speed, miles, gallons, etc. Calendar on other side current from 1950-1977! 2" diameter. Each\$1.98



6 ENCHANTING LAMPS ... glow in the dark, without electricity! Self-illuminating! A wonderful way to cut down your electric bill. Cute lantern styling, of unbreakable plastic. Gathers light by day ... radiates it at night. Use to indicate cellars, stairways, as lamp and shade pulls. 2" high, in assorted colors. Set of 6.....\$1.00 3 sets.....\$2.79



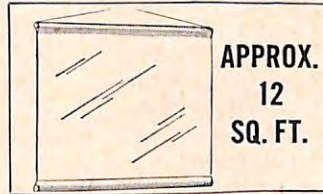
1000 ADDRESS LABELS ... Printed with your name and address, to save your time! Gummed backs. Just wet and stick. Terrific for stationery, books, checks, packages. You'll never have to write your return address. Handsomely printed in blue on white stock. Easy to read—prevent errors. State name, full address in 3 lines.....1000 labels 88¢



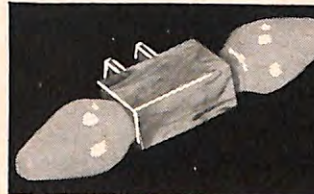
EMBOSS YOUR NAME, ADDRESS!...Lifetime all-steel Embosser personalizes plain paper, envelopes with your name and address in raised letters. Insert paper, press finger-touch handle... for rich embossed stationery. Specify 3-line name and address (up to 21 letters and spaces per line). Each\$4.95



GARDEN BOOTS FOR 1001 CHORES ...Keep feet dry, shoes clean, whenever there's dirty work afoot. Easy to put on because they stretch. Wear with or without shoes. Of soft green latex! Washable inside and out. Just squirt with hose, mud slides off. Specify: Small (4-6), Medium (6-8), Large (8½-10). Pair\$2.98



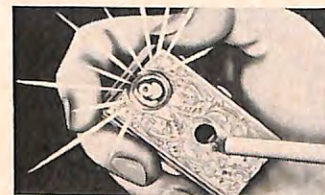
GIANT MOVIE & SLIDE SCREEN, available now for first time, is 40" x 40"—nearly 12 sq. ft.—costs only \$1! Project slides, color and black-and-white movies in clear, vivid detail on smooth, durable Plastiscope screen. Portable, lightweight. Sets up in 30 seconds. Rolls up like a window shade for compact storage. Each\$1.00



NEW NITE LITE LASTS 100 YEARS! ...Only 2¢ worth of electricity a week, in continuous use! 2 regular 7 watt, 110 Volt bulbs operate in series, so each takes only 55 volts. Thus bulbs use only 2 Watts each—won't burn out! Soft, pleasing light. Just plug it in and forget it! Marbled plastic, with 2 bulbs. Complete.....\$1.00 3 for.....\$2.79



KEEP CANCELLED CHECKS SAFE ... Roomy check bank could save you money! Holds 800 cancelled checks. Keeps them safe—ready at a moment's notice if needed for tax purposes or proof of payment. Green ripplette box with golden stamp; tab index dividers for 5 year file. 7¼" x 4¾" x 3¼". Each.....\$1.00 3 sets.....\$2.79



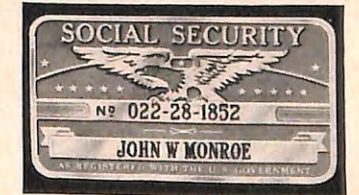
ELECTRIC CIGARETTE LIGHTER...No wick, no lighter fuel needed! A quick flick of the switch & secret panel opens to provide instant light for cigarette, despite wind or weather! Feather-light engraved metal case, with built-in flashlight. Uses 2 pen light batteries obtainable anywhere. Each79¢ 2 for\$1.50



LIGHT WHERE YOU WANT IT...with "Headlite"! Slips on like glasses, casts direct light wherever your head turns—without illuminating a whole area. Read in bed without disturbing anyone! Fits over glasses. Great for repairmen, hobbyists—a no-hands flashlight! Uses standard batteries (not incl.) Each.....\$1.00 2 for.....\$1.88

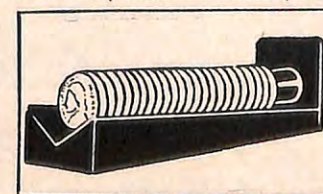


MAGNETIC HOOKS CLING to metal cabinets, stoves, refrigerators—to metal on cars, boats, etc. Fasten instantly, provide safe, neat storage for cups, tools, utensils, notes, pot-holders, pots and pans, towels. No holes to drill. Durable—permanently defy the law of gravity. Never wear out. Save space and breakage. Set of 4.....\$1.00; 3 sets.....\$2.79



LIFETIME SOCIAL SECURITY CARD ... Indestructible—cannot be harmed by fire, water, oils, etc.! Wafer thin, two-tone solid aluminum—a wallet sized 3½" x 2"—engraved with social security number and full name. Positive, permanent identification to keep with you at all times. Specify number and name. Each\$1.00 3 for\$2.79

VOODOO BULBS LIVE ON AIR ...bloom without water or soil! Mysterious Himalayan bulb (Arim Cornutum) doesn't even need a pot! Just open package—watch them GROW! Rich, splashy purple calla-lily-shaped flowers, sparkling green leaves. Grows without care indoors now, outdoors later. 2 bulbs89¢
6 bulbs\$2.49



COUNT & WRAP COINS, QUICKLY! Do it automatically, in half the time with Coin Counter! No fuss or fumbling! Just slip coins into plastic tray up to indicator line, and slide wrapper under coins. No mistakes! You can even wrap easily with plain paper. Counts pennies, nickels, dimes, quarters. Each.....\$1.00 6 for.....\$5.00

Mail to **SPENCER GIFTS** Today

SPENCER GIFTS, AF-38 Spencer Bldg., Atlantic City, N. J.

My Name Is. _____ PLEASE PRINT

Address. _____

City _____ Zone _____ State _____

HOW MANY	NAME OF ITEM	PRICE

SO SORRY, NO C.O.D.'s All orders sent Postage Paid.

(Enclose a check or money order with your order) **TOTAL ENCLOSED** _____

Advertising—Road for Traffic

AN EXECUTIVE of one of the large Chicago advertising agencies years ago defined advertising as *salesmanship in print*. The clever turn of phrase, esoteric art, fancy typography may help to win an award, but at the end of the fiscal year, awards per se will have little affect on the statement of profit and loss. The retailer's advertising must sell, and since he can sell only those who come into the store, the mission of the advertising dollar is made beautifully simple: *to bring in traffic*. This sound theory is heavily emphasized in the policy directives and training manuals of the leading retail organizations. It may be argued that the great ten-cent store chains dispensed with advertising, but in its stead they used prime location at enormous expense—and in the end returned to the advertising formula. If, then, the big "sell-alls" whose merchandise is ponderous and appeal is universal, still need advertising, there can hardly be a question that for the small businessman with his own store, advertising is essential in building business.

A total of twelve billion dollars a year is invested in advertising, national and local—a sizable vote of confidence not only in advertising, but in the growth of our economy.

Obviously, much of this comes from department stores and chains, but the investment of the small businessman, particularly the retailer, is also strongly represented here. Advertising has made small business grow big, and for some, in a surprisingly short time. As with other things, effective advertising begins with good planning.

PLANNING AND BUDGETING

A common mistake of the busy businessman is assuming that he can do adequate planning between calls, while traveling or at other odd moments. An hour of dedication is as important to planning as it is to any other activity. The corporation executive spends almost all of his time keeping abreast of changes and appraising the position of his company, his division, employees and himself. With this knowledge he formulates plans for future growth. Obviously, the small retailer, already faced with a long work day, cannot so indulge himself.

But he may do the same in principle, and if he will set up certain rules by which to guide himself, he can make



By COURTENAY JAMISON

Billions go into advertising each year—with effect. Here are some tips on getting the most out of the small-business advertising dollar

his planning hours efficient and productive.

Rule No. 1 for the retailer is his purpose in business: to buy and sell quickly at a profit. Answers to all other questions should be measured against this.

2) Keep a constant control on all merchandise; the rate of turnover will indicate progress or its lack. According to the Harvard Bureau of Business Research, independent retailers turn stock a fraction over twice a year. The big chain operations more than double this rate. Obviously, the small businessman should concentrate his efforts on speeding stock turnover. Constant control will allow the retailer to spot slow-moving items in each season. Sometimes these can be advertised as specials. One retailer discovered a half gross of extra-large overalls 10 seasons (2½ years) old, advertised them with four radio spots in early morning and sold the entire stock in two days.

3) Set up a gross volume objective and break this down by departments, if any. Next, list the objective in sales for each department or item, by month, and a total for the entire store. In this schedule, average mark-up should be borne in mind. This will become the basis for a sales promotion calendar, and out of the mark-up must come operating, advertising and sales expense.

4) Alongside the total volume for each month, budget a certain percentage for advertising and sales promotion. (The other budgetable items may be added, but we are concerned here only with advertising.) The average advertising appropriation is about 3 per cent, but can vary widely, depending on type of merchandise, season, location and sales objective.

5) Try to project the figures in steps three and four, month by month. The small businessman needs hardly more than a year's management experience to know that all monthly volume will not be equal. Retailers soon discover that 25 to 40 per cent of the year's business is done in the two months preceding Christmas. Other peaks will occur at different times of the year, depending on seasonal merchandise. With this knowledge, outlay can be planned and budgeted to coincide with the predicted sales curve. It is unwise procedure to go against the tide, i. e., to advertise disproportionately during

slow periods in an attempt to change the popular trend.

6) To make sales events successful and the advertising effective, plan the purchase of special promotional merchandise, traffic items or "loss leaders" to create interest, bring in shoppers. Keep a list of these for future reference. There should be enough on hand to supply the demand created by advertising. Better merchandise should be stocked, as always, to satisfy more expensive tastes, increase the profit ratio.

7) Plan interior and outside displays to augment advertising and put a small appropriation aside for them, including signs, lights and other items that will add excitement to the sales event.

8) If yours is larger than a one- or two-man shop, distribute responsibilities among employees to stimulate interest and relieve the manager. A list of assignments and personnel will go far toward accomplishing both purposes.

9) This last step forms the basis for future planning: *keep records* of advertising/promotion activities, merchandise leaders, weather, personnel and any other economic indicators. Many stores keep newspaper tearsheets or facsimiles of ads in other media, and note on them quantities sold of various advertised items.

After the sales estimate for the year is made up, broken down by department and by month, the wise businessman develops one more planning tool, the monthly sales promotion calendar. These are often available from representatives of local advertising media, but if not, he can simply draw up his own oversize calendar. In the big blocks of the calendar he will indicate probable days of sales events, considering the elements we discussed above—planning these around the holiday buying seasons and important payday periods in the community. Next he will schedule ads to be run in the various media, day by day, to coincide with them.

In our growth economy, many retailers aim for at least a 10 per cent increase in business per year. The budget for advertising and other items reflects this expected growth. But suppose the increase doesn't come—or worse, suppose there is a slight decline. Obviously, the store will be overspent unless there is a control over budgeted

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South Seas Odyssey

By HORACE SUTTON

IT IS A BIG, wide, and frequently beautiful Pacific that stretches out beyond Hawaii—a bit of USA, slightly removed—about which we have discoursed on several occasions in this corner. We would like, at this seminar, to tell you something of the world that lies beyond, for it is a fascinating expanse which, while not exactly around the corner, is getting nearer every day.

For instance, south of Hawaii lie the Society Islands, whence the Polynesians migrated north with their civilization to found the island empire that eventually became the fiftieth state of the United States. Until last year there was no regular service south to Tahiti by air, and one had to connect at Fiji with the planes of Tasman Empire Airlines coming up from New Zealand.

That is quite changed now. South Pacific Airlines, flying Constellations and originating in Honolulu, and TAI, a French Line with round-the-world link-ups, began last year to fly into Tahiti by way of Bora Bora, a romantic atoll well known to many American troops to whom its reef and its lagoon were once a faraway home. Bora Bora, since it had been dealing in troops, had an airport, whereas Tahiti, which the French kept quite protected as long as they were able, had none. But the surgings of progress proved inevitable and irrepressible, and now Tahiti has its own airport, manufactured of fill, and both South Pacific Airlines and TAI are now landing there directly with their piston planes. Bora Bora has become something of an off-island resort, being 170 miles away from the boiling and bubbling that surrounds Papeete, Tahiti's capital.

The best of the hotels in Tahiti is certainly Hotel Tahiti, built by an American who has an enormously successful string of restaurants in Honolulu. Thankfully enough, it is done in the native idiom, with roofs of thatch, walls of pandanus and girls in flowering pareus to fetch your breakfast. Looking outward towards the sea one can view the ever-present never never land of Moorea, eleven miles across a rough channel. It, too, has a new hotel, and a

splendid one called the Aimeo in as glorious a South Pacific setting as I have ever seen, complete with beach, towering mountains, green lawns and a great long house where one can sit in the shade and drink Hinano beer. There are some native dances to be seen on Moorea, all arranged by the Aimeo.

As for Tahiti itself: Aside from the evening activity around the bars—notably Quinns for seedy south seas flavor—there is the more pleasant daytime activity of cruising around the island in small Renaults with a stop at the handsome little inn at Faratea, halfway around the island and not far from the house where Rupert Brooke lived. The main attraction is the landscape, which will become more interesting if you have a sense of history. Gauguin's house, James Norman Hall's seaside abode, the grave of the last of the Tahitian kings, the bay where Cook anchored—all may stir the imagination. This spring Tahiti will be a jet flight away from Honolulu, and there is to be direct, nonstop jet service from Los Angeles via TAI.

ON THE WAY back to the motherland in France, TAI also stops over at New Caledonia, which is beginning to stir in the tourist picture. Carefully-planned sightseeing tours have been drawn up for Noumea, with hostesses in attendance at all times. The trips include sightseeing by day, restaurants and night spots after dark, native villages and shopping excursions. Thatched-roof huts are available in the resort called Relais de Kanumera on the beach at the Isle of Pines. Stirring, too, is the eastern half of New Guinea, which, under the jurisdiction of Australia, is slowly being developed for the sightseer. West New Guinea, administered by the Netherlands, is now a subject of contention with Indonesia, which covets its territory as a part of the republic.

Best setup in the mid-Pacific for the arrival of the traveler is Fiji with its extremely colorful people. Dark-skinned Fijians with black bushy hair, once a fierce tribe, are a friendly and hospitable

people, full of joy when you take their picture, devoid of aggressions. Mixed with them and growing more numerous are East Indians, descendants of those who came as indentured labor. The Indian women in their saris are delicate and a colorful lot, a marked contrast against the Fijian ladies who wear double sulus—one skirt that is ankle length and another over the first which reaches about to the calf. Men wear sulus, too, and in the case of the police and the military, the sulus, or skirts, are notched on the bottom. If you're looking for a U.S. carrier, you will find that Pan American flies the Fiji route, setting down its Boeings there on a midway stopover between Hawaii and Australia. Qantas, the Australian flag carrier, flies a parallel route back to the U.S. mainline and across the U.S. to London, thence around the world. All planes land in Nadi, pronounced "Nandi" in Fijian, which is where the U.S. military put the airport during the war.

Unfortunately, the capital of the island group, Suva, is nearly 150 miles away on the opposite or rainy side of the island. Fiji Airways, which flies four-motored Herons, connects the two centers, and there is a road as well. There are two new air-conditioned airport hotels under construction near Nadi now. The new Mocambo, a step from the runway, is to be ready in July, and the Cathay Lautoka, 17 miles away, is just about open. Neither could be called a resort, for other than the cruise boats that leave from there for inter-island trips there is little to keep anyone in the Nadi area. The best place for relaxation is Korolevu where travelers are put up in *bures*, thatched covered cottages at the sea's very edge. There is a fine sand beach, and twice a week the management imports native talent. Down in Suva where the market is a marvel of carved boats to delight any boy, seashell jewelry and tapa cloth at small prices, the Grand Pacific is in the ancient tradition of the British east—high ceilings, big lawn by the sea, the bar dispensing gin and tonic, etc. There
(Continued on page 59)



The South Pacific sun sets over calm waters off Papeete, capital of Tahiti. Moorea lies 11 miles in the background.

At Korolevu near Suva, Fiji Islands, the inhabitants "are a friendly and hospitable people."



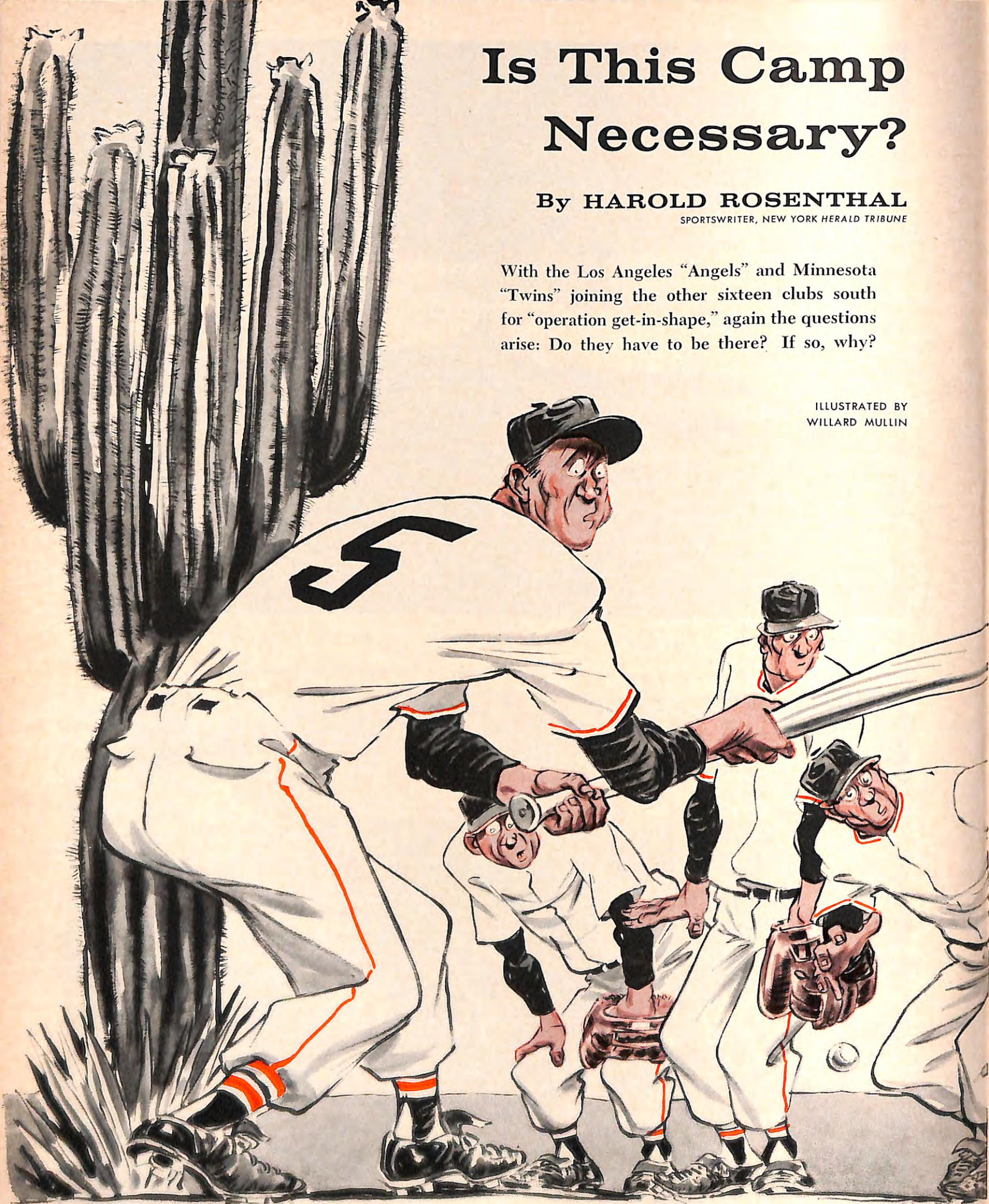
Is This Camp Necessary?

By **HAROLD ROSENTHAL**

SPORTSWRITER, NEW YORK HERALD TRIBUNE

With the Los Angeles "Angels" and Minnesota "Twins" joining the other sixteen clubs south for "operation get-in-shape," again the questions arise: Do they have to be there? If so, why?

ILLUSTRATED BY
WILLARD MULLIN



THE LEARNED GENTLEMAN who first tableted "There is no new thing under the sun" had no way of glimpsing the future in general or the 1961 spring training program in particular. There is something new under a couple of suns—the one in Florida, where a new Washington ball club is training at Pompano Beach, and the equally-well-publicized California sun, currently beaming on the initial training efforts of the Los Angeles Angels in Palm Springs.

With these American League additions there now are eighteen major league clubs—a record total that are going through those spring gyrations so uniquely American that the Russians haven't yet gotten around to claiming credit for inventing them.

Alongside today's highly-organized program, with its several dozen exhibition games that are not so exhibitionish when it comes to the prices charged at the box office, the early days of spring training were virtually Paleozoic. Just getting the athletes there today calls for organizing a land-and-air movement that approaches the proportions of a minor D-day.

Keeping a team's athletes in condition

usually demands two trainers and a resident doctor, with plenty of access to the local hospital's x-ray facilities. Getting them back to the temperate-zone habitat they'll be performing in for the rest of the year is another major move, complicated by the moving of wives, children, in-laws, and an occasional piece of Florida antique furniture or a floppy kiddie life raft.

It is a far cry, indeed, from the old days of ordering a few dozen balls, sending a couple of last year's uniforms out to be repaired, picking up some railroad tickets and a sackful of new bats, and taking off for some back-street boardinghouse in a Florida or Texas town. Spring training today bears about as much resemblance to its distant ancestor as the current antibiotic shot is similar to the mustachioed trainer's ever-handy bottle of arnica.

The next thought, logically, is whether all this is worth it; whether spring training is a potpourri of vast and considerable nonsense or a pressing necessity without which a club diminishes its chances of winning a pennant.

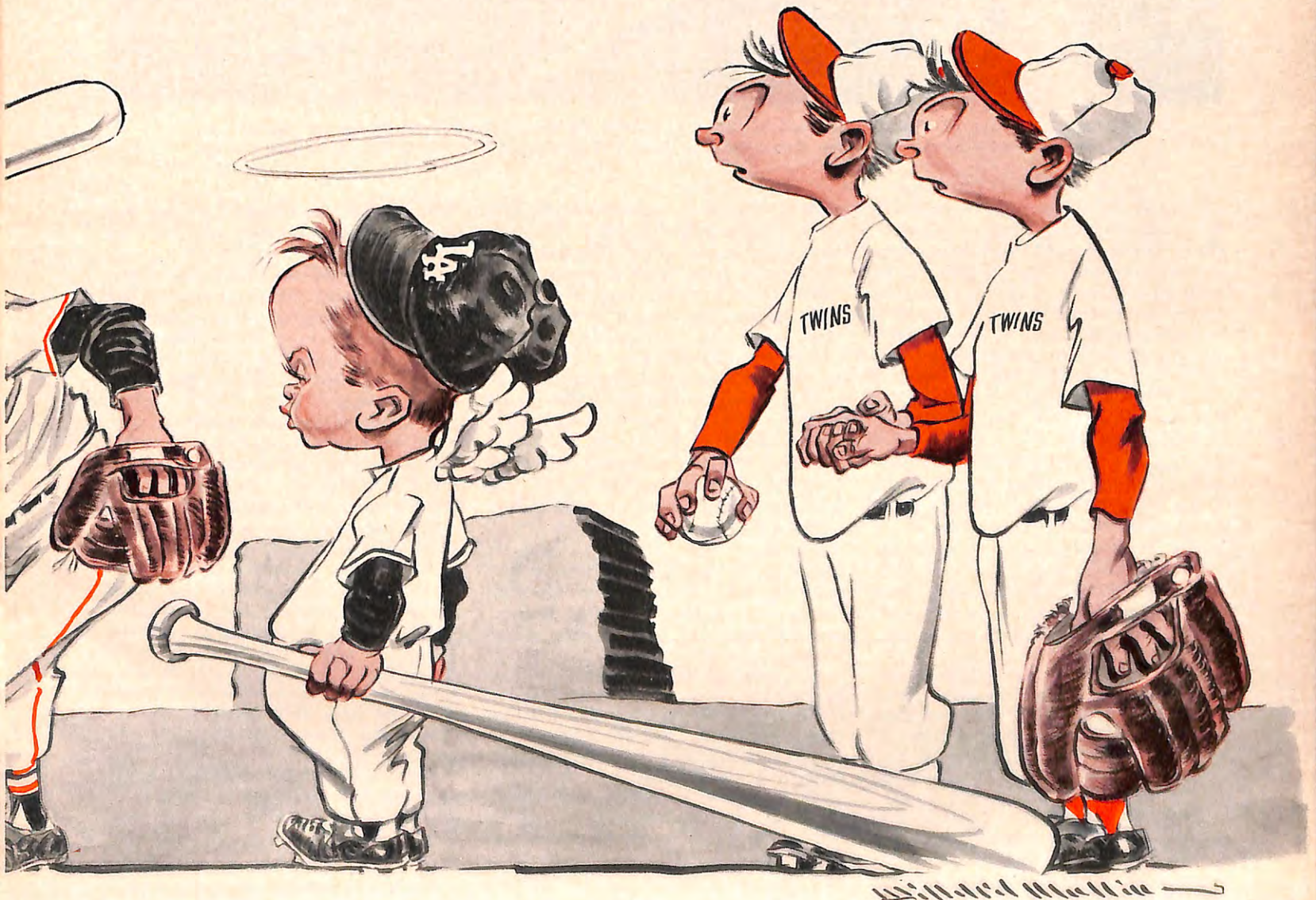
Let's back into this by taking the last thought first. Was it necessary for the

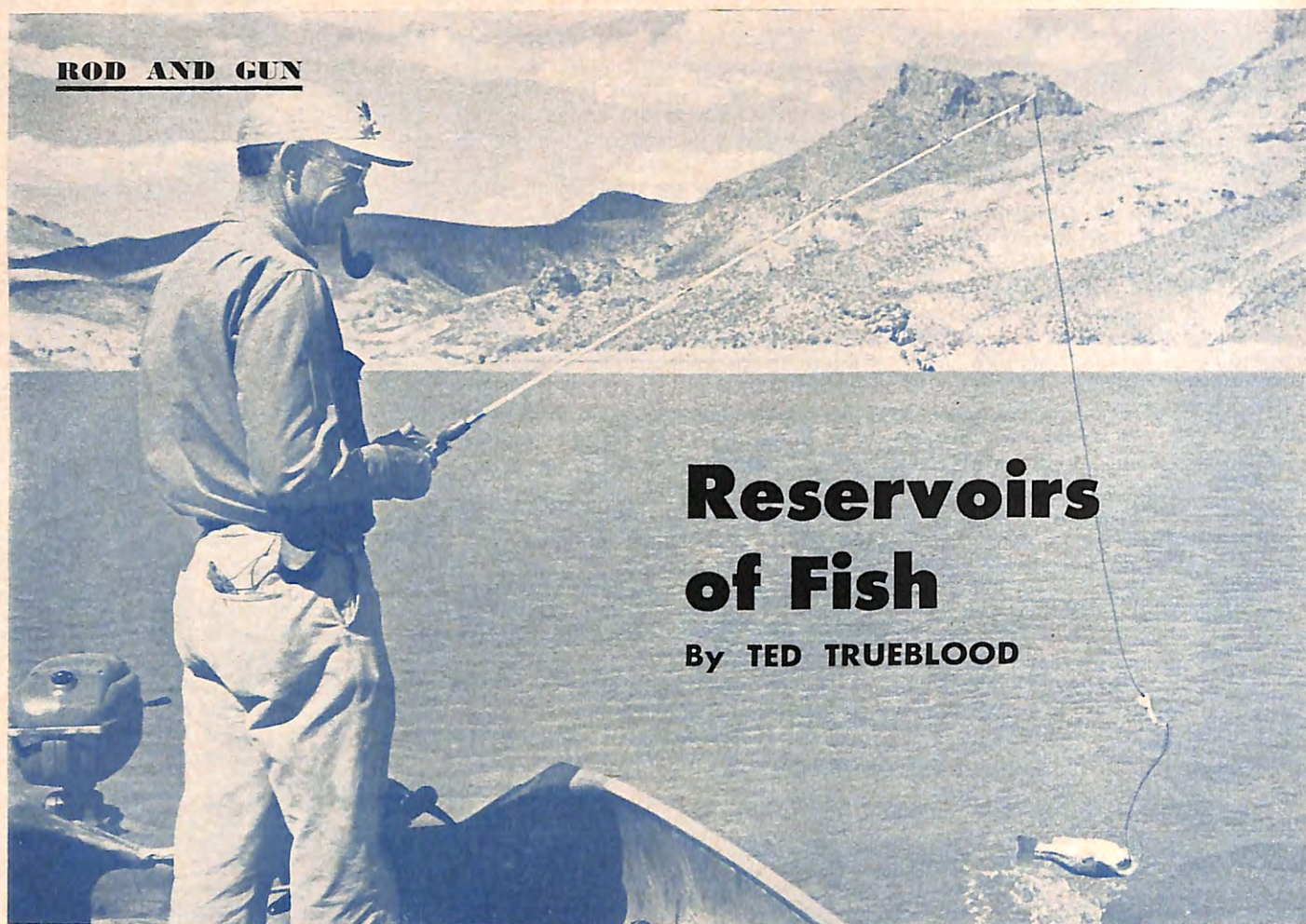
Yankees to play thirty games in spring training last year, winning eleven and losing nineteen? Was it really essential that some of the club's stars be hauled away from their insurance and brokerage jobs, or be required to turn the rental of shoes at their bowling alleys over to a hired hand?

Casey Stengel, on the brink of his final season, learned nothing from the two months under the Florida sun (and him a member of the board of directors of a California bank, too) except that he was going to be in trouble for pitching in the upcoming season. He didn't learn that Roger Maris was going to lead the American League in homers for most of the season, nor that his effectiveness against left-handed pitchers would be virtually halved as against right-handers. Pennant-competition game conditions were required to bring this out.

Spring training didn't help Stengel get Mickey Mantle into shape because Mickey was involved in a salary hassle with the management when he should have been taking his cuts in the batting cage. He reported only a couple of days

(Continued on page 54)





Reservoirs of Fish

By TED TRUEBLOOD

The high-water line that shows in the background indicates that the lake is down about 25 feet. A varying water level makes fish hard to find. This bass that was found, Ted says, will probably live to a ripe old age.

IN FISHING, as in many other fields, the competition is getting tougher. There are now well over 20 million licensed anglers in the United States. Add the millions more who, for one reason or another, aren't required to buy a license, and you have an army of at least 25 million men, women and children, each with a rod in his hand and a determined gleam in his eye. It's a staggering thought.

Surprisingly, there are still plenty of fish. As a matter of fact, there is more fishing and better fishing in many parts of the country now than there was 25 years ago. Hundreds of dams have created as many reservoirs with the result that where once there was little or no water there now is an abundance. Furthermore, many of these impoundments have turned out to be regular fish factories.

In 1932, the Bureau of Reclamation completed a high dam near my home. The reservoir filled for the first time three years later, creating a lake 52 miles long. It was stocked with bass and crappies, and within ten years the fishing was fantastic.

Since the early forties, it has had its ups and downs, but it is still good, and I honestly believe that this reservoir has provided more sport and more fish

than all the other waters within a 100-mile radius combined. That's the case with many of the other lakes that were created by dams in all sections of the country. It explains why more and more anglers are turning to them each year.

A stream fisherman or a man accustomed to fishing in natural lakes, however, is going to run into a whole set of new problems when he launches his boat on one of these big reservoirs. The first, foremost and most baffling of them is, "Where are the fish?" The purpose of this article is to help him find the answer to that question.

There are many differences between a natural lake and an artificial one that influence the movements and feeding habits of its inhabitants. These, in turn, dictate where and how we must fish if we hope to catch them.

The most obvious difference—and no doubt the most important from the standpoint of its effect on both fish and fishermen—is the unstable water level. Once you locate a good smallmouth reef in a natural lake you can come back to it time and again and usually find bass. It will always be at approximately the same depth. In a reservoir, however, it may be six feet beneath the surface one month and six feet above

it the next. Obviously, the bass that hung around it before will now be somewhere else.

On some impoundments, the water level varies 50, 75 or even 100 feet during the course of a year. Spots that are red hot in the spring may be either too deeply submerged or else high and dry in the fall. This means that rather than knowing where to look for fish at one water level, which would be sufficient in a natural lake, you have to know where to look for them at a dozen different levels. The quest is obviously much more complicated.

Not only does the fluctuating water level force the fish to move frequently, it also makes them choose a habitat entirely different from what they would select in a natural lake. Largemouth bass, for example, are traditionally fish of the weed beds and lily pads, of the reedy shores and the overhung grass banks. In most artificial impoundments there are none of these. The rise and fall of the water virtually eliminates aquatic vegetation.

The big lakes created by some of the dams have even caused thousands of anglers to adopt different equipment. Thirty years ago, most fishermen used a 12 or 14-foot skiff and a small motor

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West Palm Beach, Florida, Lodge Presents

WILLIAM A. WALL *for Grand Exalted Ruler*



WEST PALM BEACH LODGE NO. 1352, Benevolent and Protective Order of Elks, on the 16th day of November, 1960, unanimously resolved that it would present to the Grand Lodge the name of its outstanding member, William A. Wall, for the office of Grand Exalted Ruler.

WILLIAM A. WALL was born October 12, 1904, in the state of Oklahoma, became a member of the Order on September 16, 1931, and was elected to Honorary Life Membership on March 31, 1937. His lodge quickly recognized his leadership qualifications, and he was elected Exalted Ruler of his lodge for the year 1934-1935. In 1935 he was elected Trustee of West Palm Beach Lodge for a term of five years.

HE WAS ELECTED Vice President of the Florida State Elks Association in 1937 and served as a member of its Board of Directors for many years, resigning from the Board in 1959.

IN 1942 he was elected President of Florida State Elks Association, serving two terms, the years 1942 and 1943. He has served as Chairman of the Florida Elks Harry-Anna Crippled Children's Home Committee, and also as Chairman of the Florida Elks Harry-Anna Crippled Children's Home Trust Fund.

HE WAS appointed District Deputy Grand Exalted Ruler for the Florida East District by the late Past Grand Exalted Ruler David Sholtz for the year 1936-1937. He was appointed a member of the Grand Lodge State Association's Committee in 1944, and was appointed a member of the Grand Lodge Ritualistic Committee in 1949 and served as its chairman for the years 1950 and 1951. He was elected Grand Esteemed Loyal Knight in the year 1953, and in 1955 was elected Grand Trustee for a five-year term and served as Chairman of the

Board of Grand Trustees for the years 1958-59.

BROTHER WALL was married to Lois Brown of Jacksonville, Florida, on January 5, 1929, and they have two daughters, Lois Beverly and Barbara Aileen, and four grandsons and one granddaughter. He is a member of the First Methodist Church of West Palm Beach. His business ability is proven by the fact that he worked his way from office boy to the manager of one of the nation's largest manufacturers and distributors of plumbing and building supplies, and manages his own retail stores, real estate and investments.

HE IS KNOWN throughout the city and community as one of its outstanding citizens and has contributed generously of his time and talent in promoting his community and state. His hobbies are hunting and fishing, and he has at all times been interested in conserving wild life.

BROTHER WALL'S many civic activities in West Palm Beach include Past President and Director, Chamber of Commerce; Past President, Kiwanis Club; Former Director and Chairman of the Community Chest; served as Director and Chairman Disaster Relief Committee of American Red Cross, and is a former Chairman, City Recreation Commission. He served on the N. R. A. Compliance Board during World War II, and is a Past President of National Aeronautical Association.

WEST PALM BEACH LODGE NO. 1352 proudly presents as its candidate for Grand Exalted Ruler, Brother William A. Wall, a proven leader in Elkdom at local, state and national levels, with full confidence that with his seasoned experience and mature judgment he will lead our Order with efficiency and dignity, and we are sure that under his leadership the Benevolent and Protective Order of Elks will continue to grow and prosper.

JAMES R. VAUGHN
Exalted Ruler

GILLAS R. LINDEMAN
Secretary

Past Exalted Rulers: R. C. McGRUFF • E. B. DONNELL • W. B. HIMES • J. EDWIN BAKER • JOHN F. O'ROURKE • J. E. HARDWICK, JR. • CARL KETTLER • L. M. LENNARD • J. O. BOWEN • PHIL D. O'CONNELL • CECIL H. CORNELIUS • JACK BLAIR • EGBERT BEALL • JAMES L. TURNAGE • J. ALEX ARNETTE • EDWARD F. STUMPF • A. J. HOLMES • EARL BLAIR • W. E. POLAND, JR. • JULIUS M. BLACKBURN • GEORGE H. SUMMERELL • T. P. RIGGS, JR. • JAMES EDWARD McDONALD • ALMER I. TEDDER • STEPHEN L. SEWELL • JOHN W. RIGGS • ROBERT GRAFTON • KARL H. KLAEGER • EMERY J. NEWELL

Out of '60, into '61



Long Beach, California, Lodge's E.R. Harry W. Jordan, right, greets the Grand Exalted Ruler. At Judge Fenton's right is Est. Lead. Knight Lloyd Baum; in the background, left to right, are Secy. George Quinn, P.E.R. Clare McCord, D.D. Thomas Reese and Jess Grundy, Chairman of the lodge's Board of Trustees.

THE YEAR 1960 drew to a close with Grand Exalted Ruler John E. Fenton making a swing from New England—his home territory—down the Eastern seaboard to Maryland and Washington, D. C. Then, with 1960 relegated to history, he opened his round of 1961 visits by winging all the way to California.

CONCORD, NEW HAMPSHIRE. Judge Fenton was visiting the city of his birth and early childhood when he attended a reception and banquet in his honor staged by Concord Lodge November 26. A former United States Senator, Robert W. Upton, served as toastmaster for the evening after he himself was introduced by a Brother Elk, Kenneth Astles, Exalted Ruler of Concord Lodge. President of the New Hampshire Senate, Norman A. Packard, welcomed the Grand Exalted Ruler in behalf of Governor Powell.

Fifteen New Hampshire lodges were represented at the banquet, in addition to a delegation from Lawrence, Mass., Lodge and Elks from Maine and Vermont.

HAVERTHILL, MASSACHUSETTS. A new hall was dedicated at the program planned around the Grand Exalted Ruler's visit December 5, on which he was accompanied by Past Grand Exalted Ruler John F. Malley, Chairman of the Elks National Foundation. The hall was dedicated in honor of Past Exalted Ruler Peter F. Davoli, "for his vision, initiative, courage and untiring efforts for the cause of Elkdom." The lodge's building program was launched under the administration of Mr. Davoli.

The dedication was part of Haverhill Lodge's 70th Anniversary celebration.

LEOMINSTER, MASSACHUSETTS. On December 11, the Grand Exalted Ruler was the principal speaker at another dedication—that of a new home for Leominster Lodge. The ceremony culminated a three-day dedicatory program for the \$300,000 steel and concrete structure. Completely modern in design, the building is enhanced by a concrete sun-screen around three sides. The 14,000 square feet of floor space includes meeting rooms, a banquet hall seating 500, a lodge room accommodating 300, and several lounges, all connected by an electronically controlled PA system.

Past Grand Exalted Ruler John F. Malley was an honored guest, and the dedicating officer was Edward A. Spry, Vice-Chairman of the Board of Grand Trustees. Mr. Spry was assisted by Past State Presidents James A. Bresnahan and John J. Murray, District Deputy Henry T. Flaherty and former Deputies Dr. I. W. Smith and J. Henry Goguen. Further information on this program appears on page 35 of this issue.

ANNAPOLIS, MARYLAND. One of Judge Fenton's escorts for a



Members of Prince Georges County, Md., Lodge gathered under a large welcoming banner for this photo. Seated, left to right, are Est. Lect. Knight Ray Jones, Esq. Jerry Lyons, D.D. Ralph L. Bailey, Judge Fenton, Past Grand Exalted Ruler William J. Jernick, P.E.R. Glenn Feeney and lodge Trustee Wm. S. Coon.

pair of tours made while visiting Annapolis Lodge December 17 was Past Grand Exalted Ruler William J. Jernick. The tours were of Maryland's historic State House, the oldest in the country that is still used for legislative purposes, and of the U. S. Naval Academy. At the State House the group was received by Governor J. Millard Tawes, who presented to the Grand Exalted Ruler a picture of the building and a paperweight bust of the Governor who is a Past Exalted Ruler of Crisfield Lodge. One of the rooms seen is that in which George Washington resigned his commission, the building having served as the first peacetime capitol of the U. S.

After the completion of the tours, Judge Fenton spoke at a smorgasbord luncheon at the lodge.

TOWSON, MARYLAND. Later the same day, December 17, Judge Fenton arrived at Towson for a dinner and dance given in his honor by Towson Lodge. For his address, he was introduced by Exalted Ruler Thomas D. Noeth, Jr. A fellow judge, Past Exalted Ruler John E. Raine, Jr., presented to the Grand Exalted Ruler an official commission, signed by County Executive Christian H. Kahl (also an Elk), naming him an "Honorary Lord Proprietor of Baltimore County." Past Grand Exalted Ruler Jernick again accompanied Judge Fenton.

PRINCE GEORGES COUNTY (RIVERDALE), MD. Among those greeting the Grand Exalted Ruler at Prince Georges County Lodge December 18 was a delegation of Elks' ladies from this branch of the Order. He thanked them personally for their recent subscription of \$1,000 to the Elks National Foundation.

At the dinner given in Judge Fenton's honor, William A. Goodman, Vice-President of the Maryland, Delaware and District of Columbia Elks Association, presented a check for \$1,222 to the Grand Exalted Ruler, which was then presented, on behalf of the lodge, to the director of the School of Hope for Exceptional Children. The money was raised by the lodge through a dance. After the visit, Judge Fenton kept an appointment at a local radio station where he made a guest appearance to discuss the principles of Elkdom.

WASHINGTON, D. C. After his radio broadcast, the Grand Exalted Ruler journeyed to Washington in the company of Mr. Jernick for a call at the home of the lodge there. Elks from neighboring lodges in Maryland, as well as local members, attended the dinner given in honor of Judge Fenton.

LONG BEACH, CALIFORNIA. The Grand Exalted Ruler left the snows and cold weather of the East as 1960 ended and crossed the continent to sunny California where he visited Long Beach Lodge on January 3. Among the many Elks who welcomed him there was Past Grand Exalted Ruler L. A. Lewis, Vice-Chairman of the Elks National Foundation Trustees.

At Long Beach Lodge, after his talk which stressed the goal of his administration to increase the Elks National Foundation trust funds by a million dollars, the lodge gave him two checks of \$5,000 each for the Foundation. One was given in memory of Past Exalted Ruler Robert P. Mohrbacker, the other in memory of Past Exalted Ruler Newton Todd. Both men were Past State Presidents and former District Deputies. In addition to these lodge gifts, 144 individual memberships in the Foundation were pledged.



At the Haverhill, Mass., Elks' dinner were, left to right, Rev. Fr. John Finn, Mayor (and Elk) Edward Nordengren, Judge Fenton, P.E.R. H. A. Johnson, Grand Lodge Credentials Committeeman Arthur D. Kochakian and Past Grand Exalted Ruler John F. Malley.



Seated with the Grand Exalted Ruler at the Towson, Md., Lodge dinner were, left to right, D.D. Ralph L. Bailey, Past Grand Exalted Ruler Wm. J. Jernick, John E. Fenton, E.R. Thomas D. Noeth, Jr., P.E.R. John E. Raine, Jr., and Secy. Daniel T. Witts. Standing are other lodge and State Association officials.



The Grand Exalted Ruler receives a photograph of the State House from Maryland's Gov. J. Millard Tawes. From left are former Grand Lodge Committeeman Lloyd Pahlman, D.D. Bailey, Mr. Jernick, Judge Fenton, Gov. Tawes, Elks Assn. Secy. R. Edward Dove, Annapolis E.R. Richard Owens and Henry Segelken.



At Concord, N. H., Lodge were, seated, left to right, Mayor Charles P. Johnson, E.R. Kenneth M. Astles, Judge Fenton and D.D. Ralph R. Rosa. Standing are former U.S. Sen. Robert W. Upton, State Senate President Norman A. Packard, State Elks Assn. President John A. Hughes and D.D. John T. Delany.

Tom Wrigley writes from Washington

INDOOR ATTACK WARNING is announced by Civil Defense, and people who live in danger localities are urged to install the NEAR (National Emergency Alarm Repeater) system. It's a little black box that is plugged into a wall outlet, and in case of an attack an alarm will be set off by Civil Defense in cooperation with the U.S. Air Force. It is expected that each NEAR receiver will cost between \$5 and \$10.

GOVERNMENT MONEY of one kind or another goes to nine out of every ten Americans over 65, Social Security reports. There are about 16 million in this class. Most of them get Social Security, but four million get other government benefits, veterans pensions and relief checks.

HOME BUILDING will boom under Kennedy Administration plans. There also will be a big increase in property improvement and repairs. Roy F. Cooke, assistant commissioner of the Federal Housing Administration's Improvement Program, says a half million families used FHA-insured loans in the first six months of last year, for a total of \$479 million. The borrowers pay their loans, too, the ratio of claims to notes insured now being down to .78 per cent.

U.S. PASSPORTS are counterfeit-proof. A new machine in the Passport Office of the State Department perforates the number of the passport through the front cover and many of the pages inside. "Special" passports issued to government officials have been renamed "Official" because in many countries the word "special" indicates special investigator.

NATIONAL Cultural Center project for Washington, criticized as too grandiose, is nevertheless winning more friends. One new idea is to incorporate in the center the two planned memorials for Theodore Roosevelt and Franklin D. Roosevelt. The Cultural Center would cost \$75 million. It would have a grand salon, an opera house, a concert hall and a theatre, each seating 3,000, plus two smaller auditoriums and an open-air amphitheatre. There would be underground parking for 2,000 cars.

OLD GEORGETOWN is booming under the Kennedy Administration. Many of the new officials are taking homes in Georgetown or in its exclusive suburbs. Governor and Mrs. G. Mennen Williams of Michigan recently purchased a beautiful colonial home on 31st Street. He is the Assistant Secre-

tary of State for African Affairs. Even though Georgetown has taken on a more Democratic look, Governor Nelson Rockefeller of New York is holding on to his beautiful 18-acre estate.

LOW COST "retirement home" was built here just to show what can be done for around \$9,000. Five carpenters and five laborers put it up on a downtown corner in two and a half weeks. It is of plywood, has no steps, and there is a terrace for wheel chairs. The kitchen is arranged so most of the work can be done sitting down. Windows can be washed without a step-ladder.

WHITE HOUSE IS LANDMARK and at long last is now included in the 111 sites in the nation officially registered as of exceptional historic interest. The National Park Service list also includes the U.S. Capitol. Designation of the landmarks is aimed at insuring their preservation.

GUITAR MUSIC may be a feature at the next banquet of the Women's National Press Club. Miss Letitia Baldridge, social secretary to Mrs. Kennedy, newspaper reporters have discovered, is an accomplished guitarist. "Tish," as she is called, has made a tremendous hit with the press. She is tall, blond, and is an old school friend of the First Lady. She speaks French and Italian and is an expert in public relations and publicity.

WASHINGTON VISITORS during the past year increased 16 per cent, according to head counts at the Smithsonian Institution and other points of interest. The Visitors' Bureau reports that school groups this Easter vacation will be far above all former records. A drive is on to attract more visitors from foreign lands.

POTOMAC PITH . . . Cherry Blossom Festival this spring will be biggest on record. . . . Improved coach plane service between Washington and New York is coming with no reservations needed. . . . College enrollment has reached an all-time high of over 3,600,000. . . . National Office of Vital Statistics says the halfway point in life is now 37 years, and if you reach 60 you should live to be 77.5 years. . . . Washington's new sports stadium will be completed this fall. . . . Civil Defense says it's easy to build fallout shelters of wood à la "do it yourself". . . . President Kennedy has only half as many White House employees as President Eisenhower had. . . . Three police dogs here cornered six suspected robbers in one night. . . . The D.C. government bought 71 new cars and 149 trucks equipped with gadgets to destroy engine fumes and is testing their effectiveness. . . . High silk hats are back in style. ● ●



TOMMY WEBER PHOTO

The Money Makers—or Losers

By **ED FAUST**

ANYTHING that can cause 15 to 20 million people to hand over some \$20 million to tax collectors, do this voluntarily and be deliriously happy doing it, you'd say was a form of social insanity. But, taking a closer look we find that it isn't. It's an authenticated account of just what the sport of dog racing does in this country and continues to do in greater volume year after year. The galloping bow-wows have become no small factor in the tax structures of those eight states that sanction this pastime—which its followers claim is the fastest growing in the United States.

This sport is by no means new. It made a fitful appearance in this country as far back as 1906, at which time Fido-on-the-run was given a live bunny to chase. The course was sometimes hedge-lined with escape holes along the way that gave Br'er Rabbit a chance to escape. Sometimes he didn't, which provoked the wrath of our more humane citizens and perhaps explains why the sport got off to such a slow start in this country.

Then along came Patrick Owen Smith, inventor of the mechanical lure in 1919. The fake bunny first tried out at Emeryville, California, and from there on the sport has become a multi-million business in terms of both people and money.

In dog racing our friend the greyhound, the fastest dog on earth, is King. The greyhound is not necessarily grey; he can be any color. He'll weigh 60 to 70 pounds, which is pretty much his racing weight. In his family there's a smaller edition, the whippet, that the standard for the breed says can tip the scales at 10 to 28 pounds. Whippets are also used some for racing, but the greyhound, being a bigger dog, is the faster of the two and is the mainstay of dog racing in this country. You only need look at a greyhound to get the impression that here is a living racing machine—long, lean, heavily-muscled hind legs and with greater lung capacity than any other dog of similar size.

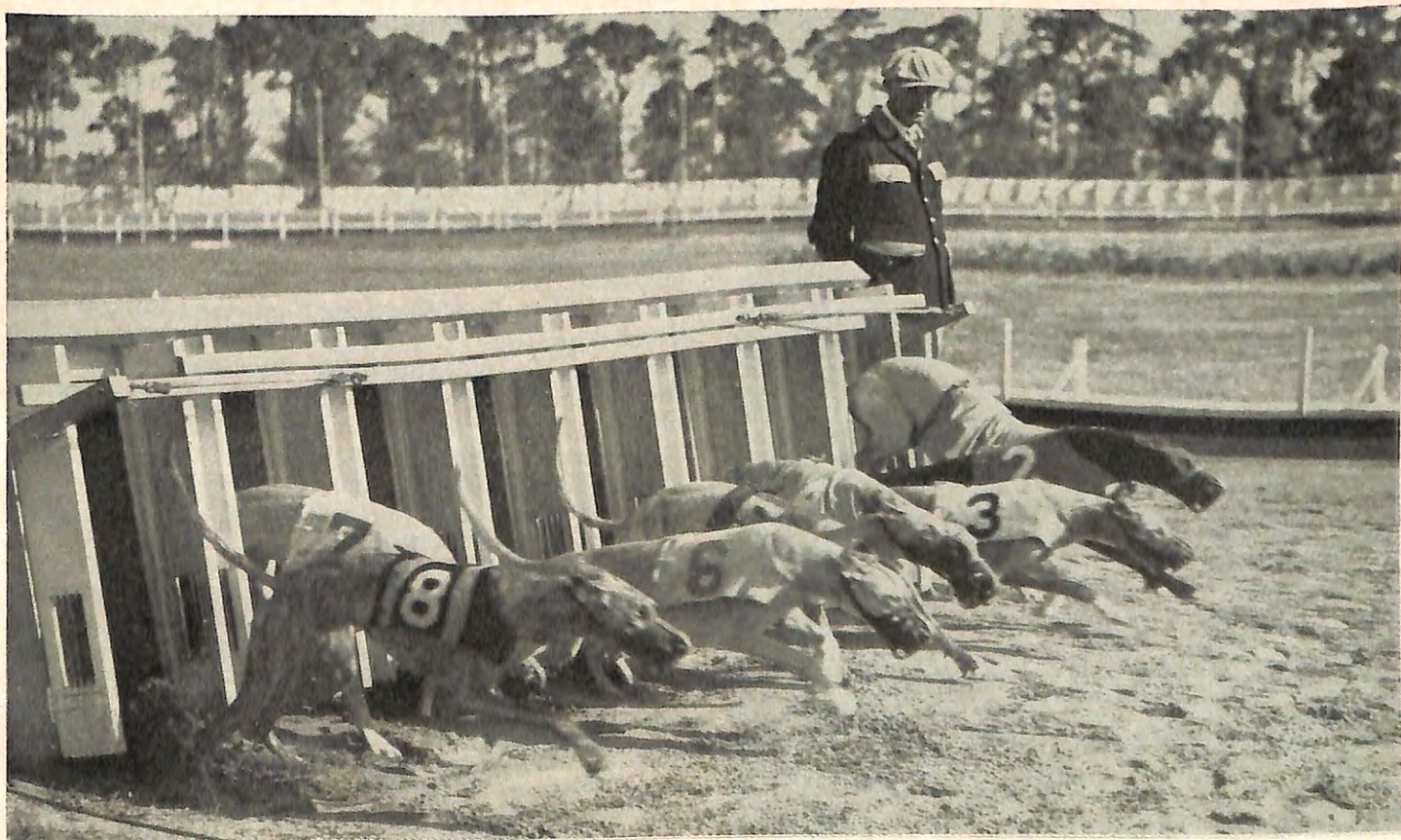
Being kennel dogs essentially, racing greyhounds are not particularly bright nor do they usually make good house

pets. The smart dog learns much from association with people, and that association as a rule makes the dog a better-behaved citizen. But there have been exceptions among retired racing dogs, and the greyhound bred as a pet or farm worker is little different from any other dog raised in the same environment.

Most racing greyhounds' ancestry goes back to a few common bloodlines. The natural speed of these dogs has been cultivated by selective breeding from a line of ancestors themselves bred for speed. The track record for Sanford-Orlando course for 550 yards, for example, held by Susy Choosey, is 30.7 seconds.

Before a race, dogs are rated on the basis of their past performances, then assigned to their respective classes. Dogs of superior speed and records go into class A, next best in B, and so on for classes C, D and E. There's also an M class for maidens—dogs which have never won a race. On the track the dogs very much resemble running horses in their styles: some will loaf part way and then put on a final burst of speed, others will try hard all the way, still others may be as temperamental as any high-strung race horse. To remain in its class a dog has to be fairly consistent in performance. As it continues to win it is moved up a class at a time until it reaches the top—class A. Should a dog fail to finish in the money (first, second or third) three to five times, it

(Continued on page 48)



Racing greyhounds break from the starting gate at a Florida track.

Officers of Phoenix, Ariz., Lodge posed at the Memorial Service altar with the Rev. Father Frank M. Mesaros, who gave the Memorial Address.



“To Our Absent Brothers”

SOFTLY HUMMING the chorus of a recessional hymn, a group of choir boys marched solemnly from the auditorium. Behind, several hundred people—Elks, their families, guests—remained amid the hushed aura of reverence that filled the room. A lodge had just completed another annual Memorial Service; once again the roll had been called of the Absent Brothers.

Throughout the country, as all subordinate lodges of Elkdom observed Memorial Sunday last December 4, the dignity of ritual and the silent eloquence of floral displays rekindled the memory of those now dead: “An Elk is never forgotten, never forsaken.” Hundreds of lodges reported their observances to the Grand Lodge Activities Committee, and scores submitted scrapbooks

for the annual judging. A. Lewis Heisey, Grand Lodge Activities Committee member in charge, has announced the following winners in both categories (lodges with more than 700 members and those with fewer than 700 members) from among the many fine submissions.

Lodges with more than 700 members:

First Place—PHOENIX, ARIZONA. Under the chairmanship of Clifford E. Christensen, Phoenix Lodge’s Memorial Service Committee designed a program around the theme: “To Comfort Those Who Mourn.” The Phoenix Boys Chorus provided music, and the Reverend Father Frank M. Mesaros, an Elk, delivered the Memorial Address. Exalted Ruler Thomas W. Jessup presided over the opening ceremony.

Second Place—HUDSON, NEW YORK. An 82-voice school choir highlighted an impressive service conducted by Hudson Lodge. Both Exalted Ruler William E. Yerick, Sr. and Committee Chairman Arthur Goldberg found the attendance figure a gratifying one: almost 60 per cent of the membership turned out, for an attendance of more than 450.

Third Place—PUEBLO, COLORADO. Some 600 members who are located in communities throughout the country received copies of the Pueblo Lodge Memorial Service printed program from the committee, whose chairman was Sidney Rosen and co-chairman was Past Exalted Ruler Warren Dyer. Exalted Ruler Maurice W. Hennessy opened the program; vocal music was provided by the Pueblo College Chorus.

Honorable Mention was awarded to lodges with more



Exalted Ruler William E. Yerick, Sr., opened the Hudson, New York, Lodge Memorial Service, with an 82-voice choir seated behind him.



Two Savannah, Ga., Lodge Past Exalted Rulers placed flowers into a floral heart for Absent Brothers as their names were read during roll call.



A new memorial plaque was unveiled at the Needham-Dedham, Mass., Lodge's Memorial Service.

than 700 members to: Alhambra, Calif.; Corvallis, Ore.; Dowagiac, Mich.; Fargo, North Dakota; Lancaster, Ohio; Las Vegas, Nevada; Nashville, Tenn.; Plattsburg, N. Y.; Tacoma, Wash.; and West Palm Beach, Florida.

Lodges with fewer than 700 members:

First Place—SAVANNAH, GEORGIA. A film of part of Savannah Lodge's Memorial Service was presented on a television newscast on the day following to an estimated viewing audience of 50,000. Exalted Ruler Fred A. Doyle gave opening remarks, and Brother Cyrus S. Wood rendered vocal selections with organ accompaniment by Brother Claude Domingue. Committee chairman was William C. Daye; his co-chairman was Alex W. Barbee.

Second Place—NEEDHAM-DEDHAM, MASSACHUSETTS. Although Needham-Dedham Lodge is quite young (instituted in 1959) and had only one Absent Brother to honor at the Memorial Service, its members staged a well-planned and impressive ceremony. Music was provided by a women's choral group and by a Cantor. A new memorial plaque was unveiled during the program. Exalted Ruler John F. Corsinno presided.

Third Place—PARIS, TENNESSEE. The Reverend Pickens Johnson, Chaplain of Nashville, Tenn., Lodge, presented the Memorial Address for Paris Lodge's program. He was introduced by W. J. Neese, President of the Tennessee Elks Association. The local radio station broadcast the entire service, which was planned under the committee chairmanship of Aubrey McGehee. V. C. Steffes is the lodge's Exalted Ruler.

The lodges named for Honorable Mention in the under-700 membership category are: Bath, Maine; Clifton Forge, Va.; Galion, Ohio; Greenfield, Ind.; Hillsboro, Ore.; Logan, W. Va.; Lyndhurst, N. J.; Milton, Mass.; Rocky Mount, N. C.; and Zanesville, Ohio.



All the officers of Pueblo, Colo., Lodge gathered with Memorial Service committeemen and speakers for this photograph. Exalted Ruler Maurice W. Hennessy is seated third from the left.

Etna, Pennsylvania, Lodge Presents Grand Secretary Donaldson for Re-election

At a regular meeting of Etna, Pa., Lodge No. 932, held on January 17, 1961, the following resolution was unanimously adopted:

WHEREAS, the officers and members of Etna, Pa., Lodge No. 932 are particularly cognizant of the outstanding service to Elksdom rendered by Brother Lee A. Donaldson to his home lodge, in the District

and State Associations and as a Grand Lodge officer; and

WHEREAS, successive Grand Lodge Conventions beginning in 1955 have recognized the integrity and ability of Brother Donaldson and registered their approval of his stewardship by unanimously re-electing him to the important office of Grand Secretary, B.P.O.E.; and

WHEREAS, we, in his home lodge, believe that Brother Donaldson in his actions as Grand Secretary of the Order since September of 1954 has conducted that office with particular distinction;

NOW, THEREFORE, BE IT RESOLVED that the delegate of Etna Lodge No. 932 to the Grand Lodge Convention place in nomination at the Convention the name of Lee A. Donaldson for re-election to the office of Grand Secretary, Benevolent and Protective Order of Elks of the United States of America.

JOHN E. WALDFOGLE, *Exalted Ruler*
HOWARD W. SCHRAN, *Secretary*

Muscatine, Iowa, Lodge Presents Grand Treasurer Umlandt for Re-election

At a regular meeting of Muscatine, Iowa, Lodge No. 304, held on January 9, 1961, the following resolution was unanimously adopted:

WHEREAS, Brother Arthur M. Umlandt, a Past Exalted Ruler of Muscatine, Iowa, Lodge No. 304, has served our great Order for the past 36 years at the subordinate lodge level, in the District and State As-

sociation of Iowa, and in the Grand Lodge; and

WHEREAS, since his election to the office of Grand Treasurer in July of 1959, Brother Umlandt's conduct of that office has earned for him the confidence and respect of Elksdom; and

WHEREAS, the integrity and business abil-

ity of Arthur M. Umlandt fully qualifies him for this important position;

NOW, THEREFORE, BE IT RESOLVED that Muscatine Lodge No. 304 endorse his candidacy for re-election and place his name in nomination at the forthcoming Grand Lodge Session in Miami Beach, Florida, for the office of Grand Treasurer of the Benevolent and Protective Order of Elks for the year 1961-62.

GILBERT V. LAWRENCE, *Exalted Ruler*
SANFORD A. SCHMALZ, *Secretary*

Nashville, Tennessee, Lodge Presents Edward W. McCabe for Grand Trustee

At a regular meeting of Nashville, Tenn., Lodge No. 72, held on January 19, 1961, the following resolution was unanimously adopted:

WHEREAS, Brother Edward W. McCabe has served this lodge ably and efficiently as an officer for 20 of the 22 years of his membership and is presently serving his sixteenth year as Trustee; and

WHEREAS, Brother McCabe has served

his State Association faithfully as President and as chairman of numerous committees; and

WHEREAS, Brother McCabe has served the Grand Lodge in the capacities of Grand Esteemed Loyal Knight, three times Chairman of the Ritualistic Committee with membership on the committee ten years, member of the New Lodge Committee three years, District Deputy two terms and also Special Deputy; and

WHEREAS, Brother McCabe has been active in charitable and civic affairs in Nashville and the State of Tennessee, reflecting credit to his lodge and to the Order;

NOW, THEREFORE, BE IT RESOLVED that Nashville, Tenn., Lodge No. 72 is honored to present to the Grand Lodge Convention in Miami Beach, July, 1961, the name of Edward W. McCabe for Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America.

EDWIN C. FORD, *Exalted Ruler*
HARRY L. DAHLMAN, *Secretary*

Las Cruces, New Mexico, Lodge Presents Robert E. Boney for Grand Esteemed Leading Knight

At a regular meeting of Las Cruces, New Mexico, Lodge No. 1119, held on January 3, 1961, the following resolution was unanimously adopted:

WHEREAS, the officers and members of Las Cruces Lodge point with pride to the outstanding service rendered by Brother Robert E. Boney to his lodge, the State

Association and the Grand Lodge; and

WHEREAS, he has served as District Deputy, State Association President, a member of the Grand Lodge Auditing Committee for three years, a member of Grand Lodge Committee on Credentials for four years and is the immediate Past Grand Esquire; and

WHEREAS, he has performed the duties of the offices with honor and dignity, thereby demonstrating his ability as a leader of our Order;

NOW, THEREFORE, BE IT RESOLVED that Las Cruces Lodge proudly presents Robert E. Boney as a candidate for Grand Esteemed Leading Knight, with the assurance that he will fulfill the duties of this office and render an outstanding service to the Order of Elks and that his name be placed in nomination at the Grand Lodge Session in Miami Beach, Florida.

LYLE D. BONNEY, *Exalted Ruler*
BILL WILLIAMS, *Secretary*

LETTERS

FROM OUR READERS

I would like to express my thanks and that of all the members of the Teaneck Lodge for the wonderful coverage you have given us in the past. It has been very gratifying and sincerely appreciated.

JOHN K. WALSH
Director of Publicity
Teaneck Lodge No. 2080

TEANECK, N.J.

I read with great interest the article "Better Management, Better Business," by Robert Froman, in the November, 1960, issue of THE ELKS MAGAZINE. This follows very definitely our line of thinking in one of our management seminar sessions.

M. J. KEPNER
Training Supervisor
The Bendix Corporation

KANSAS CITY, MO.

John R. Crawford's articles are very interesting—especially since I just began playing duplicate bridge.

MRS. G. CHRISTIANSEN
RIVER EDGE, N.J.

The articles by John R. Crawford you have been publishing are most enlightening and interesting. I sincerely hope they will be continued, especially on bridge and gin games.

MARION CARLSON
EVANSTON, ILLINOIS

"Total Disarmament" by Garrett Underhill, in the February, 1961, issue of THE ELKS MAGAZINE, is one of the best I have read on this very crucial issue.

MRS. M. L. DAVIDSON
LA HABRA, CALIF.

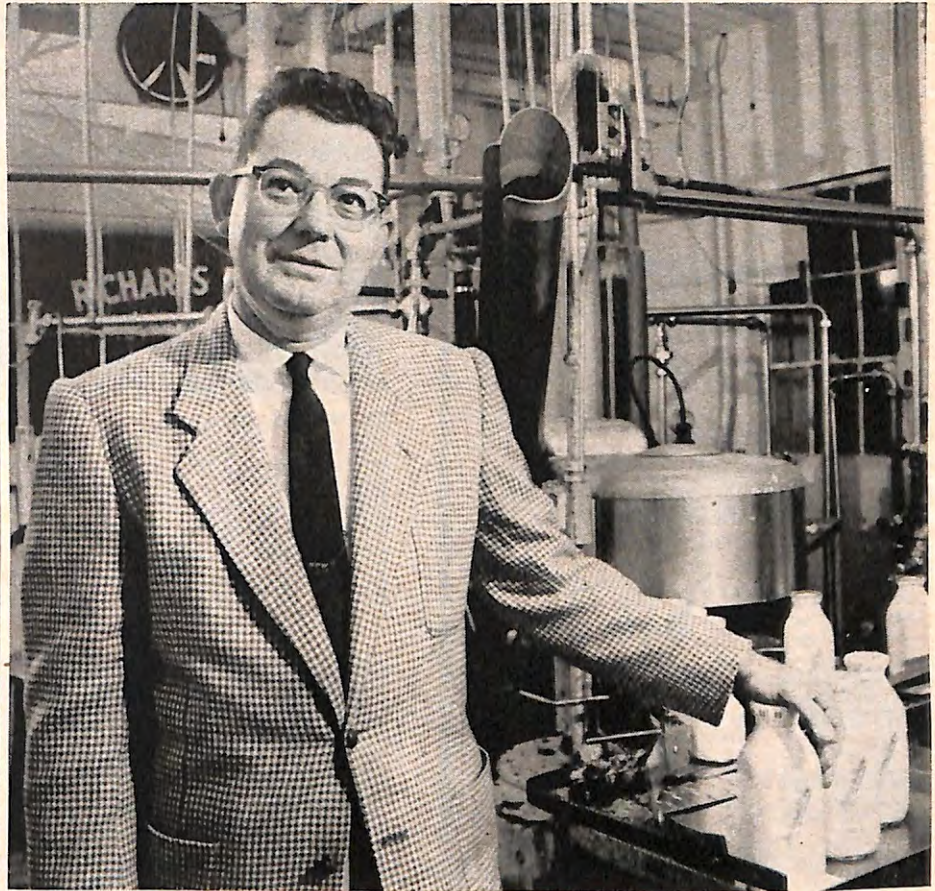
When the January, 1961, issue of your lively and entertaining publication arrived on my desk, I was struck by the amusing cover. The artist, Woodi Ishmael, is to be congratulated on his fine artwork, particularly the reproduction of the outdoor telephone booth. As a Brother Elk, I thought this effort worthy of congratulatory comment. Hats off to Woodi!

BROOKLYN, N. Y. P. H. SHERRON

I have been reading your wonderful articles on dogs for many months. I find them both interesting and very educational. Please keep up this good work for dog lovers and owners.

SAN BENITO, TEX. A. K. BARA

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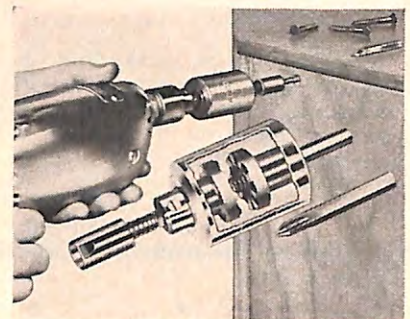
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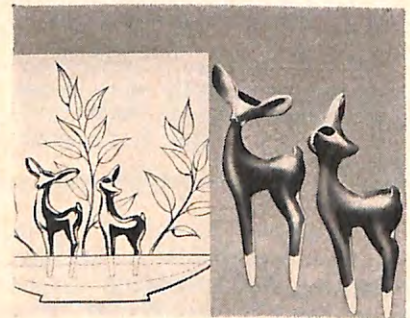
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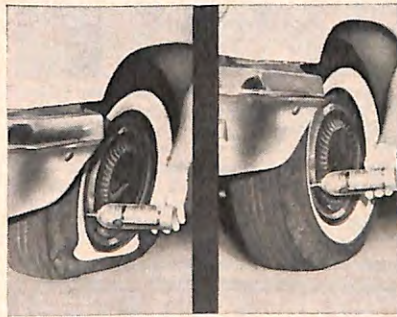
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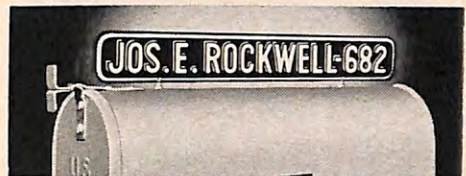
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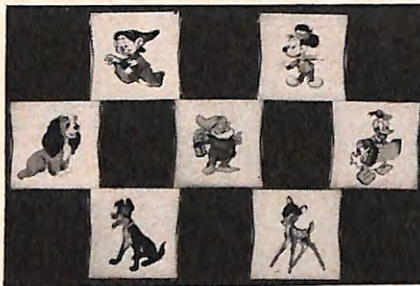
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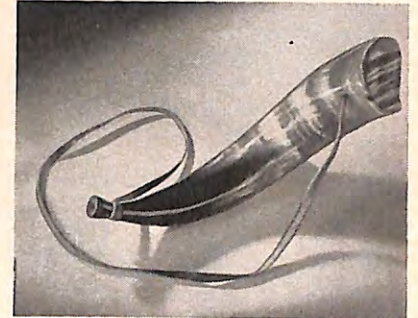


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EASTER EGG SURPRISE. When you open this old-fashioned paper egg, up pops a tiny sleepy bunny dressed in his blue and pink Easter finery. He's just 5" long from the tip of his ears to his toes and rests in a 3" egg. A perfect surprise for an Easter egg hunt! \$1.00 each; 6 eggs for \$5.50 ppd. **Q.T. Novelty Co., Dept. LK, 366 Fifth Ave., New York 1, N.Y.**

Elks National Service Commission

Ohio State Elks Veterans Committee Chairman Les Strong was pictured with some of his aides from Canton as they packaged and wrapped individual Christmas gifts for the patients of the many Veterans Hospitals they service throughout the State. This was the 15th year of processing approximately 1,500 gifts, a task in which they were given warm assistance by the wives of a number of Chillicothe Elks. Each gaily decorated package contained a T-shirt, stretch hose, cigarettes, candy and a ball-point pen. In addition, money was allocated to five Ohio VA Hospitals for approximately 70 cases of tax-free cigarettes for distribution throughout the year.



D.D. Norman P. O'Brien and Chairman John Rosasco of the Service Committee of Coral Gables, Fla., Lodge are pictured with some of the doctors and patients at the Coral Gables Veterans Hospital, and Santa Claus, whose trip to the hospital was sponsored by John Rosasco's Committee. This Holiday celebration included the distribution of gifts and a terrific professional show.



This is the Youth Choir of the Austin Springs Methodist Church who helped the members of Johnson City, Tenn., Lodge distribute Christmas gifts and entertained during one of a number of Holiday programs put on by the Elks at the VA Center in Mountain Home. At one of these affairs, co-sponsored by Johnson City and Kingsport Lodges, the Ink Spots, popular singing group, were a featured attraction, their performance receiving an enthusiastic response from both the patients and the hospital staff.



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GETTING TO AND

ONE of the most important phases of contract bridge is the proper handling of both bidding and play of no-trump contracts. Unless you can handle your no-trump hands properly, you won't be a winner.

The reason for this is simple: Game is the principal object in contract bridge, and more game contracts are played in no-trump because only nine tricks are required to make game in no-trump.

Nineteen out of twenty hands that have the points for game but do not find a good fit in a major suit wind up in no-trump—or ought to. (A good fit means at least eight cards in the trump suit between the two hands.) As for the minor suits, rarely in an expert game do you hear a contract of five diamonds or five clubs, simply because game at no-trump requires the taking of two less tricks.

This doesn't mean that you close your eyes and blindly barge into three no-trump. It does mean that you explore every avenue to three no-trump.

NOTES ON BIDDING

Below is typical bidding you might hear in a good game. Most no-trump contracts are not difficult to arrive at. Many hands start with an opening bid of one no-trump, one of the most descriptive and useful bids in bridge.

My main purpose in this article is to acquaint my readers with the cases in which they should open with one no-trump rather than with anything else. Here are the requirements:

1. Point count of 16 to 18 points.
2. Strength in three suits and the fourth suit no weaker than Q-X or

X-X-X. (An X represents a small card.)

3. Balanced distribution.

To amplify: 1. The 16 to 18-point range should be strictly adhered to. Bidding with less will often get you overboard, and bidding one no-trump with 19 or 20 points may cause your side to miss a slam. The advantage of the no-trump bid is that you tell your partner within one point what your exact count is. Don't be a no-trump hog (even though you think that you play the hand better than your partner!); keep your point count between 16 and 18.*

2. The good no-trump hand not only has 16 to 18 points but has them so distributed that you are strong in at least three of the four suits. One of the principal advantages the no-trump bidder has is that the lead will usually come up to honor cards in his hand and often to a tenace position (an ace, queen and a small card, for example.) The ideal hand, of course, is to have high cards in all four suits. However, for practical purposes three suits well stopped and the fourth suit with some vague protection is all right. By "vague protection" I mean that the fourth suit should be no weaker than Q-X or three small cards. The Q-X might be a stopper if partner has something like J-X-X or 10-9-X-X or if the opening lead is away from the A-K. Three small is "safety in numbers": it reduces the possibility of the opponents' being able to run enough tricks in that suit to hurt you. If you held four small in your unguarded suit, that would reduce the

*This is called the strong no-trump and is used by the great majority of bridge players in America. A few experts use a system based on a weak no-trump, with which I heartily disagree.



ONE CLUB—"Partner, I have at least the 13 points needed to open the bidding at one club."

TWO CLUBS—"A good club suit was part of my opening bid; nothing else to show at the moment."

THREE DIAMONDS—"This is the key bid. I'm interested in going on. I think clubs are solid, you've bid hearts, and I control diamonds."

ONE HEART—"I have at least the 13 points required to keep the bidding open, and something in hearts."

THREE CLUBS—"I have club support and enough points to hope for game; otherwise I would simply pass two clubs."

THREE NO-TRUMP—"Partner, that's all I wanted to hear. I have spades stopped and three no-trump is the shortest cut to game."

Laydown for three no-trump. No play for five clubs.

A Mission Accomplished

THE \$60,000 DEVELOPMENT program initiated by the North Dakota Elks Association in 1954 to modernize and improve Camp Grassick, its camp for crippled children, has been completed and is a lesson in cooperation.

The project included the construction of sloping walks for easy wheelchair traffic, the installation of a complete water and sewage system and the addition of six buildings. The installation of a camp telephone system was the finishing touch, and was a contribution of the North Dakota Council of Telephone Pioneers, a national organization of 200,000 men and women who have attained 21 years' service with various telephone companies.

Service was provided by using an obsolete magneto switchboard and 18 battery-operated talking sets with bell boxes, some of which were donated. The sets were reconditioned by the Pioneers before installation, wire was strung on power poles and brought into the cabins. A corps of youngsters will operate the switchboard, and since the system is not connected with any outside lines, there will be no utility charge.

Elk participants in this fine project were William Priess and O. J. Benson, Bismarck; Esteemed Leading Knight Charles Jordan, Mandan; Chaplain F. G. Getchell and E. T. Mitchell,

Jamestown, and Fargo Lodge's Band Manager I. H. Person, plus a group of eight Elk-minded non-Elks.

TWO PAST GRAND EXALTED RULERS, L. A. Lewis and Horace R. Wisely, joined 350 Elks in paying tribute to Donald K. Quayle, a member of the Grand Lodge Judiciary Committee. The affair was sponsored by Alameda, Calif., Lodge, No. 1015, of which Judge Quayle is Past Exalted Ruler.

Following the initiation of 27 candidates in his honor, Judge Quayle was the subject of a "This Is Your Life" program in which members of his family and many Elk officials took part.

Among the numerous dignitaries participating were Chief Justice A. F. Bray of the Grand Forum, John B. Morey of the Grand Lodge Pension Committee, Gerald F. McCormick of the New Lodge Committee of the Grand Lodge, District Deputy Robert Roberts and State Association President Guy A. Daniels, Vice-President James A. Dyer, Secretary Edgar W. Dale and Trustee August Lepori.

AS PIONEERS in the field of Youth Activity, it is only natural that the Elks of New Hampshire should join the *Manchester Union Leader* and the *New Hampshire Sunday News* in a fine program for young people. Since 1956 they

have been co-sponsors of the State-wide Spelling Bee which determines the State's representative in the National Spelling Bee in Washington, D. C., every June. When the 1955 State title and seventh place nationally were won by the son of R. W. Morin of Manchester Lodge, former Grand Lodge Committeeman John J. Horan and Charles Bouchard convinced the Elks of their State to take on the sponsorship of this event. In 1956, the son of another member of the Order, Edward Brazil of Laconia, took top State honors, and the 1960 champion was the daughter of Franklin Elk Frank Bonk.

In 1959, 9,321 students from 149 schools participated. In 1960, 21,229 from 222 schools entered the contest to make it the biggest Youth Program of the State—and one that has brought high praise to its Elks sponsors.

FORT LAUDERDALE, Fla., Lodge, No. 1517, played an important role in the opening of the only vehicular tunnel in the State of Florida. Gov. LeRoy Collins cut the ribbon to open officially the \$8,000,000 tunnel which is a segment of U.S. Highway 1 leading into Miami. The Governor is a member of Tallahassee Lodge.

The Elks of Fort Lauderdale were hosts to some 50 members of the Fourth Estate at a breakfast held in the lodge dining room preceding a pre-opening inspection of the new facility, the north approach of which is only a few blocks from the home of No. 1517 which has just been renovated at a cost of \$65,000 to make it one of the most modern in southern Florida.

NEARLY 200 ELKS turned out to pay tribute to District Deputy Joseph E. Wallace when he paid his official visit to Hackensack, N. J., Lodge, No. 658. In addition, a nine-man class was initiated in his honor.

Handling the ritualistic work for this ceremony was a team of Past Exalted Rulers from seven lodges in the area. State Vice-President Anthony Ruthowsky was among the guests who represented every lodge in the North District. Following the initiation, professional entertainment and dinner were enjoyed.

A BIG CHARITY BOWL was sponsored with tremendous success by Fairfield, Ala., Lodge, No. 1821. Held at the Holiday Bowling Alleys, the 12-hour event brought in a sizable sum for the lodge's extensive charity program.

Score-keepers and cashiers were vol-



ALAMEDA, California, Lodge's well-attended dinner honoring its P.E.R. Donald K. Quayle, a member of the Grand Lodge Committee on Judiciary, featured, left to right, foreground, State Assn. Pres. G. A. Daniels, Past Grand Exalted Rulers Horace R. Wisely and L. A. Lewis, and Judge Homer Spence. Standing are E.R. Dr. E. S. Ashuckian, Dr. W. B. Stephens, Judge Quayle and P.E.R. Sherwood Jones, Program Chairman.

unteer members of the lodge, and there were clowns to keep the children amused with favors and entertainment. Numerous door prizes were provided, in addition to a prize every hour for the highest score made in each 60-minute period.

Highlight of the evening was a visit from Grand Tiler Dr. Adin Batson who made the trip from Florence to lend his support to the drive.

OVER 1,000 PERSONS saw the magnificent new home of Brewster, N. Y., Lodge, No. 2101, dedicated by the officers of Peekskill Elkdom which sponsored No. 2101 in November, 1958. The crowd included 473 Brewster Elks who are now proud owners of two spacious buildings, a swimming pool and outdoor motion-picture facilities, situated on a 33-acre estate. Rev. Charles Pedersen, Rector of Holy Trinity Church in Pawling, and a member of Fairbury, Neb., Lodge, shared speaking honors with Past Exalted Ruler James Dempsey, Jr., of Peekskill. Both delivered impressive addresses pointing out the importance of the principles of Elkdom in relation to Americanism.

The Charter Officers of the lodge, including Exalted Ruler Eugene P. Hogan, were introduced and the current Exalted Ruler, Louis Furio, traced his lodge's history.

"ALL-STAR FOOTBALL NIGHT" was a combined effort of Endicott, N. Y., Lodge, No. 1977, and Binghamton, N. Y., Lodge, No. 852, at whose home the affair took place. The program, held under the auspices of the Youth Activities Committees of both branches of the Order, found each player, selected for the 1960 All-Triple Cities Football Team, receiving a trophy. The young men, with their fathers and coaches of all football squads in the Triple Cities area, heard a fine talk delivered by Alex Yunevich, football coach of Alfred University whose 1956 team was named the outstanding small college eleven in the country.

John W. Sheehan, who is Binghamton Lodge's Youth Chairman, introduced L. C. Boughton, Exalted Ruler of his own lodge, and Endicott's Exalted Ruler Terry Coughlin. District Youth head Henry M. Merz, sports figures of the area and the guests of honor were also presented.

LOGAN, W. VA., Lodge, No. 1391, is happy to report that its Ritualistic Team recently won the State Contest held in Parkersburg. Exalted Ruler A. S. Ammar and the other Logan officials represented the Southern District of the State against Morgantown from the Central area and Moundsville from the North. This is the second State Contest won by this lodge in the past three years, which is quite an accomplishment considering the fact that it



LEOMINSTER, Massachusetts, Lodge's new home was dedicated by these officials. Left to right: P.D.D. Dr. I. W. Smith; Past State Pres. James A. Bresnahan; P.D.D. J. Henry Goguen, State Commissioner of Public Safety; Past State Pres. J. J. Murray; Past Grand Exalted Ruler John F. Malley, Grand Exalted Ruler John E. Fenton; Grand Trustee Edward A. Spry who was the dedicating officer, and D.D. Henry T. Flaherty.

was only reinstated six years ago.

Not long ago, President W. Grady Carper of the West Virginia Elks Assn. was welcomed by Logan Lodge on his official visit. More than 30 per cent of the lodge's membership was on hand to greet him and State Vice-President Frank Martin who were joined by a number of out-of-town Elks.

ALTOONA, PA., Lodge, No. 102, is proud of the fact that when Bedford Lodge No. 1707 celebrated the opening of its beautiful ballroom, its members invited the ladies of Altoona Lodge to entertain with their minstrel show. Their SRO performance was a repeat of two successes at Altoona Lodge by the wives of 23 of its members. Chairladies were Mrs. Camille Price who was Interlocutor and producer, and Mrs. Patricia Ammerman, who was "agent" for the show which had the musical direction of Elk J. J. Riley.

The Bedford Elks' ballroom, situated on the upper floor of the recently completed \$200,000 recreational building of their Country Club, was furnished at a cost of \$67,000. Completely air-conditioned, it is equipped with stereophonic sound, a new stage, half of which disappears, a bar, service kitchen and lounge.

LAUDING THOSE MEMBERS of Leominster, Mass., Lodge, No. 1237, who have sacrificed time, energy and talent in furthering its progress during the past 50 years, Grand Exalted Ruler John E. Fenton was the main speaker at the dedication of the lodge's magnificent new \$300,000 home. An estimated

2,500 persons attended the weekend program celebrating the opening, a highlight of which was the initiation of 35 candidates in honor of Judge Fenton.

Keys to the new home were presented by Past Exalted Ruler Edward T. Killelea, Co-Chairman of the Building Committee, to Past Exalted Ruler Clarence E. Gurney, Trustees Chairman. Past Exalted Ruler George H. Mackie was General Chairman of this program, with Felix B. Seliga handling the publicity.



NEVADA State Pres. George Ullom signs for Elk sponsorship of speech therapy with the Crippled Children's Society. Looking on are Elk Chairman Charles Milk and Robert Brown of the Society.



CRAWFORDSVILLE, Indiana, E.R. D. C. Graham is pictured, center, with Carol Parks and John Branham who were their State Youth Leaders. Mr. Branham is the son of P.E.R. F. F. Branham.



HERMISTON, Oregon, Lodge's E.R. Louis May, right, welcomed his son, Denny, left, into the Order as a member of the class initiated in honor of D.D. Clarence Hale, center.



CREEDE, Colorado, Lodge is host to a Family Night Program twice each month when members of the lodge, their wives and children enjoy a session of square-dancing. Photographed at right, foreground, is Gene McClure, the lodge's Est. Lecturing Knight.



LANSING, Michigan, Lodge's "Citizen of the Year", Otto E. Eckert, center, is pictured with, left to right, Judge Charles Hayden, Dr. Fred Drolett, Rumsey Haynes, Jr., and Judge Sam S. Hughes, all of whom received this honor in previous years.

LODGE NOTES

The Elks of Long Branch, N. J., Lodge are sporting a magnificent new set of jewels, thanks to their ladies who raised the money and made the purchase. The jewels, the first new ones for this lodge in nearly 60 years, were presented by Mrs. Pearl Ferry and accepted by Exalted Ruler John B. Cannon at a special ceremony.

Members of Agana, Guam, Lodge are proud of their Sea Scout group, maintained at an annual expense of nearly \$1,000. Recently the lodge purchased a large "retired" crash boat and, with the assistance of the very cooperative Navy pilots on the Island, have been mighty successful in educating the youngsters in seamanship.

A three-quarter-page ad placed in the *Daily Journal* (circulation over 20,000 in a community of over 50,000) by the City National Bank was most helpful and pleasing to Kankakee, Ill., Lodge. It featured officers, all Elks, who have been with the bank for a combined total of 163 years. The ad played up this Elk affiliation with copy

beginning: "Is there something about the Elks lodge that makes good veteran bank officers? Or do many good bank officers become Elks?"

W. Clifton Canniff, an Honorary Life Member, Past Exalted Ruler and Trustee of Quincy, Mass., Lodge, suffered a fatal heart attack on New Year's Day. He was 59 years old. He had been active as a director of the Quincy Elks Home, Inc., and was President of the lodge's Past Exalted Rulers' Assn. at the time of his death. He is survived by two daughters, a son, three brothers, two sisters and two grandchildren.

Two fine young members of Parker, Ariz., Lodge are Richard McKee, III, and Berkeley Rourke, initiated on their 21st birthdays. Both were former members of the Boy Scouts.

Abe Zable, a 42-year-member of Atlantic City, N. J., Lodge, has been extremely generous all his life. Not only did he give his lodge \$1,000 to refurbish the furniture in the lodge

room last year, but he made an unusually generous contribution to the Elks' Christmas Basket Fund. It consisted of a check to make sure there would be a "chicken in every basket" this past year, and then he set up a fund to guarantee that delightful addition to the baskets of food to be given by the lodge to the needy for a period of 99 years.

A children's costume party held recently by Teaneck, N. J., Elks was an unqualified success. All Teaneck youngsters had been invited, and 800 accepted, over double the number who attended last year's event, according to Youth Activities Chairman Samuel Barison. Games, food, candy and soft drinks were provided and 19 Elks supervised. Prizes were awarded for the best costumes—first winners being Melanie Karlic and Robert Gross.

Liberal, Kans., Lodge has sponsored a baseball team for 13- to 15-year-olds for the past six years. During the past season they were undefeated and won the Kansas and Oklahoma Baseball



FREEPORT, New York, Lodge's magnificent lodge room was the setting for the initiation of 33 candidates in a ceremony marking the official visit of D.D. Peter Affatato and State Vice-Pres. Pierre Bernier. E.R. B. P. Ciaravino is pictured, center foreground, with Mr. Affatato on his right, Mr. Bernier on his left.



DAYTON, Ohio, Lodge welcomes D.D. C. E. Sims. Left to right are Est. Lect. Knight Don Garling, Sr., Loyal Knight R. W. Schroeder, Mr. Sims, E.R. C. W. Stonebarger, Philip Haidet of Wilmington Lodge, and Lead. Knight Edwin M. Turner.



FRAMINGHAM, Massachusetts, Lodge's Charity Ball was attended by 500 persons, including, left to right, Est. Lead. Knight G. F. English, Chairman; E.R. R. T. Lepore, Jr.; State Pres. I. Jerome O'Connor, and D.D. J. Frank Neal.

League Championship. The boys are coached by Paul Lawrence and managed by Dick Jevons. With a record of six wins, no losses, pitcher Charles Tice was named the League's Most Valuable Player.

A group of 20 members of North Attleboro, Mass., Lodge, all definitely sports-minded, made a special trip to New York City to see the Giants-Pittsburgh Steelers football game.

The team sponsored by Boonton, N. J., Lodge won the 1960 Boonton Area Babe Ruth League Championship, and so gained permanent possession of the trophy that goes with it, inasmuch as they'd taken the title for three consecutive years. The boys were honored at a banquet given by the lodge's Youth Activities Committee, Co-Chairmanned by Est. Leading Knight Michael Modrako and Esquire Francis Merchak.

Russell D. Pfeiffer of Kenton, Ohio, Lodge was honored at a dinner given by his fellow Past Exalted Rulers not long ago. Mr. Pfeiffer is District Deputy

for Ohio Northwest and is only the second member in the lodge's 70-year history to have received this honor. Present was the lodge's former Deputy, Charles E. Prater, State Association President John D. Quinn and State Sgt.-at-Arms Frank Wurstner.

Allen Roses was one of four students to receive a \$600 New Jersey State Elks Scholarship. The presentation, at the home of Paterson Lodge, was made by District Deputy Joseph Wallace.

Exalted Ruler Edwin D. Merrill of Pompton Lakes, N. J., Lodge was amazed to find his father among the candidates in a class he recently initiated. Other members of the lodge had kept the senior Merrill's processing a secret from the Exalted Ruler in order to bring about the surprise.

Miss Karen Ann Horn is the recipient of a \$600 Elks National Foundation Award, the third such scholarship to be received in Winsted, Conn., during the past year. Previously, \$700 Foundation scholarships had been granted

to Robert Hanley and Miss Maryann Tyciensi. State President John W. Winn and Exalted Ruler Karl E. Herdling made the presentation.

One of the many projects sponsored by Chairman Gerald Blessing and the Social and Community Welfare Committee of Winter Park, Fla., Lodge was the distribution of new 50-star flags to classrooms of the community's public schools. Est. Loyal Knight Blessing, Exalted Ruler S. J. Hiers and Trustee Felix Cowart presented the flags to Earl Kipp, Superintendent of Orange County Schools.

Alex Rosborough, a member of Oakland, Calif., Lodge for 68 years, died recently at the age of 95. Although he continued to hold his membership in Oakland Lodge, when Mr. Rosborough took up residence in Yreka, Calif., he became deeply interested in the activities of the Elks there, making frequent visits to their lodge home until his death. In 1955, he had been named "Man of the Year" by the Yreka Chamber of Commerce.



MOUNTAIN HOME, Arkansas, Lodge officers and distinguished guests are pictured when their new home was dedicated. Center, foreground, is Past Grand Exalted Ruler Earl E. James, with State Pres. Dr. Ben Saltzman on his right, E.R. Dr. Dale Fletcher on his left.



ST. HELENS, Oregon, Lodge officers, led by E.R. E. V. Hearing, fifth from left, foreground, visited the Columbia District Hospital with D.D. Walter Lofgren, fourth from left, foreground, to see the book cart the lodge donated to that institution.



VICTORVILLE, California, Lodge's groundbreaking for the addition to its home was handled by guest of honor State Pres. Guy A. Daniels, second from left. Others pictured in the foreground include, left to right, R. John Blesch, Jr., architect for the 2,300 sq. foot addition, E.R. Edw. A. Rodeman and D.D. Robert A. Kennepohl. The new building, the third expansion for this lodge in the eight years of its existence, will provide modern kitchen facilities and added recreation areas for its members.

THE 51st ANNUAL THANKSGIVING Day Races sponsored by Cincinnati, Ohio, Lodge, No. 5, were dedicated to George L. Rider, veteran track and field coach for Miami University at Oxford, Ohio, whose teams have won many of these Elk races, and a number of his runners have taken individual honors. In this year's event, for instance, Dave Emery of Cleveland, representing Miami, won the running race, and Miami University won the team championship.

The 1960 six-mile running and walking races from Fort Thomas, Ky., to the home of Cincinnati Lodge were possibly the greatest in the history of this competition, the second oldest marathon event under AAU supervision in the country.

A larger number of colleges and athletic clubs were represented than ever before, and wider press, TV and radio coverage brought out a tremendous number of enthusiastic spectators. Jack Blackburn of the Ohio Track Club, rated by the AAU as equal to any marathon walker in the country, repeated his 1959 victory in the six-mile walk. Walking is a family activity in the Blackburn family; Jack's father, a doctor, finished third, and his mother came in sixth.

FIFTY YEARS IN ELKDOM were celebrated by Past Grand Exalted Ruler Sam Stern at a banquet given by Fargo, No. Dak., Lodge, No. 260, when Exalted Ruler Merle Allen and Mayor Herschel Lashkowitz welcomed more than 600 guests.

Grand Chaplain Rev. Felix Andrews gave the invocation and Past Exalted Ruler Jack Shirek served as Toastmaster. Special Deputy Frank Archibald introduced former Grand Lodge Committeeman Raymond C. Dobson, the principal speaker. Mr. Stern also spoke, as did North Dakota State President Richard Gallagher, Minnesota State President Edward Schliesing, District Deputies Henry Flohr and Morris Weber and Past Exalted Ruler Don Fraser.

A LIFE MEMBER of Birmingham, Ala., Lodge, No. 79, Dr. Irving Silverman passed away Sept. 30th following a long illness.

A resident of Birmingham for the past 33 years, Dr. Silverman had originally been affiliated with Bronx, N. Y., Lodge, No. 871, which he joined in 1928. He had been Exalted Ruler of Birmingham Lodge in 1933, its Treasurer from 1952 until 1955 and had served on many of its Committees. In addition, he had been Chairman of the State Elks National Foundation Committee and was a former President of the Alabama Past Exalted Rulers Association.

He is survived by his son, who is also a member of Birmingham Lodge, and by his granddaughter.



BINGHAMTON and ENDICOTT, New York, Lodges honored the Triple Cities All-Star Football Team, foreground. Left to right, background, are Endicott E.R. Terry Coughlin, and Binghamton's Youth Chairman John W. Sheehan and E.R. L. C. Boughton.



NORTH DAKOTA. Chester Cooch, a retired telephone man from Jamestown, left, and Charles Miner of Bismarck test the switchboard they helped to install at Camp Grassick, the camp for crippled children which is owned by the North Dakota State Elks Assn.



ASTORIA, Oregon, Lodge's three-cushion billiard team gained permanent possession of the George Harris Trophy after edging out Portland to win their third straight State Championship at Corvallis. Left to right are Archie Wirkkala, Omer Stephens, Bill Welch, Bill Moore and Aubrey Hubbell.



KINGSTON, New York, Lodge terminated the 13 lodge visits of D.D. Robert Smith with a homecoming dinner. Pictured at that time were, left to right, State Vice-Pres. Reuben Sabloff, MC Fred Stang, D.D. Smith, E.R. Kenneth Peters, Committee Chairman Sam Feldman and Co-Chairman Charles Ryan, P.D.D.



HOMESTEAD, Florida, Lodge's E.R. Roy Runken, left, presents a \$100 set of "The Times Atlas of the World" to the Municipal Library Friends Club Pres. Luther Chandler. The four books, inscribed as a memorial to the lodge's Absent Brothers, carry the names of 44 deceased Elks.



GETTYSBURG, Pennsylvania, E.R. James Warren, fifth from left, presents a \$550 inhalator to Daniel P. Miller, Chairman of the local Fire Dept.'s Ambulance Board. Others, left to right, are Julius Swope, G. H. Roth, Glenn Weishear and G. E. Raffensperger, Ambulance Board Members, and Elk Secy. Raymond Menges. The presentation took place at a dinner honoring D.D. Clarence C. Kegel and the members of the Ambulance Board.



SANTA CRUZ, California

... The largest class ever initiated into SANTA CRUZ, CALIF., Lodge was this group of 115 men, honoring 58-year-Elk and Charter Member Charles Klein, center background, with E.R. Ted Schipper on his right. The drive for these new Elks was directed by Trustee Ernest Dillon.



ANACORTES, Washington

... Pictured with local and State officials who helped ANACORTES, WASH., Lodge celebrate its 50th Anniversary is honored guest Edwin J. Alexander, Secy. of the Board of Grand Trustees, sixth from left, foreground.



VENTURA, California

... VENTURA, CALIF., Elks sent these boys to the Little Rose Bowl Game at Pasadena. With them are E.R. W. F. Pitts, Trustee Raymond Meisenheimer and Assistant Club Director Robert Wire.

... Guests and Charter Members celebrating REDONDO BEACH, CALIF., Lodge's 41st Anniversary are, left to right, background, Ray Henderson, Ray Cota, Grand Trustee R. Leonard Bush, Past Grand Exalted Ruler L. A. Lewis, E. P. Coogan, Earl Hobson and Alex Anderson; center: Geo. Kessler, D.D. Bernard Lawler, Martin Siglie, P.E.R. F. L. Perry, Howard Mercer; foreground, 97-year-old Peter Priamos and Bert Vance.



REDONDO BEACH, California

... MILWAUKIE, ORE., Lodge's State Championship Ritualistic Team initiated a class of 25, including a father and his three sons. Pictured are, left to right, E.R. Calvin G. Hyde, David L. Hawke, Dennis E. Hawke, Kenneth L. Hawke and their father, Lowell L. Hawke, C. K. Miller who proposed all four, and D.D. Walter Lofgren. A total of 168 initiated during the year brought the four-year-old lodge's roster to 1,685.

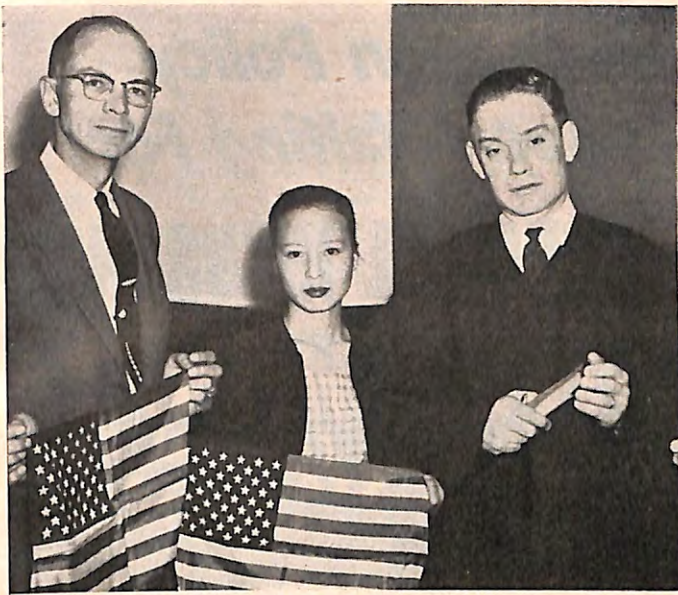
... CULVER CITY, CALIF., Elk Tom Swanson, right, receives from P.E.R. Romeo P. Allard, State Elks Golf Chairman, the trophy he won when he scored low net in the President's Flight of the Tournament which was held in connection with the California Elks Convention in Sacramento.



MILWAUKIE, Oregon



CULVER CITY, California



GREAT FALLS, Montana, E.R. Frank Dvoracek has inaugurated a program in which the lodge presents the American Flag to newly naturalized citizens. On one of these occasions E.R. Dvoracek was pictured, left, with Dist. Judge R. J. Nelson and Katsuko Muffley of Japan who had just received her citizenship.



MANSFIELD, Ohio, Elks watch a youngster at the County School for Mentally Retarded Children use the Language Master they recently presented. Left to right are Elk Committeeman Robert Stevens and student Victor Weinstein, seated; School Director Harold McCuen, and Elks Lodge Mgr. Kenneth Sloan, standing.



JACKSONVILLE, Florida, Lodge-sponsored Donna A. McMullen receives her \$600 Elks National Foundation Award and \$100 lodge gift. Left to right, E.R. E. M. Schramel, Miss McMullen, P.D.D. Alan C. Winter, Jr., and D.D. J. A. Budd, Sr., Secy.



FRANKFORT, Indiana, Lodge's second Heroism Awards were presented to Mrs. Max Gunyon and Lloyd Stonehill, third from left, by Committeeman Charles Ferrell, left, and Chairman Gilbert Clidence. Both recipients had risked their lives to save others.



PENNSYLVANIA NORTH CENTRAL Elks who met at Bellefonte Lodge to welcome State Pres. Meryl B. Klinesmith, center foreground, included, left to right, background, Bellefonte E.R. C. B. Moerschbacher, Dist. Pres. R. G. Hirlinger, D.D. H. W. Klett, State Membership Chairman H. B. Charnbury and State Youth Chairman Robert McCormick. In the foreground are Past Presidents E. D. Smith, left, and John S. Buchanan, right.

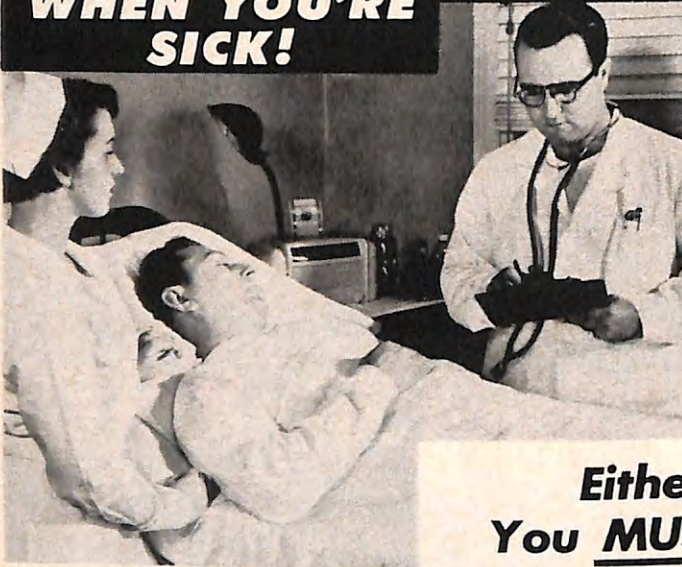


UNION CITY, New Jersey, Elks Charity Mixed Doubles Bowling Classic proceeds of \$440 is presented by Past State Pres. Dr. Louis Hubner, third from left, to Past State Pres. Edward J. Hannon, left. Looking on are Mrs. Elsie Eschenbeck, Secy.-Treas. and Fred Eschenbeck, Asst. Secy. of the Classic of which Dr. Hubner is President. The second Classic brought another \$385 to the State Elks Crippled Children's Fund.

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Rod and Gun

(Continued from page 14)

—seldom larger than five horsepower. Such an outfit still is ideal on little lakes and ponds and on slow-moving streams. It would be a hopeless handicap, however, on a long reservoir where the best fishing may be 25 miles from the spot where you put in. There you need a boat that planes and a motor big enough to make it scoot right along. In fact, many anglers use two motors. They have a big one for traveling and a little one that will keep the boat barely crawling while they troll or cast to the shoreline, once they've found the fish.

Simply covering a lot of water, however, is not enough. Fish can—and do—move both horizontally and vertically. Horizontally, they drift from one part of the lake to another; vertically, they may be either shallow or deep. Obviously, even though you might find the right area, you would not catch anything on lures that stayed within a few feet of the surface when the fish were 25 or 30 feet beneath it.

I fished Lake Texoma several years ago with Max Eggleston of Denison, Texas. Since it was young—the dam had been completed only a few years before—there was still a lot of submerged brush in the water. Also, since it was spring and the water temperature was ideal, the bass were near the surface, hanging around brush and trees that were either partially or wholly submerged.

Max took me to areas where the bass were using this cover, and we caught them by casting top-water plugs. It was great sport, but suppose there had been no brush? It gradually rots away and usually is pretty well gone by the time a reservoir is 15 or 20 years old.

A week later, Jim Fulton, of Overton, Nevada, answered this question on Lake Mead, an older reservoir with very little plant cover of any kind remaining in the water. He had a fast inboard, and we ran down the Overton Arm of the big lake for perhaps ten miles before he cut the motor and let the boat glide to a stop. When I looked down into the clear water I saw that we were over a long rock ledge, running diagonally from shore into the bay. At this stage of the water—the reservoir lacked about 25 feet of being full—the ledge was six or seven feet beneath the surface.

We started fishing along it with sinking plugs and soon discovered that the bass were both at home and willing to strike. Since none of them weighed more than a couple of pounds, however, Jim decided to move on after about 20 minutes. Our second stop was off a rocky point where huge boulders had rolled down ages ago and now lay jumbled beneath the water. Near shore, some of them broke the surface. Farther

out, others were at increasingly greater depths until we could no longer see them in the blue shadows below.

Here, lying a long cast from shore and working our lures deeper and deeper as we brought them toward the boat, we caught bigger bass—several that were between four and five pounds and one that topped six. We fished the spot carefully, then moved on to another.

We spent the entire day, in fact, shifting from one spot to another and fishing each of them in turn. A few apparently held no fish. Most of them, however, yielded several bass. And at every place Jim stopped there were rocks beneath the surface—sometimes rocky ledges or bars, sometimes jumbled boulders.

In natural lakes we expect to find largemouth bass along the edges of

Elks National Youth Day

Chairman W. L. Hill of the Grand Lodge Youth Activities Committee urges all lodges and State Associations to participate in the important observance of May 1st as Elks National Youth Day.

Grand Exalted Ruler John E. Fenton requests the planning of special programs and celebrations which will be attractive, interesting and beneficial to our young people. We must prepare our youth for the complex future which awaits them. The best way to interest them in becoming good citizens is to encourage their efforts in worthwhile activities.

State Youth Activities Committees should ask their Governors to proclaim May 1st as Elks National Youth Day, and lodge committees should make the same request of their Mayors. Church leaders should be approached with regard to making mention of our youth at services on the eve of May 1st which happens to fall on Monday this year. Many committees may wish to have their Youth Leaders serve as honorary civic officials for the day; others may wish to honor them at some special ceremony at which they could speak on a subject interesting and valuable to youth. Enlist the cooperation of radio, TV and the press so that the entire area will know that its future voters are being recognized for their value to the community.

Lodges and State Associations offering evidence of the best programs will be rewarded by the Grand Lodge. These programs will be judged by a committee of prominent individuals whose names will be announced later.

Since this judging must be completed by June 1st, do not lose any time in mailing your full reports and photographs covering your Youth Day observance to Grand Lodge Youth Activities Committeeman Willis C. McDonald, 3014 Metairie Road, Metairie, La. *Do not mail these reports to the Magazine office.*

weed beds, among lily pads, in shallow, mossy bays or possibly near reeds and other aquatic vegetation that gives them both food and shelter. In Lake Mead, lacking all of these, they had made their abode among the rocks which provided the only cover available.

I have observed the same situation in other reservoirs. In the big one near home, which I have fished more than any other, we used to find both bass and crappies around submerged brush in the water. In the spring, especially, when the shallow bays began to warm up, the crappies would swarm around every bush, and there always seemed to be a bass or two nearby. As the brush gradually rotted away, however, the fish shifted to a different kind of cover over a different bottom. We now fish the rocky points, the jumbled slopes of boulders that extend down into the water and the rock bars and ledges. The crappies still move into the bays in the spring, but we find them around the rocks because there are no bushes.

In another reservoir I sometimes fish—one that contains both large and smallmouth bass as well as several kinds of panfish—the rocky spots that would be typical smallmouth water in a natural lake yield both kinds of bass, as well as crappies and an occasional bluegill. Only when the lake is full and has submerged the annual weeds along the shore line do we ever find many fish away from their usual rocky haunts.

This, then, is the first rule for hunting bass in any reservoir more than ten years old: look for rocks. They may be along the shore or far out in the lake. You may find fish off a rocky point or in a rocky bay. You may discover a ledge six feet beneath the surface in May that will become a rocky island in August. Any of them may have fish.

Once you find such a spot, there are several ways to go about determining whether bass are present and, if so, at what depth. In spring and early summer and again in the autumn, I like to start fishing on or near the surface. It is easier and more fun if you can catch bass there, and sometimes on calm days you can bring them up from a considerable depth by repeatedly casting to the same spot with a noisy top-water plug or splashy bug.

If this doesn't work, I start fishing deeper and deeper, working the bottom out from shore with a lure that sinks fast and is comparatively snag free. (A weedless plastic worm is a good one for this job.) You may find bass five, ten, twenty or thirty feet deep, but it isn't necessary to know exactly how deep they are. The important thing to remember is that if you get one strike 40 feet from shore you probably will get more at this distance, so long as the

slope of the bottom is reasonably uniform.

I have found that it doesn't pay to stay too long in one spot, or even in one area, unless I'm getting fish. The shallow water toward the upstream end of a reservoir warms up first in the spring and usually provides the earliest fishing. Later, it will be the first to bloom and you will have better luck farther down the lake. Still later, the deep, cold water, closer to the dam, may be more comfortable to the bass and turn out the best catches.

Learning how to fish any big reservoir during the different seasons and at various water levels is a tough job. All of the best bass fishermen I know have spent years learning the secrets of their favorite water, returning week after week, month after month, year after year. Obviously, nobody can possess such knowledge from the start; it can be acquired only through experience. The task will be made easier, however, by obtaining a map of the lake and marking good fishing spots on it as you find them. A few notes giving the season of the year and the height of the water will also help.

If you do this you will eventually acquire a fund of valuable information. You will also, whether by luck, accident or design, make some surprising discoveries. For example, I have stressed the importance of fishing rocky spots that provide cover for the bass and their food. Yet at times I have had good fishing over a smooth bottom of sand, gravel or mud that lies from ten to thirty feet beneath the surface.

In my home reservoir, this usually happens late in the summer when the water is low. Sometimes one of these spots produces several good bass. Sometimes it may be barren, but the next one will pay off. I've no idea why the fish like them, but I do know that finding them is one of the tricks of learning how to fish these man-made lakes. And until you've fished the same water enough to find them from memory, a chart showing their location is a real help.

I've pointed out that you can expect to find bass both in different areas and at different depths during the course of a season. There is still another kind of movement of the fish in many big reservoirs, this one taking place over a period of years.

During the early days of red-hot fishing in my home reservoir, there were bass and crappies everywhere. Then, for several years, the fishing was best in the upstream half of it. Next came a period, also lasting several seasons, when the middle reaches were most productive, and neither the deep lower end nor the upper third were worth fishing. They continued to produce crappies but apparently were virtually devoid of bass.

After a few years of this, the lower

reaches made a comeback. We had some of our best fishing in them, but I worked the upper part many times without catching a single bass in a hard day's fishing. Now, for the past two seasons, the upper end has been the best.

Obviously, there must be a logical explanation for this movement of the fish, just as there is for every other phenomenon in nature, but it is beyond me. I can think of no reason why the

bass should favor first one area and then another, maintaining this preference for several consecutive seasons at a time.

Whatever the reason, it does point up the fact that the first problem in catching any kind of fish is to find them. In the big man-made lakes that are providing an ever-increasing share of our fishing, this problem is sometimes hard to solve. But the answer, once you find it, is well worth the effort. • •

DR. NADLER TO WRITE BUSINESS ARTICLES QUARTERLY

In the January, 1949, issue of *THE ELKS MAGAZINE*, Dr. Marcus Nadler, professor of banking and finance at New York University and consulting economist for The Hanover Bank, contributed an economic review and forecast for the year. His first article received such acclaim from members, especially the large number of business and professional men, that his analytical forecast has been an annual feature of the January issue since that date.

Now, because of the rapid and vital changes taking place in the American economy, Dr. Nadler will supplement his forecast with brief quarterly reviews that will run in the April, July and October issues—not only this year but also in subsequent years. However, Dr. Nadler points out that business conditions, here and especially abroad, may be in such a state of flux as the Magazine goes to press that no definite evaluation can be made. In that case, it may prove advisable to omit the article that month, though Dr. Nadler does not anticipate doing so. This applies only to the quarterly reviews, of course.

The former chief of the Foreign Division, Federal Reserve Board, Dr. Nadler is recognized as one of the country's foremost economists. A recent article about him in the *New York Herald Tribune* commented, "He is the professor that Wall Street listens to." His particular specialty is the money market, which he defines as "a mechanism bringing borrowers and lenders of short-term funds together. For example: government obligations of not longer than one year, call loans to brokers, commercial paper and bankers' acceptances."

Since the money market and its problems are by no means new to us, this takes us back to 1930, three years after Dr. Nadler became a member of the N.Y.U. faculty. At that time he realized that, although it was not immediately apparent, the outflow of gold in the face of the devaluation of foreign currencies made the outlook for interest rates—the protection of the dollar—a serious, long-range problem affecting the money market that could be met only through education. Dr. Nadler then initiated an "after-hours" lecture course for men and women employed by banks, brokerage houses, investment counselors and the financial departments of corporations, large or small.

The lectures took root and of necessity



Dr. Marcus Nadler

TOMMY WEBER PHOTO

grew, and in growing the "students" identified themselves with a name: the "Money Marketeers." This year there are 450 Marketeers meeting weekly in the financial district of Manhattan to listen to Dr. Nadler and to ask questions. They are not speculators; they are thoughtful people who want to know how this highly complex aspect of our economy operates and the direction it may take.

Not only as a tribute to Dr. Nadler but in awareness of the need for understanding of finance at the international level, if we are to compete with the Soviets, a Marcus Nadler Fellowship Fund of \$250,000 has been established by the many hundreds of highly-placed men and women who have profited from his lectures. (Many of them come back year after year just to "keep up to date.") This fund will grant five \$2,500 graduate student awards annually, in addition to free tuition at N.Y.U.

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 Miami Beach, Florida, July 9, 1961, with the opening and public meeting to be held in the Grand Ballroom of the Hotel Fontainebleau, 44th Street and Collins Avenue, on Sunday, July 9, at eight-thirty o'clock in the evening.

The opening business session will convene in the Grand Ballroom of the Hotel Fontainebleau at 9:00 Monday morning, July 10, 1961, 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 11, 12, and 13 until the business to come before the sessions is finished.

The Hotel Fontainebleau, 44th Street and Collins Avenue, has been selected as Headquarters for the 97th Session of the Grand Lodge. Space in the Jade Promenade on the lobby floor of the Hotel Fontainebleau 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 Miami Beach hotels will accept reservations direct from lodges or individual Elks.

Dated: February 1, 1961

Attest:

L. A. DONALDSON
GRAND SECRETARY



JOHN E. FENTON
GRAND EXALTED RULER

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Second, give yourself the pleasure of dropping in at a nearby Member Firm of the New York Stock Exchange. A Partner or Registered Representative there will be happy to advise you—at no charge. That's Headquarters for investing. Every Registered Representative has been carefully chosen and has had to meet the Exchange's requirements for thorough knowledge and experience. Helping people invest well is his full-time occupation.

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Communism's Subtle Tactics

IT MAY BE impossible to produce a 1960 balance sheet on the struggle between communism and freedom, for only the future can determine the net results of much that happened during the year. Certain facts, however, failed to make national headlines yet are crucial entries on any tentative balance sheet. Some of communism's more subtle attempts to subvert freedom are given in this month's excerpt from *Freedom's Facts Against Communism*, monthly publication of the All-American Conference to Combat Communism. The non-partisan Conference is comprised of 50 national organizations, of which the B.P.O.E. is one.

The year 1960 was marked by outbreaks of violence in many parts of the world, some tactical gains by the Free World, and some further communist success in gaining world acceptance for communist views.

One specific gain for the communists was in moving several steps closer to United Nations recognition of Red China. The year 1951 saw 37 of 52 votes cast going against consideration of Red China's recognition. The vote in 1960 against consideration of Red China's recognition was 42 out of 98 votes, with 22 countries abstaining. Peiping's *People's Daily* of October 12 hailed the vote as showing "the weakening of the Free World." Mao Tse-tung is trying to speed the "weakening," using, for one thing, warm receptions for an increasing number of visitors. Brazilian visitors to Red China recently included five writers, nine congressmen, six judges and lawyers, some labor leaders, and a peasant leader. Guests make statements later broadcast to Latin America; write books and articles on their return. The aim: to convince Latin American governments to recognize Red China.

Both gains and losses were registered in volatile Africa. But many African countries, as well as many more in Asia, the Middle East, and Latin America, appear to support one communist proposal: that all colonies be liberated completely and at once. Lenin, the great strategist of communist aggression, figured out in 1921 that the great strength of Western Europe came largely from the raw materials, manpower, and markets in colonial areas. Break these ties, isolate Western Europe

from the colonies, and they will fall to communist pressures from within. This has been the communist strategy behind the "colonial liberation" policy.

At this stage of communist advance, it makes little difference whether an avowed communist heads the government of a former colony or not. What does matter is that trade and commerce between the colonies or former colonies and Western European countries is disrupted and destroyed. From this strategic point of view, the Reds have fallen only a little short of complete victory in the Congo.

A subtle move in a different direction was marked by the recent opening of the People's Friendship University in Moscow. The school, said Khrushchev, is to "enable gifted boys and girls from the countries of Africa, Asia, and Latin America to obtain a higher education." According to the premier, "We are doing this so that the children of working people who are not in a position to pay for their studies can obtain a higher education, acquire knowledge, specialize in their profession, and obtain higher qualifications in order to be better able to serve their people and their countries' development and prosperity." What he didn't say directly is that the university is also intended to create cadres loyal to Moscow who will do elsewhere what has been done by the "victory of the people's revolution in Cuba."

A further step—largely unnoticed but significant—has been taken to split the Free World into those who would fight the advance of communism and those who would accept communist rule rather than die in a nuclear war. Interviews with prominent world figures already have been held on this issue, and strong efforts are being made—by "peace" groups and others—to spread the idea that it is better not to die, even if one has to accept communism in order to live. We can expect to see new efforts to terrify the people with fear of nuclear war as part of this subtle program to weaken the will to resist communist advance.

Communism's aims in 1960 in every Free World country were to spread Marxism-Leninism, attack individuals and institutions opposing communist advance, and break down the people's will to resist communist proposals. The same is true in 1961, and while innovations may be made, basic strategy will remain insidiously unchanged. • •



In the Doghouse

(Continued from page 21)

is dropped a class. All dogs are registered with the National Greyhound Coursing Association, and no two can have the same name.

Ten races make an evening's program. At the post, or starting box, each dog is confined to a narrow stall that has a mechanically-operated door. When all dogs are installed to the satisfaction of the starter, he presses a button and all doors automatically fly open: the race is on! The lure, an imitation rabbit which for some reason is called "Rusty," moves along the inside or the outside rail, depending upon the track, some 20 to 25 feet ahead of the dogs.

He'll be perched on a projecting arm, and his speed is controlled by a track-appointed operator. If by chance any dog in the race should catch up with Rusty, the judges rule it no race and all bets are refunded. One of the quirks of temperament of these pups is that some prefer one pathway around the track to another. Some run best on the inside close to the rail, others hug the middle of the track, still others steer for the outside. The pooch witless enough to choose the outside has to cover more ground to reach the finish line.

GREYHOUNDS at top speed travel at the rate of about 45 miles per hour. Scent plays no part in the chase after Rusty since greyhounds are among those known as sight hounds—dogs that have to keep their quarry in sight to run it down. This calls for great speed, and the greyhound has that. Dog races cover such short distances that the quick-starting dog has a big advantage over the slow-poke mutt at the post.

If you should go to a dog track and are moved to place a bet—that is, buy a ticket at a mutual window—don't throw that tab away until you're absolutely sure your dog has lost. Every year thousands of dollars in winning tickets, discarded too soon, have been swept up at dog and horse tracks throughout the country. Why this is so, what causes people to be so hasty, I wouldn't know. Maybe the excitement of the moment that marks all gambling is responsible. Your guess is as good as mine, but what is written here is on the authoritative say so of track officials.

In a small way I've had to do with show dogs, and I've had modest experience with the hosses, but I've never been stricken with the dog-racing virus that makes a man want to own a kennel. The main reason is I never had that kind of money. It's been estimated by those who know that it costs about \$2,000 to raise a racing dog to the point

where it is ready to run in competition. Show dogs can be an inexpensive hobby or as expensive as a person wants to make it. It's quite possible for anyone of moderate means to own a few fairly good dogs or to breed and raise them, but not so with the track hounds. More than any other dogs, they require extras in the way of care that involve plenty of folding money.

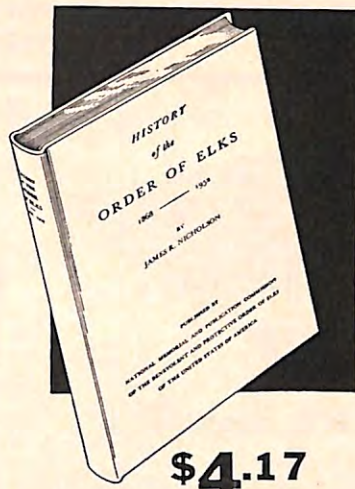
Because they are bred for the sole purpose of making money, their diets, conditioning and physical well-being are a matter of dollars and cents. The dog not properly raised can't win, and a consistent loser is a financial burden to its owner. The racing dog doesn't begin his career until he's about 15 months old, and then his racing life lasts for about three and a half seasons. He may be as sound as a dollar or even sounder, but if his feet give him trouble or his legs give out, he's a gone goose as far as racing goes. Like the race horse, he's only as good as his legs, and a lot of unwanted things can happen to a greyhound's legs because of the pounding from the track.

The average price for an untried dog is about \$300. This may go to \$500 or even \$5,000 for an unusually promising pooch. In breeding, stud fees range from \$100 to \$150 for the services of a particularly good dog. But the person who has the money, the time and the patience can be well rewarded in the business of dog racing. It means a considerable outlay for kennels and equipment as well as for good breeding stock. The expense incidental to active racing is not a very small item either.

However, the owner who is fortunate enough to race a string of winners can command stud fees higher than these I've cited, and if he has an exceptionally good dog he can look forward to as much as \$25,000 to \$30,000 in fees from that one dog. Should that dog be an outstanding winner, he may earn as much as \$100,000 in purses during his racing career. And if the owner decides to sell that dog he may get \$10,000 or more for it. One recorded incident was an offer of \$40,000 for the dog Flashy Sir. It was refused, which may give you some idea of the worth of a star performer among racing greyhounds.

Today there are 38 tracks in the United States: 17 in Florida and the balance distributed among Massachusetts, South Dakota, Arkansas, Colorado, Arizona, Montana and Oregon. The total amount of money bet at these tracks during the year is close to \$500 million. Tax revenue from Massachusetts tracks alone amounted to \$5,000,000 during 1959.

That's a lot of money being raised by the doggies for the tax collector. Unlike horse racing, the greyhound affairs attract very little off-track betting. ● ●



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THE ELKS MAGAZINE

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I don't spin, troll, cast or use any other method you ever heard of. Yet, without live or prepared bait, I can come home with a string of 5 and 6 pound beauties while a man twenty feet away won't even get a strike. You can learn my method in a few minutes. It is legal in every state. All the equipment you need costs less than a dollar and you can get it in any local store.

No man who fishes your waters has ever used my method—or even heard of it. When you have tried it—just once—you'll realize what terrific bass fishing you've been missing.

Let me tell you about this method—and explain why I'm willing to let you try it for the entire fishing season without risking a single penny of your money. There is no charge for this information. But I guarantee that the facts I send you can get you started toward the greatest bass fishing you have ever known. Send me your name today—on the handy coupon. You've got a real fishing thrill ahead of you.

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Dear Mr. Fare: Please send me complete information without any charge and without the slightest obligation. Tell me how I can learn the method of catching big bass even when old-timers are reporting "no luck".

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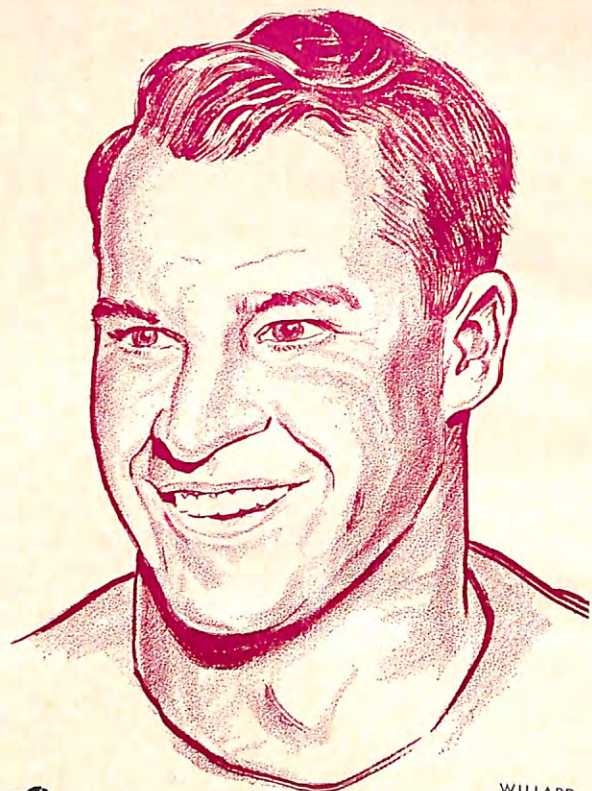
I'll show you how to make money out of even smallest diner or roadside stand—and I'll show you how to start on a "shoestring" the way I did. I'll show you how to attract the crowds and how to get the cash coming in within an hour after you open your doors for business. No matter where you live—small town or big city—there are money-making opportunities all around you, provided you get off on the right foot. The big thing to remember is this: Don't get into the restaurant business blindly and trust to luck to succeed. *To make money, you've got to know what you're doing.* And I am in a position to give you all the information you need to get off to a flying start. Give me a chance to prove it. Just send me your name for my Free Book "Making Money on Food". There is no charge for the book—now or at any other time—and no salesman will call. Send name on postcard today to **Ken Kessler, SCHOOL OF RESTAURANT BUSINESS, 335 W. Madison Street, Dept. R-303, Chicago 6, Ill.**

THE BEST HOCKEY PLAYER I EVER SAW

The Unselfish Champ

By **JACK ADAMS**

GENERAL MANAGER, SEVEN DETROIT RED WINGS' STANLEY CUP CHAMPIONS



WILLARD MULLIN



GORDIE HOWE is the greatest hockey player I ever saw and probably the greatest one who ever lived. One of the biggest thrills in a lifetime in the sport was to see him break the all-time major-league scoring mark last December after fifteen years in the National Hockey League.

Howe has all the tools for greatness on ice—size, speed, wonderful reflexes, ambidexterity, almost super-human strength, and a fine disposition, in uniform and out. He is also the most unselfish big-time athlete I have ever met and completely unspoiled.

A couple of years ago, some hotel tried to give him a suite when the club checked in, but he turned that off in a hurry. He goes double like everyone else, and says he enjoys having a roommate because he can always get some help answering his fan mail.

As a prime example of Gordie's unselfishness, I remember when the opportunity to break the 50-goals mark of Maurice Richard, great star of the Canadiens, came along. Gordie had three games to do it in, and it looked like a breeze. I gave orders to Tommy Ivan, coach of the Red Wings at the time, "Play him as much as possible; he'll get the record."

When Howe heard of our plan he

advised Ivan that he was well aware that his team mate, Sid Abel (now his coach) had a bonus riding on 20 goals.

"I've got a long future ahead of me," Gordie said. "If 'Old Boot' (Sid's nickname) is in a position to score, he'll get the shot from me. Never mind about my breaking the record. That can come later."

To those who have watched him play championship hockey since he first came into the League at the age of eighteen, Howe is one of those rare athletes who comes along once in a lifetime. With his tremendous strength (he was a construction worker at 14), he could have been a big-league performer in any sport he chose—baseball, golf, football. I've seen him take punishment that would put an ordinary player in the hospital and come out skating in the next period.

In 1950, after serious skull surgery, he came back to win the first of five scoring titles the following season. He's won the Hart Trophy, the League's Most Valuable Player award, five times, and he isn't through yet.

Gordie has set a 20-year playing goal in the big leagues. He'll leave a lot of marks for puck-chasers of the next few generations.

(As interviewed by Harold Rosenthal.)

Advertising

(Continued from page 9)

expenses. Occasionally it is necessary even in the large chains to cut back on advertising or other expense for a short period to keep operating on a business-like basis. Certainly such interim setbacks call for quick reappraisal of any possible contributing factors.

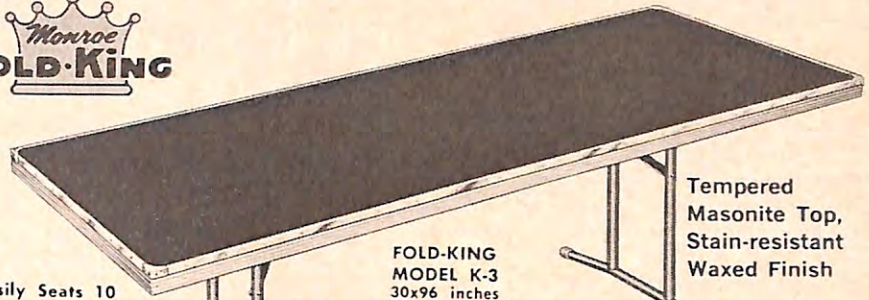
The pivotal elements of sales events are *timing* and *merchandise*. On these two things, more than all others, depends the success of sales events. A glance at the advertising pages of a Thursday or Friday newspaper will show the high value retailers place on the weekend payday. In timing the most important events, look for calendar days that bring the greatest influx of money, a weekend which is also a month-end, the biggest payday periods of all. These are not to be overlooked even in scheduling big Christmas and Easter sales events.

Astute merchandise selection separates the men from the boys in broad-gauge department store retailing. The small businessman should not only be alert for what is selling well today in his line, but should stay abreast of *trends*, for he is buying for the coming season and building a reputation as well. Up-to-the-minute stock today means favorable customer recognition tomorrow. The clearest picture of merchandise trends in the offing, style changes, etc., can be found in the editorial and advertising columns of industry publications.

The planning, follow-through and the final assessment, all will lead to greater success of the retail operation. Beyond this, and more important over the long haul, it will provide guideposts for the manager to use in the future.

DIRECT MAIL ADVERTISING

One of the important advertising vehicles is direct mail, which all retailers can use effectively. An authority has described direct mail as the friend of the small businessman because of its unique ability to bring certain customers within easy reach, to the exclusion of those who are not potential customers. Each retailer can build his own special lists of customers with various interests and follow them up with mail at nominal cost. Everyone likes to feel that he is getting special treatment, and the retailer can use this medium to send that "special" message. Under the heading of direct mail come statement enclosures, the colorful folders often furnished by manufacturers free to the retailer; these "ride free" with the monthly statement. Certainly advertising cannot be bought cheaper than that. Professional advice on direct mail is unfortunately not so readily available as for other media, but in many locations there is a direct mail printer or



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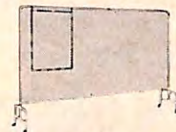
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If you are on the Purchasing Committee of your church, educational, fraternal or social group, you will want to know more about MONROE Folding Banquet Tables. 68 models and sizes for every use. Also, MONROE Folding Chairs, Table and Chair Trucks, Portable Partitions, Folding Risers and Platforms, etc. Owned and recommended by over 60,000 institutions. Mail coupon today for catalog and full information.

**MONROE'S
NEW 1961
CATALOG
FREE!**



THE MONROE CO., 90 Church St., Colfax, Iowa

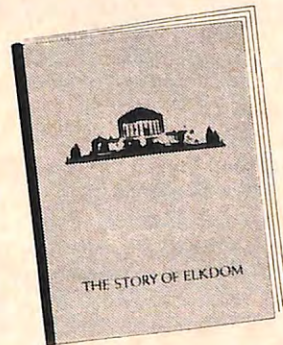
Please send complete Monroe 1961 Fold King catalog, prices, discounts up to 40%, terms.

We're interested in:

Group
Mail to Title
Address
City Zone State

THE MONROE COMPANY, 90 Church St., Colfax, Iowa

**LOOK
INTO
IT...
TODAY!**



Look into *The Story of Elkdom* ... featuring a guided grand tour through the Elks National Memorial Building. Contains a wealth of black & white and *full color* reproductions of its magnificent art treasures—the *only published story* behind this elegant shrine, once compared in beauty to India's Taj Mahal. For only \$2.25 you get acquainted with the Memorial—plus the story of Elkdom. The utmost care and attention to detail have gone into producing this splendid volume, and no Elk or Elks Lodge library should be without it. For inspiration, *look into it...*

order yours now

**HUBERT E. ALLEN, Elks Memorial Building
2750 Lakeview Avenue, Chicago 14, Illinois**

Yes, send me "The Story of Elkdom" today. Payment is enclosed.

NAME
ADDRESS
CITY Z STATE

Make checks payable to B.P.O.E. USA

ONLY
\$2.25
complete

specialist who can be a real asset to any retailer.

RADIO

The radio industry, with sales running over 18 million sets in '59 and better than 20 million indicated in 1960, continues as a staunch medium. Second only to newspapers in local advertising revenue, radio continues to grow in favor with retailers. At this writing, the radio broadcasting industry, under the guidance of the Radio Advertising Bureau, is conducting its own study of radio's ability to sell items through a year-long experiment with The Higbee Company of Cleveland, a retail giant with annual sales in the \$50 million bracket.

Scope of the Higbee study includes item selling, departmental promotions and storewide events, and should contain valuable information for smaller retailers as well as department stores.

Radio offers the retailer the broadcasting ability to extend his market beyond his own main street, for the broadcast message covers an area of many miles. Another advantage of radio

is its ability to reach this market with a brief but powerful message on short notice. Sales event announcements, for example, can be phoned to the radio station and be on the air within minutes. "Spot" announcements, as they are called, are often scheduled to supplement newspaper ads, or may be used alone to carry a promotion.

The radio program serves a different purpose for the retailer, for it is what broadcasters call an "air property". This means in effect that the sponsor owns a program which can be tailored to identify the sponsor's store. Such a show need not be expensive. Indeed, one of radio's special virtues is its current low cost. A photographic studio specializing in portraits used a quarter-hour program of waltzes each Sunday for over fifteen years. So well was this show identified with the studio that no other business could have used it. Retailers should look to their local radio station representatives for information on program and spot availabilities as well as guidance on local market coverage.

Tops TV, a radio-television-hi-fi

dealership in Culver City, Calif., has used a radio program to compete successfully with big city dealers in Los Angeles, just 15 miles away. The owner, Milton Aller, has established himself as a radio showman. On the air each afternoon, he depicts himself as a country boy from Nebraska—and carries on a phone conversation with his fictitious Midwestern kinfolk. His home-spun wit has brought him a following, and it constantly boosts sales volume.

NEWSPAPERS

For half a century women have grown up in the habit of reading the local newspaper for bargains, and according to readership surveys, study ads more avidly than society pages and news articles! There are important differences in the way retailers use newspaper advertising, just as we saw in the use of radio. The retailer will use the "loss leader" method to bring in shoppers, advertising a number of staple items, emphasizing low prices. On the other hand, if the retailer is building an image of distinction, he may use an entirely different approach. A jeweler, for example, to suggest high quality of his wares, may show only one item, and beneath it one line, "Only at Swanky Jewelers, this elegant brooch . . . \$295."

However, the ad that is written and designed to produce traffic is most effective for the retailer. It may also sell function and beauty, but the bargain appeal should not be omitted.

Classified advertising in the newspaper is for many an answer to their problems. It pin-points the sales message to specific interests. Bargains in furnishings may be placed in Household Goods columns, traded-in appliances, used car specials in the appropriate column, etc., all in a few lines for a small investment.

OUTDOOR ADVERTISING

Outdoor posters, painted bulletins and action spectaculars bring the retailer's advertising message before thousands at surprisingly low cost. More attractive now than ever before, outdoor advertising can do much to enhance the prestige of the retailer and build a memorable image in the public mind. Readership and traffic surveys indicate high levels of remembrance of the advertising message and frequency of repetition. Location and visibility govern the value and commensurate cost of outdoor ads. Eighty to ninety per cent of urban traffic rides on ten to twenty per cent of the streets.

Choice locations in these areas are in demand and are often sold as painted bulletins on a long term basis, while posters are sold in group showings for thirty-day periods. The long term should not indicate that an exciting message takes long to penetrate, how-

ELKS NATIONAL HOME NEWS



Most of the Elks National Home residents who each have been Elks for 50 years or more gathered on the steps of the Administration Building for this photograph.

FIFTY YEARS or more as an Elk represents a great many years of a special kind of satisfaction: that which is derived from service and brotherhood. Men who can boast this record and wish to extend it still further are indeed worthy of recognition. The Elks National Home, Bedford, Virginia, provides older Brothers with a comfortable and serene haven for their later years. It also keeps the men who reside there active in Elksdom so that their devotion to service and brotherhood need never weaken.

The fact that the Home makes it possible for a number of 50-year Elks to reside at one place is a boon to younger Brothers who wish to honor them. A recent meeting of National Home Lodge was designed to serve

just that purpose, honoring 56 residents who each had been members of B.P.O.E. for 50 years or more.

Past Grand Exalted Ruler John L. Walker attended the meeting as guest speaker. He was accompanied by Past Virginia State President Paul S. Johnson, Jr., who assisted with the program by calling the roll of honorees. National Home Superintendent Thomas J. Brady gave a brief talk, and Exalted Ruler Burwell Thornton made his presence known effectively—as indicated by a letter Brother Johnson wrote to him. The letter said, in part, "You handled the meeting like a master."

Before the meeting and social session that followed had ended, each of the members being honored was presented a gift to commemorate the occasion. • •

ever. A recent test showing in Syracuse brought 332,500 phone calls before installation of the showing was completed. On the other hand, outdoor showings develop great power over the long haul. An ice cream distributor in a Southern city built his considerable business with consistent use of painted bulletins over a period of several decades.

Local outdoor advertising firms can furnish retailers with a market plan relating to their objectives, traffic counts, costs and available locations.

TRANSPORTATION ADVERTISING

Transportation advertising (on public carriers such as buses and trolleys) has recently placed great emphasis on giant outside posters. A study made by the Alfred Politz research organization for NATA, National Association of Transportation Advertising, Inc., on readership of these posters, received an award from *Media/Scope* for 1959 for media research. Information on the study is available from the association. The business was originally built on the effectiveness of the inside carcards, however, and according to surveys, 85 per cent of the bus and trolley riders terminate their trips within a block or two of important retail centers or stores. This would indicate the close proximity of the car card message to the buying opportunity. Although many advertisers tend to use the carcard as a miniature billboard, with brief copy and big illustration, authorities on transportation advertising emphasize the card's 20-30-40-minute exposure to the reader, an opportunity for detailed message if there ever was one. According to Harold Mers, president of NATA, local retailers comprise 70 per cent to 80 per cent of all transit advertisers. Significant also is the large number of users in the banking industry who repeat, year in and year out.

A favorite device is the "Take-One"—a reply card or envelope attached to the carcard. Howard's Camera and Gift Shops, in Fort Wayne, used an order envelope for enclosing snapshot films which could be turned in to the bus driver, an unusual method. Most such replies and orders come through the mails, and the system has been effective for many. Information and help is available to local advertisers from the nearest transportation advertising company, or from the local bus company.

TELEVISION

Print media are favored by retailers because of their ability to attract customers with the big picture and price sales event message. Television, a more complex medium, has the technical ability to demonstrate and tell a complete story in a minute or two and for this reason has become a favorite of national advertisers. Stations are equipped and staffed to help with tal-

ent, copy and production; and representatives have at their disposal the latest marketing information.

There may be no television equivalent of the Higbee report for radio, but proof is available of its impact, penetration and reach. There are many case histories on file with the Television Bureau reflecting successful promotion for almost all types of retailers, some of whom have grown fantastically with the help of local television. A retail carpeting store in California quadrupled its sales volume and size in two years with consistent television advertising. Even such an unlikely prospect as a small retail sausage store enjoyed quick and continuing growth with television. Such successes indicate that as management in retail becomes better acquainted with the medium, it will undoubtedly grow in importance as it has with national advertisers.

Each advertising medium has its own industry association, established as an authoritative agency whose purpose it is to conduct continuing studies on its effectiveness for advertisers. For detailed information on the media, write:

Bureau of Advertising (Newspapers), 485 Lexington Ave., New York 17

Direct Mail Advertising Associa-

tion, 230 Park Ave., New York 17
Magazine Advertising Bureau, 444 Madison Ave., New York 22

Outdoor Advertising Association of America, 24 West Lake St., Chicago 10

Radio Advertising Bureau, 460 Park Ave., New York 22

Television Bureau of Advertising, 1 Rockefeller Plaza, New York 20

National Association of Transportation Advertising, Inc., 500 Fifth Ave., New York 36

COOPERATIVE ADVERTISING

Manufacturers, in order to establish closer relationships with their distributors and retailers, bolster sales and build local acceptance of their products, have established special funds for advertising in cooperation with retailers. Authoritative sources indicate that cooperative advertising has reached the astonishing volume of two billion dollars annually! This is an important segment of the advertising economy and a tremendous asset for the retailer who avails himself of the manufacturers' offers. Usually such funds are allocated on the basis of units purchased, so much per case, or on the amount of advertising devoted to the manufacturer's products. Each has a different procedure, and

Since 1926! The Halvorfold

Loose-leaf Pass Case, Billfold, Card Case. Note exclusive features. Read Special Offer below

\$7.00 Black or brown Morocco **\$9.00 Smooth black or brown Calfskin**

Now with or without ELK emblem outside front

"Made to Order" for ELKS

Free Examination! Send No Money—Pay No C.O.D.

NOW in its 35th year—THE HALVORFOLD bill-fold, pass-case, card-case. Just what every Elk needs. No fumbling for your passes. Unsnap Halvorfold, and each pass shows under separate, transparent face, protected from dirt and wear. Ingenious loose-leaf device shows 8, 12 or 16 membership cards, photos, etc. Also has three card pockets and extra size bill compartment at back. Made of the Finest, Genuine Leathers (see above) specially tanned for Halvorfold. Tough, durable and has that beautiful, soft texture that shows real quality. All nylon stitched, extra heavy. Just the right size for hip pocket. Backbone of loose-leaf device prevents breaking down. You can't wear out the leather body of Halvorfold.

HALVORSEN, P.C.M.—700 E. Union Street
Jacksonville, Florida—Dept. 116

Send HALVORFOLDS as per instructions below. If I decide to keep them, I will send check at once. If not, I will return merchandise in three (3) days. (HALVORFOLD comes regularly for 8 passes; For 12-pass add .25c, 16-pass .50c, etc. Please check squares at right.)

PLEASE CHECK HERE:

Black Calfskin \$9.00 Brown Calf. \$9.00
 Black Morocco \$7.00 Brown Mor. \$7.00
 Gold filled Snap & Corners \$1.50 extra
 8-pass 12-pass 16-pass
 ELKs Emblem Outside Yes No

Name: 23K Gold Inside Emblem:
Please Print

Address:
5% off to save bookkeeping, if you prefer to send cash with order. Money back if not satisfied.

HOW WOULD YOU INVEST

\$6,000?

Let's say you have the problem of finding the best way to invest \$6,000 (nice problem)! How would you do it? Perhaps you would like the safety of bonds, or perhaps you feel that you have enough knowledge of the market to try common stocks. Then again, your choice might be a small (very small) piece of real estate. Think it over . . . it isn't easy to decide, especially if you really could use the extra income from your investment.

If you ever do have such a problem, we'd like to show you how hundreds of businessmen from coast to coast have invested \$6,000 cash and have experienced an average return of over \$100 A WEEK on their investment. No gimmicks . . . just a sound business investment in a neighborhood coin-operated ECON-O-WASH laundry. An unattended franchised ECON-O-WASH laundry takes up so little of your time that there's no thought of leaving your present job, so that \$100.00 a week is extra income. With no obligation, send for our free booklet. It gives the fascinating ECON-O-WASH story in greater detail, and may show you the way to the most solid investment you will ever make. *Write for:*

**BOOKLET EM-361. SMALL EQUIPMENT SALES
AMERICAN LAUNDRY MACHINERY IND.
CINCINNATI 12, OHIO**



**PENNIES • NICKELS • DIMES
COUNTS • STACKS • PACKAGES**
(Clever time saver, used by all who have the tedious chore of counting and wrapping small change. Churches, Stores, Newsboys, Taverns, etc. ONE COINWRAP will count, stack, and package rolls of 50c in PENNIES, \$2.00 in NICKELS, or \$5.00 in DIMES many times faster. Exclusive patented feature. Guaranteed, complete with instructions and FREE bank Wrappers.

STERLING HOUSE
P. O. Box 626-EK Dania, Florida

Now! Life Insurance Birth to Age 80

\$1000 First
30 Days
ONLY 25¢
Per Policy

**CASH FOR YOUR FINAL EXPENSES.
AVOID BEING A BURDEN TO YOUR FAMILY**

Introductory Offer. Answer these 9 questions on a plain piece of paper and mail with only 25c for 30 days' protection. Regular rate shown on policy.

Amounts usually issued without doctor examination.

Ages	Amount	Ages	Amount
0 to 15	\$1000	45 to 65	\$1000
15 to 45	2500	65 to 80	500

1. Print full name and address.
2. Date of birth?
3. Height? 3a. Weight?
4. Occupation, kind of work?
5. Race?
6. Beneficiary and relationship to you?
7. To your knowledge have you had heart, lung, diabetes, cancer, or chronic disease? Are you deformed, lost a hand, foot, eye?
8. State condition of health. What illness in past 5 years or rejection for insurance?
9. Amount desired, and sign your name.

NO AGENT WILL CALL

Actual policy will be mailed you direct from Home Office. **You be the judge.**

Mail to: **S. B. Hunt, President
AMERICAN LIFE & ACCIDENT INSURANCE CO.
305 American Life Bldg., St. Louis 8, Mo.**

your distributor salesman should have information on his own set of cooperative programs. Often, local media representatives can help work out cooperative programs, for it is in their interest to do so, and their national associations furnish them with a steady flow of information on cooperative offers for the retailer. Handled wisely, the cooperative advertising allowances will greatly enhance the advertising investment a small retailer can make. The more he advertises, the more he sells, and as volume grows, so do the co-op allowances.

Another type of cooperative advertising a retailer should consider is the local tie-in. Lets take a toy store, for example, carrying a line made by the National Toy Company. This hypothetical company spends hundreds of thousands of dollars for the finest art, copy, market research, surveys in consumer preference, product development, and more thousands placing his valuable message before the public. Obviously it behooves the local toy store to tie in with this mammoth campaign, when for a mere pittance he can direct thousands to his store as the place to buy National toys. To the casual observer, it might seem that the retailer would be anxious indeed to buy these adjacencies, but experts in the business are amazed at the fact that local media salesmen still find it a chore to sell these valuable tie-ins. So, alert retailers take note. They are available, and are worth their weight in gold!

There are so many advertising offers with enormous value that the small businessman might never make an unwise advertising decision. Nevertheless, he is continually bombarded with offers that are next to worthless. At the head of the parade are advance men for small circuses and carnivals. Then there are programs and books of various types that cannot be recommended on any logical basis. On the other hand the retailer can foster community relations

by displaying a sign in his window for a local school play, ball game or charity, all at no cost to himself.

The small businessman should take heart from the glowing predictions of our American future. Roughly summarized, here are some forecasts experts have made concerning the expansion that is even now taking place. By 1970, we will probably add to our present 175 million another 45 million people, the equivalent of three cities the size of the New York metropolitan area to supply with needed goods and services. It is predicted that the national output will exceed \$700 billion.

To be sure, advertising dollars do not accomplish the whole growth job, but it is easy to imagine what a stimulus to business would be lacking if one day advertising should disappear from the American scene. Perhaps the most significant prediction is \$20 billion in added annual consumer income. It means more business, and it probably means a much choosier customer, who is willing to spend more money for his purchases, but who will aim higher on the quality scale than ever before. In addition to the fattened income, there is another reason for this: the fantastic snowballing of mass communications—for in this country alone there are around 70 million newspapers distributed daily, 58 million magazines sold weekly, 800 million books sold each year. Millions of television and radio sets more or less constantly are busy bringing messages. Whatever else may result from this mass of words and pictures, a more sophisticated customer is certain.

Considered together, these advertising media have done a fantastic merchandising chore on a national scale, and in the end will have elevated consumer tastes far beyond the marketing man's fondest dreams.

A great advantage of this impact can belong to the local retailer if he will make the most of it in merchandise selection and local advertising. • •

Is This Camp Necessary?

(Continued from page 13)

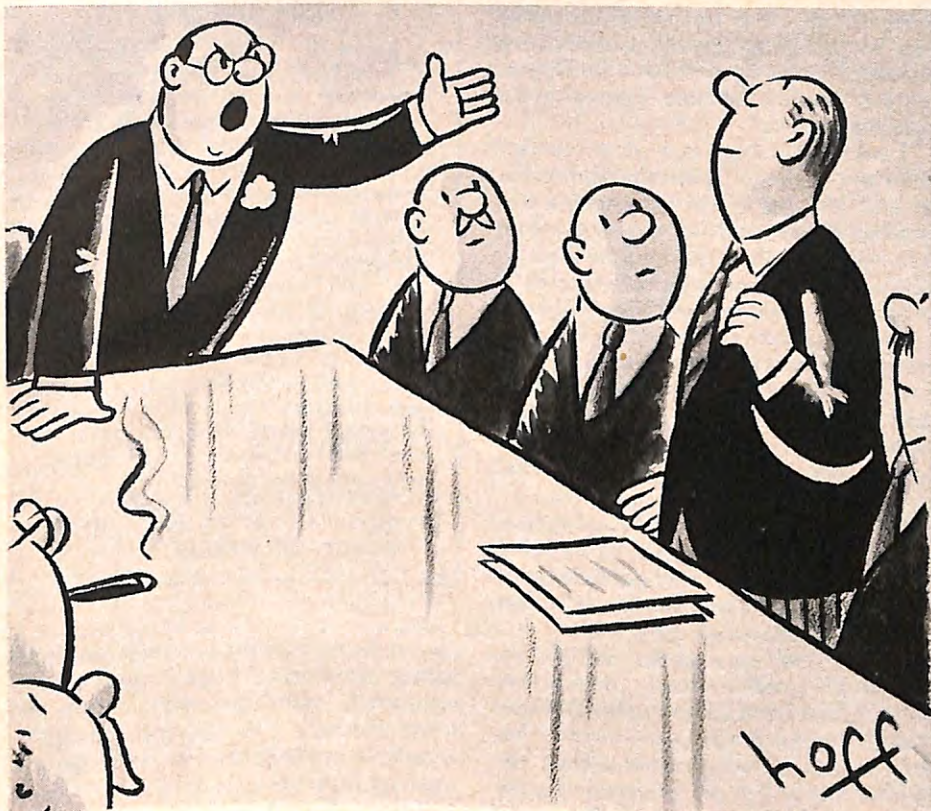
before the first exhibition game. Shortly after that Mantle was on the x-ray table in a St. Petersburg hospital, which has handled so much Yankee business in the past few decades it could probably dedicate a Yankee wing. Mickey sold his Dallas bowling alley and signed in January this year.

Oldsters have taken a jaundiced view toward intensive spring training. "Thirty or forty years ago," they offer, "the Babe would come down, hit a couple over the fence and say, 'Okay, I'm ready, let's go.' Some day, when we go over to Tampa, I'll show you the spot where he socked one 600 feet. Even if they start spring training right after the World Series how many of these guys

do you think will ever hit one like that?

"I gotta laugh," continues the diatribe unabated. "These bonus kids getting \$80,000 or \$100,000 just to sign after you see them against high-school pitching or high-school hitters. You bring them down here and now you're a little jumpy because the scouts who signed the kids are looking kinda worried. I remember Lou Gehrig got off a train one day, got into a uniform, and played in a game that same afternoon."

Dandy, dandy, but spring training, particularly the production-line methods instituted by the Dodgers shortly after the end of World War II, plus the Yankees' "accelerated" instructional schools, undeniably have paid off in attractive



"Why do you always have to stick in your two million dollars' worth?"

THE ELKS MAGAZINE

fashion. Both have been copied extensively, although none of the imitators have enjoyed the success of the two originators.

Approaches in each case were vastly different. The Dodgers went for numbers, kept banging away, keeping a half-dozen diamonds going, and hoping that some stars would shuffle out at the end. Some did. Near-stars were sold to other clubs at a large profit.

The Yankees did it differently. Their talent men tabbed a couple of dozen potential major-leaguers in their own farm system the previous year, brought them to camp two weeks before the regulars, told five or six of the standouts to stick around when the regulars reported. Occasionally their efforts have been crowned with a quick-developing Bob Grim, Tony Kubek, Bobby Richardson, or Johnny Kucks, fresh off a farm club roster.

For years the Yankees proved a tremendous draw in the Southeastern states and up the Atlantic seaboard, en route back to Yankee Stadium. And when Jackie Robinson was at the height of his career the Dodgers set records wherever they went in the South and Southwest.

All that has pretty much gone by the boards now, hastened by the inevitable nonchalance which traces inexorably to an excessive program of weekend big-time baseball on TV during the regular season. It's a trifle unrealistic to ask someone to drive a couple of hundred miles on a raw day in late March or

early April to see the Yankees, Braves, Orioles or Dodgers in the acknowledged discomfort of a Class B ballpark not yet refurbished for the coming spring. All your customer has to do is to wait a few more weeks and see the best of 'em on TV, Saturday or Sunday, picking his own network.

The "road" is no more, gone except as a means of getting from one major-league city to another. Then you're usually looking down on things as you whizz over in a jet.

Over the last couple of decades spring training has gradually fitted into a massive, almost predictable dramatic form, with all the roles, star and subordinate, being acted out against a Greek chorus of managerial comment. In spring training the verb "look" replaces the traditional weather-reference as a conversation opener. Instead of wondering aloud whether it's going to rain your reporter starts the wheels turning in three million dollars' worth of managerial brains with a simple two-word phrase—"Howzit look?" Then he scribbles madly while the rubbernecks outside the chicken wire grin self-consciously and strain to catch a precious phrase or two:

"Well," offers the manager, "of what I've seen so far I'd say this club has a chance to go all the way." The pencil flies and the manager strives to come up with a nugget equally pristine.

"The kid on third," he offers, "was just great in Double-A last year and he's



WHY DOESN'T MY PAY CHECK GROW?

"Some day I'll really get a break and go right on to the top." That's wishful thinking.

You know that the "breaks" go to the man or woman who is prepared to take advantage of them—to the person who can fill the better job and is worth more money. He makes the "breaks" instead of waiting for them.

You can influence your own future by preparing now for the step forward—so that openings come because you are equipped for them—not as the result of luck.

DON'T LIMIT YOURSELF

During our more than 50 years, over 1,400,000 ambitious men and women have turned to LaSalle training for more money—larger success in life—and greater job security.

Prepare now. Send the coupon below—check the business field of your choice and we'll send you without obligation our FREE book describing the opportunities and complete information on that field.

Send the coupon Now. It may be the turning point in your life to that better job and more money.

Accredited Member, National Home Study Council

MAIL THIS COUPON TODAY

LASALLE Extension University

A Correspondence Institution

417 S. Dearborn St., Dept. 3228R, Chicago 5, Ill.

Please send free book on the subject I have checked.

- | | |
|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Bookkeeping |
| <input type="checkbox"/> Law: LL.B. Degree | <input type="checkbox"/> Foremanship |
| <input type="checkbox"/> Business Management | <input type="checkbox"/> Stenotype-Machine (Shorthand) |
| <input type="checkbox"/> Traffic and Transportation | <input type="checkbox"/> Sales Training |
| <input type="checkbox"/> Industrial Management | |

Name..... Age.....

Address.....

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

REAL ESTATE

BE A BROKER

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



Approved for World War II and Korean Veterans
WEAVER SCHOOL OF REAL ESTATE (Est. 1936)
 2020H Grand Avenue Kansas City, Mo.

YOU SHOULD SEE THIS BOOK before ordering

BRONZE PLAQUES
 • MEMORIALS • HONOR ROLLS
 • TABLETS • TESTIMONIALS

Write for Free Catalog A-75 For Medals and Trophies ask for Catalog B-75

INTERNATIONAL BRONZE Tablet Co. Inc.,
 150 W. 22nd St., New York 11, N. Y. WA 4-2323

For Only \$5, You Can
TRY BARRON'S
FOR 17 WEEKS
 to help your money grow

Here is a way to discover, at low cost, how Barron's National Business and Financial Weekly gives you complete financial and investment guidance—the equivalent of numerous special services that cost much more. A trial subscription—17 weeks for only \$5—brings you:

Everything you need to know to help you handle your business and investment affairs with greater understanding and foresight . . . the *investment implications* of current political and economic events, and corporate activities . . . the *perspective* you must have to anticipate trends and grasp profitable investment opportunities . . . the knowledge of underlying trends, immediate outlook, vital news and statistics, which indicate *real values* of securities. Compactly edited to conserve your time, yet keep you profitably informed.

No other publication is like Barron's. It is the only weekly affiliated with Dow Jones, and has full use of Dow Jones' vast, specialized information in serving you.

Try Barron's and see for yourself how this complete weekly financial news service gives you money-making, protective information you need in managing your business and investments wisely, profitably, in the eventful weeks ahead.

Only \$5 for 17 weeks' trial; full year's subscription only \$15. Just send this ad today with your check for \$5; or tell us to bill you. Address: Barron's, 392 Newbury Street, Boston 15, Mass. E-361

NO MONEY DOWN!
Florida HOME SITES \$395
 AD 590671Z-0

Lovely ¼ acre sites in Central Florida hills, lake, grove area \$395, no money down, \$10 a month • Suburb of Ocala, high and dry • Roads, utilities • 22 miles to Gulf Coast • Fish, hunt • Invest or retire. FREE color folder • Write Dept. 612-F Rainbow Park, Box 521, Ocala, Fla.

YOUR OWN SHOPPER

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.

DON'T QUIT SMOKING

... Before Giving My Pipe a Trial!

New principle that contradicts every idea you've ever had about pipe smoking. I guarantee it to smoke cool and mild hour after hour, day after day, without rest without bite, bitterness or sludge. To prove it, I'll let you try a new Carey Pipe. Send name today for my FREE complete trial offer. Write to: E. A. CAREY, 1222 Sunnyside Ave., Dept. 204-C, Chicago 40, Ill.

ELECTRIC SHAVER SALE



Brand new, latest models, fully guaranteed and complete. Add 50¢ extra for postage to each shaver.

MEN'S MODELS	LIST PRICE	OUR PRICE
RONSON—C-F-L	\$20.00	\$10.95
NORELCO—SPEEDSHAPER	24.95	13.95
REMINGTON—ROLL-A-MATIC	26.95	15.95
SCHICK—3 SPEED, #10-66	31.50	18.95
NORELCO—FLOATING HEADS—SHAVER	29.95	16.95

All orders mailed within 24 hrs. Complete refund will be made, if you are not fully satisfied. Send check or M.O. to: BROOKS, DEPT. 41, BOX 212, ST. LOUIS 66, MO.

got to figure in our plans." He neglects to say when. This object of his affections hit .253 in Double-A with nine homers. Shortly he will have an opportunity to try for the same figures in the same company.

"Lookit the big guy over there," offers the manager, pointing the working end of a bat toward the club's star long-ball hitter. "I'll bet if you ask him right now what he's thinking he'll probably say he's wondering whether he'll break the Babe's record this year with the extra games we're going to play with this new schedule."

If you really asked him and got the truth it would be: (a) he couldn't remember whether he checked the pilot light on the gas heater before he left, or (b) his feet hurt.

Or he might be meditating unhappily that he's playing two seasons of ball and getting paid for only one, an awareness guaranteed to flatten the flavor of his nightly complimentary steak.

A few years ago Duke Snider, en route to his position among the top ten all-time home run hitters (the Duke is topped among active players only by Stan Musial), had a novel idea. He wondered aloud in the presence of a lot of pencils and pads, why, if they were playing two seasons, why he shouldn't be paid for two seasons?

Two seasons? "Sure," said the Duke, "the regular season and the pre-season season. Take a look and see how many games we play this spring, before we even start playing. Thirty? Forty? A lot of night games, too, and we don't get a dime. It's about time the player representatives looked into it."

If they did, nothing was done and the Duke eventually subsided. Today he is in no position, of course, to make any demands about extra pay, etc., and in Vero Beach he is taking his "Murphy money" at the start of each week along with the rest.

"Murphy money?" It's a nickname for \$25 worth of walking-around cash won by a band of rebellious Pittsburgh Pirates fourteen years ago. Robert Murphy, a youthful Boston lawyer, aware of blistering inequities in owner-player relations, had found a fertile field for unionization and had picked the Pirates.

In mid-'46, with a near-capacity crowd in Forbes Field awaiting the start of a three-game series with the Dodgers, the players held a strike meeting which didn't fail by much. Observers recall that the only thing that saved the game from its first modern-day strike was the players' affection for the Pittsburgh owner, Bill Benswanger, shortly to sell out to a syndicate headed by Frank McKinney, prominent Indianapolis banker.

The owners, aware of their close brush with an excessively-dangerous situation, immediately started to make concessions such as a pension plan, ten-year privileges, and \$25 worth of laun-

SIGN YOUR CARD

James E. Yarnall, Secretary of Cumberland, Md., Lodge, sent this important warning to THE ELKS MAGAZINE, and we publish it in the interest of members:

"It seems a Brother Elk lost his wallet while attending an athletic contest, and it contained (among other things) his paid-up Elks card. He applied for and received a duplicate and advertised his lost card through the proper channels, but, in the meantime, the party who found the wallet cashed numerous phony checks, using the Elks card (which was not signed when he found it—but he signed same). This was taken as bona fide identification by the parties who cashed the checks.

"LET THIS BE A LESSON—SIGN YOUR ELKS CARD WHEN RECEIVED."

dry and pin money for each week in spring training. Murphy disappeared completely after the unionization attempt fizzled. He has left an indestructible monument in the game's working lexicon.

Before there is a penny of Murphy money, or any other kind of money, forthcoming, a player must of course be under contract for the coming year. The reluctance of some high-priced stars, and some not so high-priced, to sign is always good for fat, black headlines in the late winter and early spring. Some fellow riding a pre-dawn bus to his drill-press operator's job in an aluminum fabricating plant following a hasty drainboard breakfast is certain to become all steamed up over some nasty ball club wanting to cut a home-run star ten thousand dollars, reducing his announced take to a mere \$55,000 for the year. It's even liable to spoil his appreciation of the box lunch he's toting for the noon break.

There has been a small segment of folklore fashioned around this phase of baseball negotiations, the holdouts and the late reporters. Edd Roush, an outstanding hitter with the Reds and Giants, will be remembered by future generations not because of his lifetime .323 batting average and 1917 batting championship so much as the fact that he held out for the entire 1930 season rather than agree to the Giants' terms.

Rookies also comprise a considerable portion of the folklore of spring training, and here Wilbert Robinson figures prominently in the story of the raw recruit, in the days of the sometimes hilarious Dodger get-togethers, who approached one of the Dodgers in Clearwater and innocently enough asked whether he knew the name of the town.

"How long you been here?" demanded the veteran.

"Uh, a week, I guess."

"You here a week and you don't know

what town this is? You'd better not let Uncle Robbie know."

"Who's Uncle Robbie?"

The Daffiness Boys went the way of the passenger pigeon and the rumble seat but a certain strange quality has always invested Dodger camps. Later, at Vero Beach, where as many as 600 young men have gone through the paces at one time, the Dodgers came up with a press agent who had seen too many movies of press agents. The camp had a big bell, a holdover from the days when it was a U.S. Navy fighter plane base.

He decided the bell would be tolled in the event of some uncommon announcement; you know, just like maybe Lloyd's of London.

The second day after this was announced the bell tolled. Writers scrambled like F-104 pilots. In two minutes everyone was gathered. What was it? Had Rex Barney finally found the plate? Had Branch Rickey consumed a glass of sparkling burgundy under the misapprehension that it was cherry soda and announced he had liked the stuff?

"Gentlemen, we have a very important story," advised the press agent, "and I'd appreciate your getting the facts straight on it. (Rickey was a sheer genius for hiring press agents who invariably irritated 75 per cent of the newsmen with whom they were supposed to work.)

"You know how dangerous the undertow is around here and how we have cautioned our players to be extra careful. Well, . . . (and he named the latest in a long line of 'phenoms' who were going to make the fans forget Pee Wee Reese) went swimming and got

caught in the undertow. He was slammed against the jetty and scraped up. He was being swept out to sea when Gene Hermanski noticed he was in trouble and rescued him."

"Who?" demanded one of his listeners.

"Gene Hermanski."

"No, I mean who did he save?"

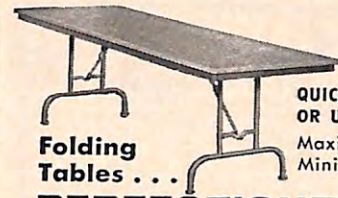
The press agent repeated the name, adding:

"He should have let him drown and let the club collect on the group insurance."

It proved a callous but financially correct evaluation. Anyway, after the laughter subsided Rickey caused the bell's clapper to be muffled for the duration.

Rickey, John McGraw and Larry MacPhail probably have had as much to do as any trio in the ultimate refinement of spring training to its present high estate. Each had a different approach. McGraw worked his men like mules and amused himself with sundry real estate promotions, most of them disastrous, frequently lending the ball club's name to the operation. MacPhail used first the Dodgers then the Yankees as a means of visiting far-off places—Cuba, Puerto Rico, Panama, Venezuela, etc. It is generally agreed that in 1946 the Yankees left the American League pennant somewhere back under a spring banana tree.

Rickey was a devotee of the cult of giantism and also was frequently carried away by his own spring eloquence. Every year there'd be ten or twelve candidates for the jobs of such performers as Reese, Robinson, Snider, Hodges, Campanella, etc. Rickey



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would wax rhapsodic over some new man or someone not so new, and predict outright an immediate stardom.

One year there were a half-dozen men shooting for the third-base job held by Billy Cox. This group included Johnny Jorgensen. In a heated discussion of the merits of the various candidates Rickey found himself defending Jorgensen so strenuously that he insisted Jorgy'd open the season at third.

A pool was drawn up at a dollar a man. Rickey's dollar went in on Jorgy. When the Dodgers squared off on opening day Cox was, of course, on third base and Rickey's dollar had gone down the drain. He got a lot more when he sold his one-quarter interest in the club two years later to Walter O'Malley for \$1,050,000.

Players have come to spring training loaded with variegated items, ranging from St. Bernards to fathers-in-law. Ox Eckhardt, a hot Dodger prospect of another era, once asked for double accommodations and with a .339 batting mark on the West Coast the club figured he wasn't asking too much in bringing his wife. He showed up with a St. Bernard for whom Ox wanted the extra space. The dog wound up sleeping in the clubhouse.

Visitors have always been a touchy problem in spring training. A manager yelling at some rotund little man to get off his ball field could be ordering around the chairman of the board of some big corporation, or some important politico. Everyone looks the same in a baseball cap.

You get the old boys coming back and how does the manager shake them after the third hello, great-to-see-you? And you get the tourists with the cameras and "Can you get Ted (or Mickey, Jackie, Warren, etc.) to pose with little Freddie over here?" And they're so disappointed when Freddie doesn't come away with some small souvenir, like the ballplayer's glove.

A certain number of rules of deportment have stood the test of time in respect to spectator conduct:

The prime consideration is that the players are there to work (sometimes the players fail to concur in this) and that their time is limited to six weeks of reasonably intensive preparation.

First, as a tourist attraction, spring training is not a five-and-dime proposition. You're going to have to spend. You're in a resort area and costs have increased over the years.

The clubs have gradually boosted their prices to where they are now just a shade lower than their regular season prices. You're not being robbed at \$2.50 or \$3.00 for a reserved seat. Bleacher accommodations are available but the spring training plank is narrower and splinters more easily than the one back home. And the cement seats are harder, and hotter.

Everything is closer in spring train-

ing, the fences, the customers-to-the-players, etc. The players have sensitive ears and can hear most of the cracks. What they miss their wives will pick up. Try to be a little cautious.

In some ball parks you'll be close enough to glance over the shoulder of some struggling palladin of the press or knight of the mike. If you catch him in a mistake, exercise a little charity.

On the field don't expect your favorite pitcher to go nine innings. He's there primarily to get into shape, not stock up on arm trouble for the rest of the year.

If a troop of troglodytes replaces the first-stringers in the fourth inning, don't start shouting for the manager of the local Better Business Bureau. You haven't been robbed. How else can a manager see some of the new talent directed his way?

Don't send post cards home saying you've discovered a new Cobb, or Mays, or Ruth. Someone's likely to show it to you later in the season. Stay off the field while any kind of action is in progress. Remember Dizzy Dean's evaluation of a ball nailing you between the eyes, as it did his radio engineer one day.

"He's all right," advised Dizzy on the radio while the man's wife scarcely dared to breathe at home, "but you gotta be careful of them fast balls coming back and hitting you. They can really sting."

Don't sit in the sun too long. Cover your head when you do. You haven't as much hair as you had 20 years ago. If you are looking for a player's autograph make sure you have: (a) a pen, and (b) something for him to autograph besides the back of your skull.

Don't invite ballplayers out for a drink. Don't bet on games unless it's a small, friendly man-to-man amount. For years the big clubs have been ordinary performers in the spring, but don't count on this, either.

Above all, maintain the proper perspective.

Perhaps baseball's founding fathers might rate all this intensive pre-season activity a lot of pounding on an empty barrel. Perhaps their perspective, when viewed against a background of the turn of the century, might have been correct.

But spring training is a necessity today for several reasons, ranging from protecting almost priceless investments in talent to producing the enthusiasm which will keep the customer charged up and as eager as a greyhound to break from the barrier on opening day.

It's likely to be mighty cold and raw that day, so spring training works as two-way protection: the arms and legs of your players will be better conditioned to take it, and the customer, if he's read and heard enough about his old heroes and is titillated sufficiently about possible new ones, might forget the icicle dangling from his nose. • •



THE ELKS MAGAZINE TRAVEL DEPARTMENT

THE Superintendent of Documents, Government Printing Office, Washington 25, D.C., has available one of those "must-reading" booklets for anyone contemplating a trip abroad. Its title is *Immunization Information for International Travel*, and you can get a copy by sending 30 cents to the above address. Ask for Public Health Service Publication No. 748. A wonderfully-descriptive booklet, it contains full details on the immunization requirements of every country in the world. Be sure to read it well in advance of your departure date.

LIVING in the Space Age, have you thought that perhaps it might be fun to get in on a genuine rocket-launching session? You can, you know, by just taking a trip to Cocoa, Florida. A 90-foot satellite observation platform has been erected as a landmark at Canaveral

Groves (near Cocoa and only 12 miles from the Cape Canaveral missile test center). We hear it draws a record number of visitors, all eager to glimpse the fiery exhaust and cock an ear at the deep identifying rumble of each launched rocket. Even without the drama of rocket launchings, the observation platform offers a breath taking panoramic view of the surrounding area and Cape Canaveral jutting into the vast Atlantic Ocean.

LIKE THE OLD GREY MARE, traveling to Timbuktu "ain't what it used to be." We have been advised that an airfield is abuilding right now near this famed lost city of the desert, once the Southern terminus for caravan routes across the Sahara.

IT WAS March 4, 1861, when the tall, gaunt gentleman named Abraham Lincoln was inaugurated the sixteenth President of the United States. A little over a month later, on April 12, the shot was fired that touched off the tragedy of the American Civil War. One hundred years later, in 1961, we find ourselves recalling those momentous events in our history. The Civil War Centennial—1961 to 1965—is now in full swing, and on March 3 in Washington, D.C. a commemorative Joint Session of Congress with a re-enactment of Lincoln's swearing-in will take place. From time to time during the next four years we will call your attention to the dates and places of major commemorative ceremonies being held in observance of the American Civil War Centennial.

For Elks Who Travel

(Continued from page 10)

is a new air-conditioned wing that is handsome, though not exactly inexpensive.

As for Australia, there is much to be said. But it is, after all, a continent by itself which I should like to deal with at some later occasion as a separate subject. I will for the nonce, however, leave you with the thought that it has new hotels abuilding, and it needs them. It has many new restaurants, especially in cosmopolitan Sydney where the beaches are splendid and close to town, and may some day be a great winter haven for Americans and others from cold climes.

A new hotel is being built in Djakarta to be administered by Pan American Airways. It is probably the most desperately-needed hotel in all the East and will provide an easier path for explorers bound for Bali. The old Hotel des Indes was so crowded with military people that it was nearly impossible to book a room between planes.

No Pacific excursion seems proper these days without a week in Hong

Kong. Indeed, in many a case it seems the prime motivation. You need a week, as anyone will tell you, if you're going to have any clothes made. Well, truth to tell, you can do it in four, although you will be pressed for time. The thing to do is go straight to the tailor shop (drop your bags first unless you're in an extreme hurry) and have your measurements taken. Wives should come with patterns or pictures clipped out of fashion magazines. Husbands should come with money. After the measurements are taken and the tailors are working, it is time to go sightseeing, and, believe me, there is plenty to see: a drive inland to see the New Territories, straight up to the border of Red China, a journey to Aberdeen, the incredibly-named fishing village that is crowded with junks and adorned with floating restaurants for the hungry tourist.

You won't have to look for lodgings on one of those junks, I'm pleased to report. The Hong Kong hotel shortage is disappearing with a rush.

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THE MARCH ELECTIONS

MARCH is an important month in Elkdom. It's election time, when all good Elks should come to the aid of their Order—by attending the meetings at which candidates for office will be nominated and elected.

With the Order of Elks as with the nation, the quality of our leaders, their capacity for leadership and their dedication to service are vitally important to the future. Who is chosen to lead depends upon the will of the electorate, in our case the members, and thus it becomes the duty of an Elk to exercise his franchise and to cast his ballot for the good of the Order.

The important thing is the nominations. That is the time to support those candidates who have demonstrated their abilities and their loyalties to the lodge by their good work, their performance of their duties and the contributions that they have made to the progress of the lodge. They deserve the support of the members as evidenced by their presence and their ballots.

The Grand Lodge Statutes take great pains to guard the right of every member in good standing to have a voice in the nomination and election of the officers of his lodge.

They provide that nominations be made and elections held at regular sessions during the month of March only. It is customary for lodges to notify their members of the dates of these sessions in order to encourage them to take part in the essential business of directing the lodge's affairs.

In those lodges which follow the custom of advancing officers through the chairs, it is particularly important to exercise careful judgment in selecting the man for the lowest office. That is the time to make sure that he has the qualifications that will entitle him to advancement. A man's record of stewardship should be the test for advancement, but the weight of tradition too often makes it difficult to vote out an incompetent officer once he has begun to move through the chairs.

So, we urge all members, first, to pay your dues and be in good standing; second, to attend the nominating session and support those who in your judgment deserve it; third, to be sure to cast your ballot on election night. Wind up the old lodge year right by joining your Brothers at these important meetings in March, and make it a habit to attend in the new year that begins in April.

Elks Building Record

Elks lodges have been building new homes, and improving their old ones, at a phenomenal rate in recent years.

In the five-year period 1956-1960, some 600 lodges invested more than \$48,000,000 in the purchase of land and buildings, in additions and alterations to buildings, in new construction and in furnishings.

In 1956, the total for these expenditures was \$6,618,000. Last year, lodges invested more than twice that amount, or \$13,608,000. Of that sum, \$10,257,000 was spent for construction, \$1,789,000 went for purchase of land and buildings and \$1,561,000 was spent on furnishings.

The result of all this is that the U. S. landscape has been improved with many more handsome Elks lodge homes that are impressive additions to their communities and a credit to the Order. The new homes that have been built are characterized by good design that reflects good taste and a lot of planning. It is significant, also, that most of these new lodge buildings incorporate recreational and other facilities emphasizing the trend toward family participation.

It is well to point out that just as these structures are well-planned physically they also are well-planned financially. The Board of Grand Trustees, whose duty it is to pass upon such projects, has been careful to scrutinize proposals cautiously to make sure that fiscal arrangements are on a sound

basis. In a few cases, applications have been rejected outright, and in many others the Board withholds its approval until its recommendations have been followed. This is sound policy.

A beautiful Elks home is a fine advertisement for the lodge and the entire Order. Whether it is an imposing structure or ever so humble, it should be well maintained and operated so that it will be a home of which Elks can be proud.

The Driver's Responsibility

A citizen may not be able to do much, personally, about the great issues of our times. Peace, diplomacy, national defense—these are problems about which a person should keep informed, but the responsibility for dealing with them from day to day is delegated to others.

There are, however, some problem areas of great importance where the solution is placed squarely up to the individual. One such area is that of highway safety. Experts agree that driver failure is the greatest single cause of automobile accidents. In other words, responsibility rides with the driver.

We are approaching the time of year when America takes to the highways. Just as we give the car a spring check-up to see that it is in good operating condition, this is a good time, too, to check up on ourselves—to see just how we are doing as drivers. This applies

to the experienced driver as well as to the beginner, and perhaps more so inasmuch as studies have shown that 60 per cent of drivers involved in accidents have been driving more than 10 years.

One reason for this is that in operating a car we acquire a set of habits that may be good or bad, and as time goes by we may unconsciously fall into bad driving practices. That's why it is good to check up on our driving routine to see whether we are as good drivers as we think we are. Do we know the rules of the road, and do we observe them? Do we stay a safe distance behind the car ahead, or have we begun to ride up on it? Do we look ahead and behind before we pull out to pass? Do we take chances on curves and hills? Are we more concerned about avoiding bad situations than we are about getting out of them? Do we signal, with the correct signal, before we act? Are our reflexes as quick as they used to be and as speedy as we *think* they are?

Perhaps the most important check point, because it may be the key to our driving habits, is the attitude towards other drivers. The really good driver is courteous, thoughtful, patient—virtues anywhere and any time, but doubly so on the highway and especially when the going is tough.

Maybe we can't do much personally about the African problem, but there is a big one riding with us in the driver's seat. We can do something about that one. We had better do it.

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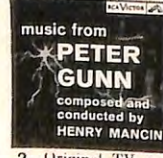
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