

40TH ANNIVERSARY ISSUE

THE
Elks
MAGAZINE
JUNE 1962



INSIDE:

*Features
commemorating
our first 40 years*

THE FIRST **Elks** MAGAZINE COVER

The painting on this 40th Anniversary Issue cover is the same one that appeared on the first cover of THE ELKS MAGAZINE in June, 1922. It is by the late F. X. Leyendecker, a noted artist of that era. The first issue had a circulation of 795,765. This issue goes to 1,318,500 Elks.

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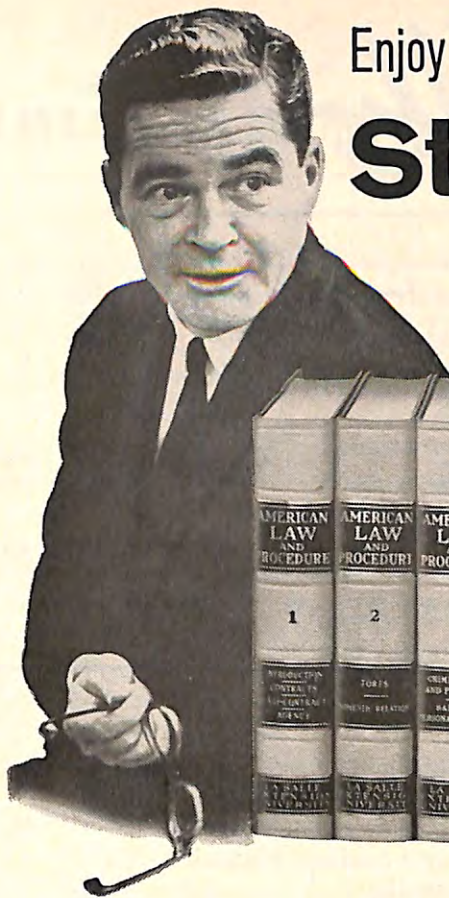


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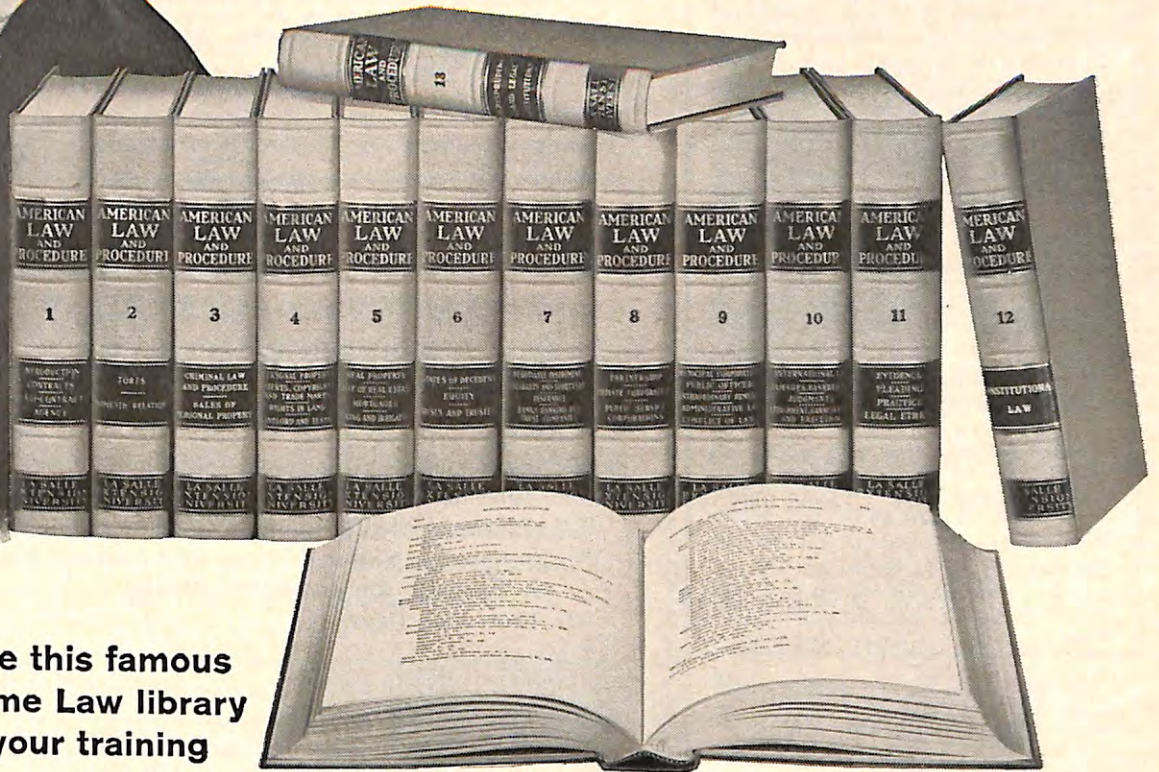
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THE **Elks** MAGAZINE

VOL. 41 NO. 1

JUNE 1962

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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COMMENT

FROM THE EDITORS

IN THIS 40TH ANNIVERSARY ISSUE we won't say much in this column about the past since that's taken care of with "The First 40 Years" by Ed Faust. We're not going to say much about the future either; heaven knows, there is enough doubtful prognosticating going on all around us.

But a word about the present. Magazines, like nearly everything in human experience, are ever-changing, and THE ELKS MAGAZINE is no exception. You'll note a couple of changes—minor ones—in this issue. This column, for example, has never appeared before. It has two purposes, one of which is to relate things that don't seem to fit anyplace else in the Magazine. The other is to introduce some of our contributors to readers, and we'll get around to that momentarily.

First, though, that other change. From now on you'll find the Magazine, and the issue, identified at the bottom of each page. This is hardly an innovation, since the same thing was done back in Volume 1, Number 1 (at the top of the page), but for some reason that no one remembers the practice was abolished a number of years ago. Henceforth, when Aunt Gladys swipes the front cover to frame and the dog chews off the contents page, you'll still know which issue is before you. And when you tear out a page or an article to send to your congressman, *he'll* know the source of the material.

PROBABLY a lot more people know something about Bertie Wooster and Jeeves than about P. G. Wodehouse, who created those almost-real characters many years ago. The first thing one should know about the latter is that his work failed to appear in the first issue of THE ELKS MAGAZINE; for some inexplicable reason he didn't make it until the July, 1922, issue. The second thing is that his surname is pronounced "Woodhouse" and the initials stand for Pelham Grenville. Most of his 50 or 60 novels (he doesn't remember exactly how many) are set in England, which is his native land, but his story in this issue has a Long Island ring to it, possibly because he resides with two dogs, two cats, and Mrs. Wodehouse in Remsenburg, L. I., on Basket Neck Lane. For the past five or so of his 80 years he has been an American citizen.



probes into the intricacies and discusses the problems of buying insurance for a small business.

Bruno Shaw can be called a China expert without equivocation, since he edited and published an English-language newspaper, the *Hankow Herald*, in central China both before and after a communist (Continued on page 25)



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1922

In June, a new magazine makes its debut—going to a select subscription list of people known as Elks. Past Grand Exalted Ruler Joseph T. Fanning is Executive Director of THE ELKS MAGAZINE.



1925

The sensational "Monkey Trial": Lawyers Clarence Darrow, above, and William Jennings Bryan clash over John Scopes, Tennessee teacher accused and convicted of teaching evolution.



1927

Lindbergh's dramatic solo, non-stop New York-Paris flight a fact, "Lucky Lindy" rides up lower Broadway in Manhattan's tremendous ticker-tape parade upon his return to the States.



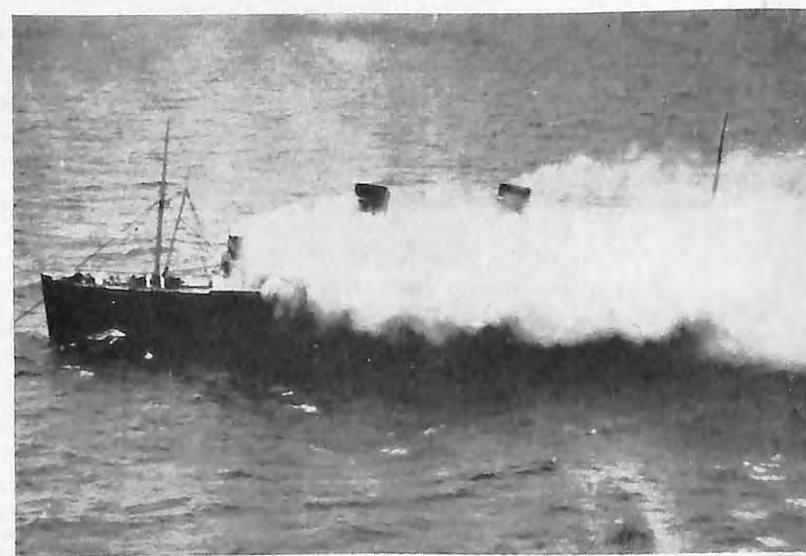
1929

Panic on Wall Street: Stunned throngs gather across from the New York Stock Exchange as word breaks of history's worst stock market crash—and the U.S. faces the depression years.



1933

Franklin D. Roosevelt's Inauguration, with the former New York governor sworn in as 32d President of the United States—the last sworn in on Mar. 4, the first to use Jan. 20 (in 1937).



1934

Only hours from New York on a cruise from Havana, the ill-fated Morro Castle suddenly and mysteriously catches fire and is gutted off the New Jersey coast, Sept. 8. 134 aboard perished.

The First 40 Years

By ED FAUST

Quite a lot has happened during the past 40 years, and through it all THE ELKS MAGAZINE has reflected the changing times, both in Elkdom and in the world at large. Ed Faust, long a staff member, recalls some highlights. Ed is retired now and writes "In the Dog House" for other issues

IF YOU WERE in New York City in June, 1922, and took the elevator to the 14th floor of 50 East 42d Street, you'd have found five small offices of a new-born publication called THE ELKS MAGAZINE. The larger of these would be occupied by Past Grand Exalted Ruler Joseph T. Fanning, Executive Director. Next to it you'd see the office of Editor Robert W. Brown, former managing editor of the Louisville Times. In another room is Charles S. Hart, Business Manager of the Magazine and once an executive for Hearst Publications. In the remaining offices are an office manager and a production clerk. The Circulation Department is located far downtown at the plant where the Magazine is printed.

It's a small organization, but few magazines other than those occasional offshoots of established publishers begin in a big way. Not many people other than those directly concerned knew that Volume I, Number 1 of THE ELKS MAGAZINE would go to nearly 800,000 Elks, men whose membership in the Order identified them as pretty solid citizens in more than 1,500 communities throughout the United States. Nor was it generally known that the Order of Elks, publisher of the Magazine, was already more than a half century old, older than many well-established publishers of that time.

Today, after 40 years of publication, THE ELKS MAGAZINE reaches more than 1,300,000 such men in

nearly 2,000 communities. The issue you are reading is the 480th number, marking more than 26,000 pages of publishing since June, 1922.

Magazines are not edited to please publishers, and no magazine could continue for as long as this if it did not serve the interests of its readers. From the start this has been the purpose of THE ELKS MAGAZINE. For all who haven't a copy of that first issue lying about, let's take a look at what the Elks National Memorial Headquarters Commission, in charge of publishing the Magazine, had to say, in part, in its Salutatory:

With this first number of THE ELKS MAGAZINE the Benevolent and Protective Order of Elks takes a most confident and, it is believed, a most effective step toward the accomplishment of a great purpose—the establishment and maintenance of a more intimate relationship and a more definite contact between the Order as a whole and its individual members. . . . It is not to be a mere bulletin or calendar of events but a vigorous, high class, literary and fraternal journal, of which the contents will render it worthy of a place upon any library table. It is to contain matters of interest and information to all members of an Elk household. It is designed to be entertaining as well as instructive; but primarily its purpose is to place in the hands of [all] Elks in the United States a monthly volume of fraternal



1936

Spaniard vs. Spaniard: Loyalists battle army rebels in Gen. Franco's destructive, bloody civil war that gained him control of Spain with the fall of Madrid in '39, on eve of W.W. II.



1937

Its highly-flammable "balloon" in flames, the German zeppelin Hindenburg, moored at Lakehurst, N.J., sets the spring sky ablaze. The disaster, ending the dirigible era, killed 36.

information that will insure recognition of the Order's beneficent power, a keen appreciation of its uplifting mission, a deeper pride of membership, and a constant inspiration to a renewal of fraternal obligation and an incentive to greater fraternal activity. . . .

All the issues that followed that first number furnish a 40-year panorama of Elkdom and a good reflection of our American way of life. It would have been difficult if not impossible for the Grand Lodge and its officers to have reached all members of the Order at one time for the past 40 years through any other medium than one such as THE ELKS MAGAZINE. Over the years the Magazine has printed hundreds of items of news of the subordinate lodges, telling about their activities, which in many cases have furnished ideas

and suggestions to other lodges. The pictures of hundreds of members and thousands of names have appeared.

Through the pages of the Magazine have moved the foremost names among contemporary writers and artists. Novelists and writers such as Samuel Hopkins Adams, P. G. Wodehouse, Robert Benchley, Albert Payson Terhune, Ben Ames Williams, Octavus Roy Cohen, MacKinlay Kantor, Paul Gallico, Damon Runyon, and scores of like caliber have entertained readers of THE ELKS MAGAZINE. Noted artists such as Gordon Grant, Everett Shinn, Harold Von Schmidt, F. X. Leyendecker, and Tony Sarg have done cover paintings and inside illustrations.

Down through the years THE ELKS MAGAZINE has

Pages from the past

These pages from past issues of the Magazine show how layout and illustration techniques have changed. The first is the opening page of our first P. G. Wodehouse story (another is in this issue) and is typical of its day. For many years lodge news was called "Under the Antlers."

July 1922



June 1926



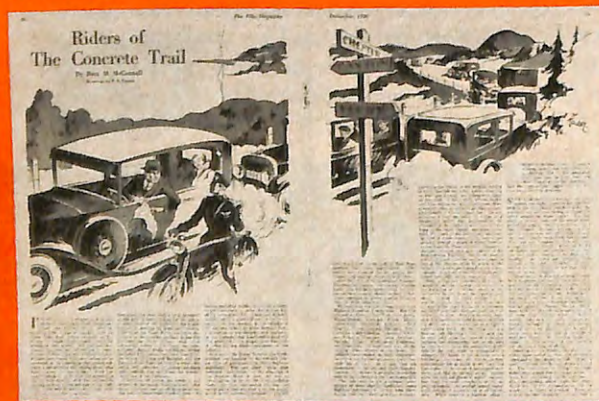
August 1926



June 1930



December 1930



January 1934



January 1934



September 1938



September 1938



November 1942





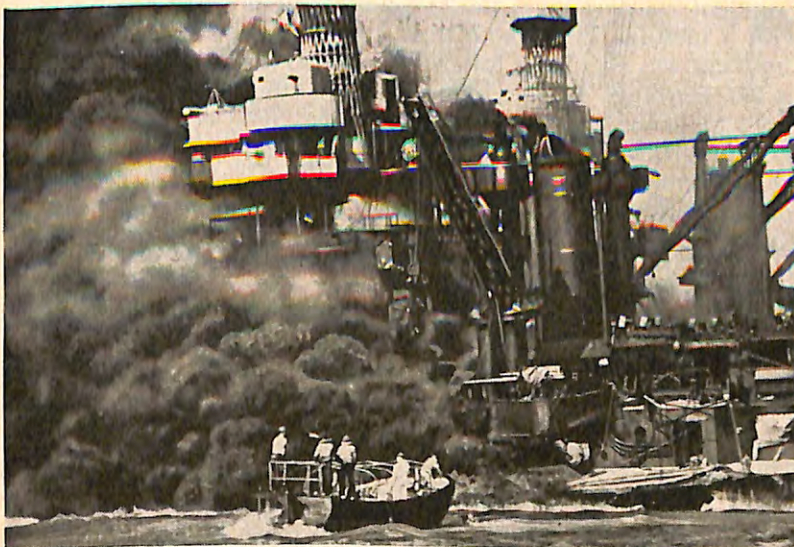
1938

Munich fiasco: With a jaunty salute from Hitler at airport, Britain's Prime Minister Chamberlain, following talks with Nazi dictator that pledged "peace in our time," leaves for home.



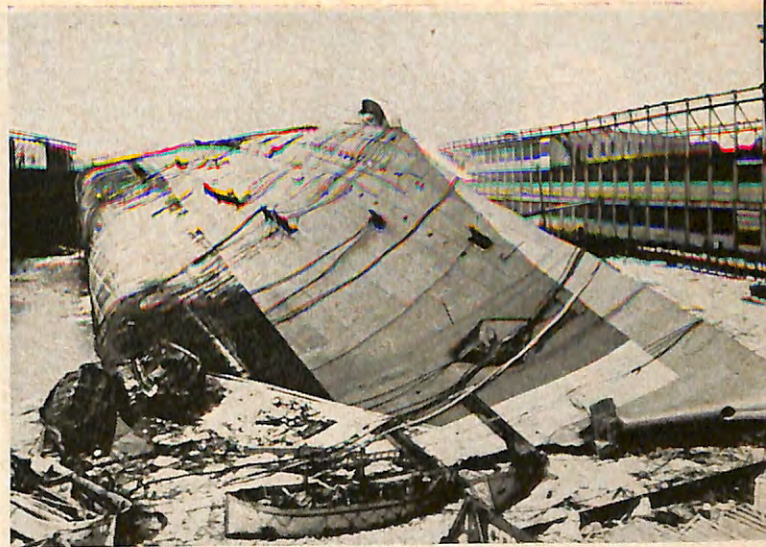
1939

World War II explodes when Germany invades Poland, Sept. 1, conquering the country in less than a month. Above, German soldiers dislodge snipers during mop-up of bomb-shattered Warsaw.



1941

Pearl Harbor, Hawaii, December 7: U. S. Navy launch rescues survivors of the Japanese Sunday morning sneak attack as smoke belches from one bomber target, U.S.S. West Virginia.



1942

Normandie burns, New York City, February 9. French luxury liner, converted to a troopship and then felled by a fatal fire, lies in the mud of the Hudson River beside its former pier.



1944

GI's experience some of the war's bitterest fighting in the Battle of the Bulge when Nazi's launch violent Ardennes counterattack in Belgium. The German drive was stopped by Christmas.



1945

The atomic cloud—now a universally identified symbol of the nuclear age—mushrooms up over Nagasaki, Japan, August 9. Three days earlier U. S. dropped first atomic bomb on Hiroshima.



1946

Manila, July 4: Military units parade in ceremonies commemorating the newly-independent Republic of the Philippines, proclaimed by the Tydings-McDuffie Act, passed by Congress in 1934.



1948

"That's one for the books!" quips President Harry S. Truman on the morning of November 5, reacting to goofed-up headline on a Chicago paper that credits Dewey with '48 election win.



1950

Invasion of the Republic of Korea by Chinese communist forces prompts U.S. intervention via U.N. as a forceful demonstration that the free world will not tolerate further Red expansion.

offered advertisers a unique medium for publishing their various sales messages. It is a well-known fact that readers enjoy ads and find them genuinely useful. That Elks and their families have been loyal readers—and good customers—has been proved continuously through the years by the Magazine's success in selling advertising space, which in turn has permitted the editors to produce a better publication and at the same time turn over a surplus to the Grand Lodge every year.

Many advertisers have been loyal, too, indicating their recognition of THE ELKS MAGAZINE as the best means for reaching Elks. The best example of this is the Halvorsen Company, which has advertised in the Magazine every year since 1926, and in fact has placed an ad in this 40th Anniversary Issue.

Let's look briefly at Volume I, Number 1. The front cover is a Leyendecker painting and one of his best. In art circles he was the unquestioned Mr. Big. Inside, President Harding gives the Magazine a good send-off with a message that's more than a courtesy letter—no President was ever more fraternally minded than Brother Elk Harding. Farther along there's a story by Ben Ames Williams. Steel tycoon Charles M. Schwab authors an article, "A Forward Look at Business." It may be remembered that business at that time needed a forward look and an optimistic one. Things were not, as the saying goes, so hot. William Almon Wolff, a top-flight writer, contributes a piece about that new thing called radio. "A year ago only a few people, comparatively speaking, knew anything about radio," he says. It may be added that still fewer dreamed of television.

Stories by George Kibbe Turner and Richard Connell are in this issue, as well as one of Albert Payson Terhune's famous "Lad" dog classics. Writer Amos Stote begins a series on trade, finance, and industry, and one of the best sports reporters of his day, Bozeman Bulger, comes through with a baseball article as good today as it was then in 1922.

You'd never expect to find a woman's work appearing in a men's magazine but one Mildren Cram swings a



1953

Pageantry in Westminster Abbey, June 2: Coronation of Elizabeth II. The first female English sovereign since Victoria receives St. Edward's crown from Archbishop of Canterbury.

wicked pen in an article about women and marriage.

Also there is an article on the civic and social welfare work of Elks lodges throughout the nation, another describing the then-proposed Elks National Memorial Building, another about the Elks National Home at Bedford, Virginia, still another on the history of the American flag and the Elks observance of Flag Day, numerous news items about subordinate lodges, an account of plans for the forthcoming National Convention to be held that year in Atlantic City, and the first nationally-published message from the Grand Exalted Ruler—William W. Mountain. That issue also contained the first list of Grand Lodge Officers and Committees as well as listing all District Deputies and State Elks Associations with their Presidents and Secretaries.

Yes, it was a good editorial job Editor Bob Brown did in that initial issue. Few publications have been as fortunate as THE ELKS MAGAZINE in creating a successful editorial pattern from the start. The early issues of many are matters of trial and error, feeling the pulse of their readers' preferences. Because its reason for existence was and is to serve the interests of Elks, to publish news of the Order, it was spared many of the growing pains that afflict new magazines. How many magazines bloomed, withered and died during the decade from 1920 to 1929 it's doubtful if anybody knows. Others lasted: *Reader's Digest* bowed three months before THE ELKS MAGAZINE; *Time* followed in 1923.

This was the period that we later learned to call the "Roaring Twenties." But it wasn't marked by high employment and much free spending during its early years. Many veterans of the A.E.F. still trudged the streets looking for work. Yet the stock market was beginning to rumble, and the first stirrings of the forthcoming boom were noted by economic experts. By the mid-Twenties we were on our way—in a big way.

Theaters were hanging out S.R.O. signs. The American stage was in the middle of what some people later termed the Golden Age of the Stage. (Television was only a gleam in the eyes of a few far-seeing scientists.)

Who among those around at that time will soon forget such stage stars as Jane Cowl, Florence Reed, the Barrymores, Al Jolson, Frank Tinney, or George M. Cohan, and others too numerous to list here? The plays of Eugene O'Neill were being premiered.

There was little to keep people home, and the movies, too, were riding high. D. W. Griffith was the king of producers, you may remember. Douglas Fairbanks, Charlie Chaplin, Mary Pickford, the Gish sisters, Theda Bara—the list of those idols of yesteryear is a long one.

It was the Golden Age of American sport, too. True, many of the records established then have since been broken, but the names of those who dominated the sports pages at that time are still invested with a glamour that not many celebrities of today command. Babe Ruth, Jack Dempsey, Gertrude Ederle, Bill Tilden, Helen Wills, Bobby Jones—will these be forgotten in the years ahead? Keeping pace with the times, THE ELKS MAGAZINE printed many articles about them by well-known sports experts.

It drew heavily upon the topics of the day, the current events that people were talking about. For example, the flying egg crates of the war had paved the way for commercial aviation, with numerous new records being established for speed, endurance, altitude, and the hundred-and-one things that have gone to make air transportation the giant industry it is today.

Think our railroads have a problem today? Nearly 40 years ago they were on the brink, and in THE ELKS MAGAZINE the precarious condition of the roads was reviewed and their opportunities for rehabilitation considered in a strong article that anticipated much of the discussion about them today.

In 1926 the Elks National Memorial Building was dedicated by Past Grand Exalted Rulers John K. Tener and Rush L. Holland. The building, a memorial to the 70,000 Elks who served in World War I and especially the more than 1,000 who laid down their lives in that conflict, is pictured in the Magazine with an account of the dedication ceremonies and a description of that handsome \$3,202,000 structure. It was later re-



1955

At the University of Pittsburgh, Dr. Jonas E. Salk scores the first real breakthrough in man's battle to wipe out infantile paralysis with development of his red liquid vaccine.



1956

Freedom martyrs: In a moment of triumph Hungarian rebels wave their flag atop Russian tank captured in Budapest's main square; Reds ultimately stifled revolution, which began Oct. 23.

dedicated under the auspices of the Elks National Memorial and Publication Commission to the Elks who served in World War II.

By mid-decade the Magazine had become a recognized factor among national magazines. Many of them were well aware of the competition it was providing in the field of advertising. But business was good and there was plenty of money around in the middle and late Twenties. Measured by today's standards, living costs were very low. In the Magazine a Detroit firm was advertising the top car in their line, a five-passenger closed sedan for \$860. Note that word "closed." Heretofore nearly all automobiles were open models. In the same announcement you were offered a two-passenger roadster for \$510. And if you wanted a good pair of shoes, turn a page and note nationally-advertised shoes for \$5. Yes, from the middle to the close of this decade America was doing all right by herself. Employment had risen, and things were getting better and better until—October 29, 1929.

Then came the big crash. Wall Street panicked and so did the nation. You know the story. No need to go into it here.

Although the publishing business was hard hit, still it did better than most. As was to be expected, magazine circulations decreased, some alarmingly so. The circulation of THE ELKS MAGAZINE was no exception. Few fraternal or social organizations did not experience a loss of memberships. Retrenchment, rigid economy prevailed. Salary cuts were common all along the business front. From director to office boy, everyone connected with THE ELKS MAGAZINE had his salary reduced. But the old axiom, "While there's life, there's hope," was never better exemplified than in the conduct of most Americans at that time.

Fortunately we're a nation of incurable optimists. It was during the depths of the depression that Business Manager Hart proposed the idea of an Elks national automobile tour sponsored by the Magazine and financed by the advertising of automotive and accessory companies that put their advertising in the Magazine. The plan was to route four cars on a transcontinental

journey starting at a given point and ending at the city where the Elks National Convention would be held. The cars would visit various lodges along their respective routes. Studebaker agreed to participate, followed in other years by the General Motors Viking and, later, Chevrolet. Sundry automotive accessory companies joined the enterprise with their advertising, and the tour was started by Brother Elk Franklin Roosevelt, then governor of New York, from his home at Hyde Park. One unit of the tour was received at Washington by President Hoover. This was the first of nine such tours, the last being held in 1937, which secured for THE ELKS MAGAZINE and the participating companies over 400,000 lines of publicity and advertising.

By 1932 the circulation of the Magazine was 640,591, a decline from that of the boom days. This was America's morning after, the era of "Brother, can you spare a dime?" and apple sellers on street corners with no police having the heart to chase them away.

Bonus army marched on Washington to be repelled by tanks, tear gas. Amelia Earhart was the first woman to fly the Atlantic alone. The Lindbergh baby was kidnapped. Burgoo King won the Kentucky Derby.

The year was the low water mark of the depression. President Hoover says: "This is an emergency as great as war." Grand Exalted Ruler John R. Coen in THE ELKS MAGAZINE says: "Let us examine ourselves as Elks and see if we as a group have met the emergency as we met the emergency of war. Then let us proceed to mobilize our resources of men and money with all the power of patriotism and confidence that is in us."

1933 was the year that the Fair to end all World's Fairs, the "Century of Progress" exposition, opened in Chicago. There would be a bigger, better one in New York six years later and another and another. In THE ELKS MAGAZINE we find Albert Payson Terhune asking "Why College?" in an article that says, "There are an untold number of boys and girls shamed and sullen because hard times are robbing them of their chance at a liberal education." People are saying that today, but for far different reasons. Further along in the Maga-



1958

The new Pontiff of the Roman Catholic Church—Pope John XXIII, successor to Pius XII, reads from the mass book in St. Peter's basilica during coronation ceremonies on Nov. 4.



1959

U.S. grows to 50 states with the admission of Alaska (over twice the size of Texas) and the 20 volcanic islands comprising Hawaii. New 50-star American flag becomes official July 4, 1960.

zine a report from the Elks National Memorial and Publication Commission reads “. . . During ten years of [the Magazine’s] publication its total net surplus was \$1,914,205.15 . . . a yearly average of \$200,000 turned over to the Grand Lodge for reduction of per capita tax.”

March 4th saw the inauguration of Franklin D. Roosevelt as President. March 5th he proclaimed the Bank Holiday. This was the year that Hitler grabbed blanket powers while the world talked and did nothing. Italy, France, Britain, and Germany signed a four-power, ten-year peace pact. November 17th United States resumed full relations with Russia. December 5th Prohibition ended. Christmas Day, 1935, saw the death of Executive Director-Editor Joseph T. Fanning, after he had seen the Magazine through its first 13½ years.

In the mid-Thirties the Stage and Screen and Book Review departments had been dropped from the Magazine, and it increased its appeal to those who hunt or fish through the institution of a Hunting and Fishing department.

As aviation grew, so did the Magazine’s interest in it, printing many articles and stories about flying. Through correspondence with subordinate lodges, a campaign was launched to have roof tops of lodge homes or other strategically-located places marked for easy identification from the air. The idea was welcomed by many lodges and brought many expressions of approval from the aviation industry and Government officials concerned with aviation.

It was in 1938 that Britain and Italy signed a peace pact, and Hitler pledged amity with Mussolini. The Franco-German peace pact also was signed. Here at home, Howard Hughes flew around the world in 19 hrs., 14 min., 10 secs., thereby hanging up a world’s record. Douglas “Wrong Way” Corrigan also made news in the air. Orson Welles broadcast his famous and phony “Attack from Mars” and panicked thousands of gullible listeners.

In 1939 Hitler triggered World War II by invading Poland September 1st. After that, war news dwarfed

all other events, world and national. September 16, 1940, President Roosevelt signed the draft law.

In 1941 America was mobilizing, and with good reason: On Sunday, December 7, Japan attacked Pearl Harbor.

That infamous blow, which took so many American lives and severely crippled the Pacific fleet, marked the beginning of what was to be perhaps the Magazine’s most illustrious era. In 1940 the Grand Lodge had already created an Elks National Defense and Public Relations Commission, whose programs and accomplishments the Magazine reported fully. The most telling activity for aiding the war effort that was soon to come was undoubtedly the “Keep ‘em Flying” program, which helped the Army recruit cadets and provided pre-pilot training under the auspices of subordinate lodges.

No sooner had war broken out than Grand Exalted Ruler John S. McClelland wired the President placing at his disposal the full strength of the Order of Elks, which meant, of course, complete cooperation in the war effort by THE ELKS MAGAZINE. In January, 1942, the National Defense Commission became the Elks War Commission.

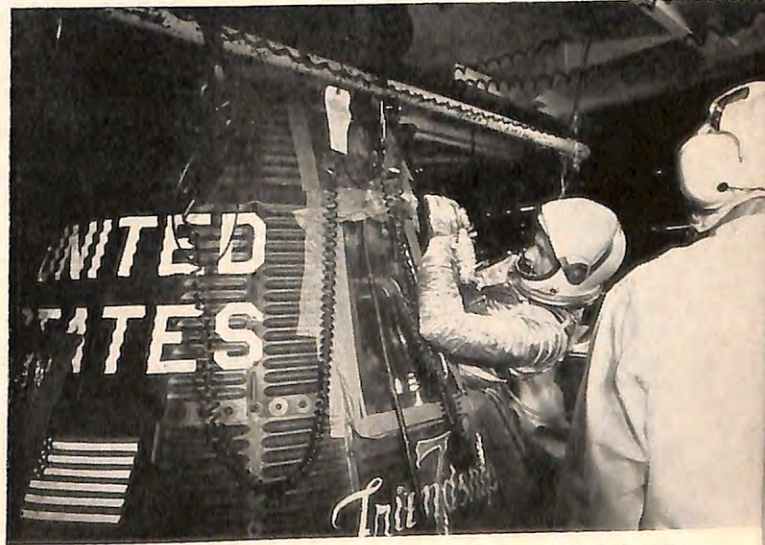
From that point on, the Order went all-out in support of the war effort. Recruitment of Air Corps cadets continued, and Naval air cadets were added as well as Army engineers, Navy “Seabees,” other support of military recruiting. Bond sales received substantial support, scrap was collected, a “write-a-letter” campaign was conducted, blood was solicited, fraternal centers were opened for entertainment and lodging of servicemen, and “G” (gift) boxes were put together and shipped to Elks in service.

THE ELKS MAGAZINE urged participation by lodges in these efforts, all the while maintaining a morale-building format of both entertaining and serious articles, news of the Order, and reportage of lodges’ war efforts, and other fraternal functions. Leafing through those wartime issues today, one sees hundreds of youthful faces, smiling above service uniforms at Elks dances and the like, that now belong to middle-aged citizens,



1961

N. Y. Yankee Roger Maris swats his 60th home run of the season, matching Babe Ruth’s 1927 record, but Ruth’s mark remains on the books since Maris’ 60th was outside 154-game limit.



1962

February 20: Countdown for Lt. Col. John H. Glenn Jr., Cape Canaveral, Florida. Space-capsuled astronaut then was rocket-launched for Friendship 7’s historic three-orbits of the earth.

many of whom later became Elks. Others, America recalls only too well, failed to return.

It was about the time of Pearl Harbor that the first Circulation Manager of the Magazine, William Lysons, died. Taking his place was John Schmitt, whose name is undoubtedly most familiar of those on the masthead to lodge Secretaries. How many hundreds of letters that have passed between him and the Secretaries since that time is anybody's guess. Mr. Schmitt, we might add parenthetically, is most anxious to hear from those Secretaries, or directly from Elks, about impending changes of address—and the more in advance, the better. He is responsible today for keeping the correct addresses of 1,300,000 readers, which is no mean task.

The war on two fronts made rationing a must. Gas conservation made Sunday driving a luxury; coffee, sugar, butter, cigarettes, were all rationed—and how! The writer recalls the common condiment ketchup being served in certain restaurants in thimble-size paper cups, and if you asked for more or even wanted anything other than ordinary service or products in some places the stock answer was: "Don't you know there's a war on?" Maybe you remember.

The Magazine gave generously of the limited space it had (the paper supply—and quality—was restricted)

for advertising to help sell War Bonds, recruit aviation cadets, etc.

September 8, 1943, Italy surrendered; October 13 she declared war on Germany. In 1945 Germany agreed to unconditional surrender. August 6th, 1945, the atom bomb was dropped on Hiroshima. August 9, another on Nagasaki. August 14, Japan surrendered and war ended on all fronts.

After the war, a return to "normalcy" was everyone's ideal, even though almost no one could define it. Ex-G.I.s wanted to go to school, get ahead in business, raise families. Many joined the Elks, and Magazine circulation rose. In 1950 it mailed its first issue with a million subscribers.

During this period the Magazine established a new service department: the "Elks Family Shopper." It also engaged Tom Wrigley to contribute a monthly Washington newsletter. In 1949 the business forecasts of Dr. Marcus Nadler became regular January fare of the Magazine, later to be supplemented by quarterly forecasts as well. This was in keeping with the Magazine's program of providing useful articles for managers and proprietors of business, particularly small business, since the B.P.O.E. has an unusually high percentage of businessmen as (Continued on page 56)

Elks National Memorial and Publication Commission

THE ORIGIN of THE ELKS MAGAZINE, which was first published in June, 1922, actually dates back to the Grand Lodge Convention of 1921, when the National Memorial Headquarters Commission included in its report a recommendation that "... the time has arrived when the publication of a national journal is not only a desirable feature of [the Order's] activities but a real necessity to the full fruition of those activities."

The report went on to say, in part: "Such a journal should be a real magazine of the highest excellence, both in physical makeup and literary contents one which can compare favorably with the best publications of the country. It should contain matter of fraternal interest, of educational value and literary merit, and of social and family interest, so that it will become a valuable addition to any reading table and a welcome visitor to any home."

The Grand Lodge Session thereupon acted to establish THE ELKS MAGAZINE and entrusted the responsibility for its publication to the Commission. The members of that Commission were Past Grand Exalted Rulers John K. Tener (Chairman), Joseph T. Fanning, James R. Nicholson, Edward Rightor, Fred Harper, Bruce A. Campbell, William M. Abbott, Rush L. Holland, and Frank L. Rain.

In 1931 the Grand Lodge created in place of the National Memorial Headquarters Commission a National Memorial and Publication Commission,



The present Elks National Memorial and Publication Commission, left to right: Past Grand Exalted Rulers James T. Hallinan, Emmett T. Anderson, John S. McClelland (Chairman), Wade H. Kepner, and Earl E. James.

without altering the membership. It also stipulated that when attrition through death, resignation, or otherwise should reduce the membership to five, it would remain at that number thereafter.

Members who have served since 1921, in addition to those named above, are the following Past Grand Exalted Rulers: William W. Mountain, J. Edgar Masters, Michael F. Shannon, John R. Coen, John S. McClelland, James T. Hallinan, Emmett T. Anderson, Wade

H. Kepner, Charles E. Broughton, and Earl E. James.

Today's Commission (pictured) meets three times a year to determine overall policy for THE ELKS MAGAZINE, in addition to its other duties, which in turn are carried out by General Manager James R. Nicholson. The Commission members have over the years supervised the Magazine's publication diligently, maintaining its stature and integrity, without any personal remuneration.



Saluting— Our National HOME Our National MAGAZINE

I had the pleasure of revisiting our National Home in Bedford, Va., last month and once again experienced that pride I have felt many times in realizing what a splendid establishment our Order maintains there. No matter how often I visit the Home—and as a member and then Chairman of the Board of Grand Trustees I have been there frequently in the past—the experience never fails to inspire me.

Approaching the handsome, stately buildings, designed for gracious and relaxed living, I sensed again the warmth and contentment which are always felt in a real home. Here 'midst beautiful natural surroundings, in a country club environment, some 300 of our brothers live with every modern facility available for their comfort and convenience to insure happy years of retirement.

Each resident has his private room, with maid and laundry service. The finest foods, prepared by expert chefs, are served, with home-made breads and pastries that are baked on the premises, and milk from the Home's own dairy herd. For recreation and relaxed hours there's a spacious, modern recreation room, hobby shop, and library. Residents at the Home even have their own pitch and putt golf course.

In a word, everything has been provided here to insure a contented, leisurely life for our retired brothers. If you haven't yet visited the National Home you should do so at your first opportunity. The next best thing would be to obtain a print of *Home Again*, the 16mm, sound and color film which describes the facilities at Bedford. A print can be obtained for showing at your lodge by writing to the Grand Secretary, 2750 Lake View Avenue, Chicago 14, Ill. Even if the film has already been shown at your lodge there

are probably many members who have not seen it. Now might be a good time to show it again. I'm sure that a visit to the Home, in person or by way of this film, will stir in all who view it intense pride in our Order which, while it has no stated obligation to do so, takes care of its own with such brotherly affection.

Thoughts of the Home bring to my mind another splendid establishment of Elkdom which has rendered the Order long and valued service, THE ELKS MAGAZINE. Our Magazine, observing its 40th Anniversary with this issue, has, incidentally, contributed much to the Home through the years.

The Magazine's surplus earnings have paid for a number of additions and new buildings at the Home, just part of the more than \$7,500,000 that the Magazine has contributed in support of our Order's fraternal, patriotic, and benevolent activities. This material assistance is but one of the ways that the Magazine has benefited our Order during the past four decades. As the Order's official publication, it has performed with consistent proficiency its primary job of communicating to the membership news of Grand Lodge, state association, and subordinate lodge activities, while at the same time providing general articles and features distinguished by their editorial excellence.

Because of the approving comments made to me by hundreds of Elks and their wives personally and in letters, I know that I speak for every Elk when I say we are mighty proud of our Magazine, and grateful to the members of the National Memorial and Publication Commission and the management and staff for their dedication and enthusiasm which year after year are reflected in the first-rate reporting of Elkdom's story.

William A. Wall, Grand Exalted Ruler

Mr. Finchley's Reprieve

By P. G. WODEHOUSE

"HAS MISS PILLINGER arrived?" asked Hartwell J. Finchley.

But wait. We are getting ahead of our story. Mr. Finchley must be introduced to the reader, and the thing that will probably interest the reader most about him is that he was planning, as soon as he could get around to it, to commit suicide.

Those who have studied the matter say that the tendency to commit suicide is greatest among those who have passed their fifty-fifth year, and that the rate is twice as great for unoccupied males as for occupied males. Mr. Finchley was fifty-six, and he was perhaps the most unoccupied male to be found in the length and breadth of the United States. In his thirty-sixth year an unexpected legacy had freed him from the necessity of earning his living as a clerk in a rather obscure shipping firm, and since then he had neither toiled nor spun. He retired to a Long Island estate and there devoted himself to the pleasures of the table, occasionally dictating to Miss Jane Pillinger, his secretary, paragraphs of a book on American birds which he imagined himself to be writing.

He could afford to do himself well, and he did himself extremely well. Nobody urged him to take exercise, so he took no exercise. Nobody warned him of the perils of lobster Newburg to a man of sedentary habits, for it was nobody's business to warn him. On the contrary, people rather encouraged the lobster side of his character, for he was a hospitable soul and liked to have his friends dine

(Continued on page 47)



ILLUSTRATED BY FLOYD M. DAVIS



Chicago

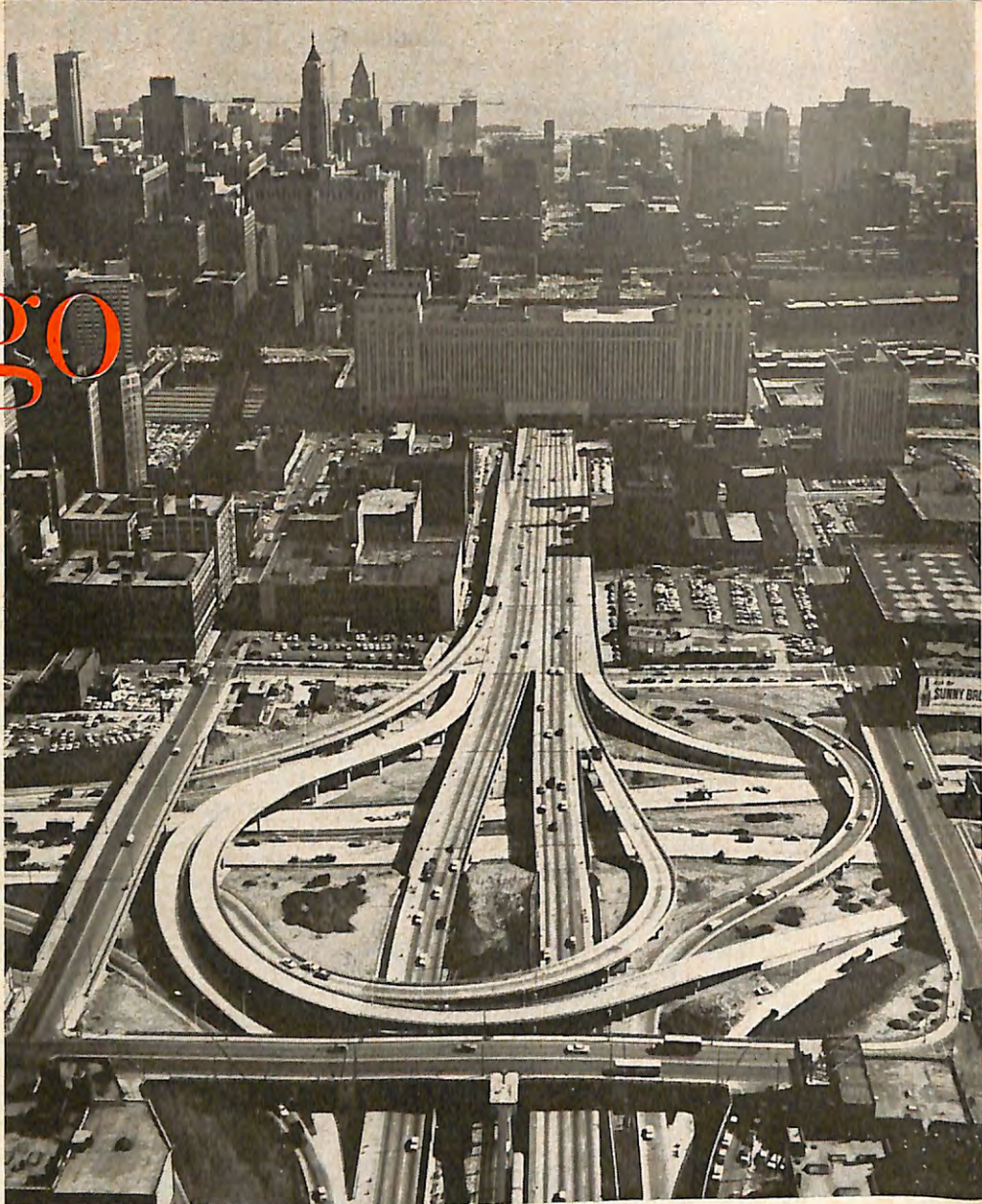
By JERRY HULSE

This year's Grand Lodge Convention, July 8-12, will take Elks to the bustling giant of the Midwest

BACK IN 1847 a group of Chicago businessmen, deciding that their town was a likely place to hold big clam-bakes, invited the River and Harbor convention to meet in the Windy City. The River and Harbor boys accepted the invitation. Returning later to their homes they extolled Chicago as the "convention city of America," a title it has worn with aplomb ever since. Everyone from parakeet lovers to king-makers have been there—and if Chicago has its way the line will never lessen.

In recent years Chicago has added a host of ingredients which has made it the undisputed convention capital of America. Chicagoans call the old home town the Host City of the Nation. All this noisemaking now brings them more than 21 million visitors a year. They arrive by train, plane, car, and bus to do business, spend money, and often-times turn the city into something that resembles New Orleans at Mardi gras time.

Thus, Elks from across the nation will join next month in this unending parade when they meet to hold their own Grand Lodge Convention in Chicago. The city gained its reputation as a convention capital for several reasons, namely: its wealth of first-rate hotels, superb entertainment (everything from jazz to opera), sightseeing attractions, miles of shops and major department stores, plus one other ingredient—and this very well adds to the answer—Chicago is a friendly town, so much so that very often visitors go home wishing they could carry with



The Congress Expressway heads westward under the Post Office, then meets the Northwest Expressway, with the Loop in the background.

A. DEVANEY, INC.



Buckingham Fountain, which at night is illuminated by a colored light display.

them something of this formula for friendliness.

Add to this the important fact that Chicago undoubtedly is the most convenient city for the majority of Americans to reach. Called the hub of the nation, its spokes reach out by land, sea, and air. Take its airports, O'Hare, Midway, and Meigs: Together last year they handled more than 13 million passengers arriving by 23 major airlines, both foreign and domestic. Shiny new O'Hare has taken the spotlight from Midway. Today it reigns as the world's largest commercial airport. (American Airlines, which alone has more than 100 daily flights from cities across the nation, is the first of the "majors" to move its entire operation there from Midway.)

While the construction booms on at O'Hare, arriving Elks will find a welcome addition in the new Northwest Expressway over which visitors spin non-stop all the way to downtown Chicago in about 25 minutes—previously a hectic, hour-long, taxi-tooting nightmare. The expressway has, in fact, proved of such vast relief that last year Meigs Field—only 10 minutes from the Loop—lost an estimated 40,000 helicopter passengers, customers who formerly chose this fashion of vaulting over the traffic tangle that choked the streets between town and O'Hare. Before going on to other subjects, Elks who fly should be advised that close-in Meigs takes private planes up to and including DC-3s.

Besides being the nation's busiest aerial crossroad, Chicago wears another hat, that of the world's biggest and busiest railroad center, handling upwards of 1,700 trains a day—or one every 51 seconds, as Chicagoans themselves like to boast.

The cheering section for Chicago's Association of Commerce and Industry claims, however, that more than half of the city's convention delegates arrive by car, bringing with them wives and kids who spend their time—and dad's dollars—shopping and sightseeing while he tends to the business at hand. As for Elk ladies who may be toying with the idea of taking in Don McNeill's popular Breakfast Club show at the Sherman House, write now for tickets! (Don McNeill Enterprises, Chicago, Ill.) Gaining rapid popularity on the tour list are Chicago's steel plants and its famous (and sometimes, formerly, infamous) police department. Here visitors may watch the boys in blue at the console of what is claimed to be the world's most modern police electronic communication system. Groups of 50 or more are invited to call the police public relations officer for reservations. Tours of steel plants can be arranged by writing to U.S. Steel, 208 South

(Continued on page 42)



A. DEVANEY, INC.

The Wrigley Building (rear) is an old Michigan Avenue landmark, and the Sun-Times Building (left) is a recent addition to the river bank.

ROBERT MALONE



Chicago's Art Institute is one of the nation's finest art museums.



REDUCE RISK, NOT PROFIT

By **DICKSON HARTWELL**

ILLUSTRATED BY LOUIS S. GLANZMAN

The right insurance for a small business is difficult to determine, but it is essential for maximum safety with minimum overhead



A SHORT WHILE AGO a young woman was driving along a midwestern superhighway. In the back seat were two Manila envelopes containing records which she occasionally dropped off on her way home from work at her boss' house.

Suddenly the left front tire blew out. Her car swerved across the highway into the face of onrushing traffic. In seconds eight cars were piled up. In the weeks that followed something else also piled up: damage claims of \$293,000 against the hapless woman *and against the small company for which she worked.*

The woman carried liability insurance of \$20,000. The court held that even though it was not a company-owned car, though she didn't use the car reg-

ularly for business nor was she compensated for its use, and, further, even though she was using her car voluntarily after office hours, the fact that it contained company records made the company liable for \$273,000.

No small company could survive such a judgment. It would cripple if not wreck a \$1,000,000 business. Yet because that small company had a more than casual interest in insurance, this claim was covered. And the cost of carrying the insurance that covered this claim was exactly 15¢—fifteen cents—a year.

This is the kind of protection which becomes important to the small businessman when he gets a look at casualty and fidelity insurance from the inside out rather than—in the occasional

vague glimpse he may otherwise receive—from the outside in.

The aim of this article is an all-too-brief look at insurance from the inside, to probe its potential for low-cost usefulness.

Every small business proprietor becomes dolefully familiar with two words, insurance and taxes. He discovers that they have two common attributes. They bite into profits. They are inescapable.

However, their compulsory nature is relative. For the smart businessman can often find angles to lower his tax outlay. So can the insurance buyer, but he has to be a lot smarter. For business insurance is far more complicated and vastly more complex than business
(Continued on page 53)

RED CHINA'S FAILURE STORY

By BRUNO SHAW

CARTOON BY JOHN FISCHETTI

Mao Tse-tung and his henchmen were able to make a complete success of their political take-over in China. How that immense land has fared under their totalitarian regime is another story

THE LAST reliable census in China was taken 200 years ago during the reign of Emperor Ch'ien Lung in the Manchu dynasty. The population then was found to be 400 million, a figure used without change up until the communist capture of the China mainland in 1949. The Chinese communists immediately announced the population of the country to be 650 million, and in the years since then this has grown to "almost seven hundred million"—about one-quarter of the entire population of the world and a figure believed by competent Western demographers to be quite accurate.

The twelve years in which the rulers of Red China have been in control of this vast populace were intended to be a period in which solid foundations would be laid for the world-wide triumph of Marx-Leninism and the overthrow of the "decadent" capitalist system everywhere. Mao Tse-tung, chairman of the central committee of the Chinese Communist Party, had already pointed out the goal and outlined the method by which it was to be achieved in his *China's New Democracy*.

"China's revolution" he said, "is a part of the world revolution. It is only the communist ideology and social system that grow and spread in the world, with a mighty thundering force that can level mountains and overturn seas, and maintain their flowering youth. The world now depends on communism for its salvation, and so does China."

And lest it be thought that because now the Chinese communists are confronted with the actual task of solving their many serious domestic problems they might be willing to relax, or defer, their determination to play havoc with the rest of the world, there is the recent warning from the second highest official of the Red China regime, Liu Shao-ch'i, chairman of the People's Republic of China: "Strife between nations will be inevitable till the final victory of communism has been achieved. Till

that day comes there must be tension; indeed, it is our purpose to promote it."

Mao Tse-tung's original concept, outlined in his *New Democracy*, was to proceed in two controlled stages, and many sub-stages beginning with what he called "a new bourgeois-democratic revolution," and proceeding from there to a "proletarian-socialist revolution." The first stage would be ruled by an "alliance of several revolutionary classes." This was to lay the foundation for the "socialist society of China" which, said Mao, would become the "living, concrete content" of the Chinese communist revolution.

It would have taken a far greater number of trained political, agricultural, economic, and scientific experts than existed in all China (including the best in these fields who had already fled to Formosa) to have been able to embark with any chance of success on such a program in a country only a fraction the size of China. Yet the revolution was prosecuted with murderous ferocity in which all vestiges of independent ownership and livelihood were immediately erased, and nothing was ever heard again of stages and sub-stages.

What have the communists accomplished in the twelve years they have been in power on mainland China? Reports vary widely. In recent years a few foreign reporters have been permitted to visit several of the large cities of Red China under strictly supervised conditions. The tone of their reports ranges from unrestrained admiration to total condemnation, and strikes various sharps and flats between. Of applicants for visas who had acquired firsthand knowledge of the country by reason of previous residence there, entry has been granted only to those whose sympathy for the communist regime was assured. An accurate picture of Red China today, therefore, can only be had from Western and Free China intelligence sources, from refugees, and from documents of the Peking government itself.

The dominant fact that emerges from information from these reliable sources is that the past twelve years of the communist regime in China have resulted in gigantic failure. This includes the bizarre attempt to take a nation of 700 million people whose cultural roots reach back further into antiquity than those of almost any other people, and transform it overnight into an indistinguishable mass of compliant robots or dedicated communists.

The grandiloquent five year plans, seven year plans, and just plans, of the Red China regime, have fallen not merely below their goals, but completely apart. This does not mean that the People's Republic of China is in imminent danger of collapse. It does mean, however, that never during all the past fifty years of war and civil war in China have conditions been so bad or has the plight of the Chinese people been so grave.

In 1958 Peking announced to the world, with complete confidence in its ability to fulfill its pledge, that Red China was instituting a Great Leap Forward—a program of intensive industrialization which, within three years, would change the entire appearance of the country. By the end of the third year, in December 1961, the project had already been nicknamed the "Great Leap Backward." It was a complete fiasco.

If Red China's political leaders had heeded Moscow's warning against too rapid communization of agriculture, or the advice of their own technicians to refrain from too rapid industrialization with too few skilled workers to carry it out and not a strong enough agricultural base to support it, and if the goal had been a considerably less ambitious leap forward, the present nationwide collapse of both the industrial and agricultural program might not have occurred.

While considerable quantitative production progress had been made by Red China in the years since 1957,

much of it has been inordinately wasteful of the nation's manpower and natural resources. Increases in output in recent years may be seen by these comparative figures which are typical of many China mainland industries:

Crude steel production in 1957 was only 5.35 million tons and in 1960 it had risen to 18.4 million.

Production of coal, China's greatest natural asset, was only 130.7 million tons in 1957. In 1960 it had risen to 425 million tons, making China the second largest coal producer in the world and next in rank only to the Soviet Union, which, in 1960, produced 513 million tons. In that same year the United States produced 393 million tons. Lest the potential power factor of China's coal seem to be overwhelming, it might also be mentioned that in 1960 China produced 4.6 million tons of crude oil compared to the 353 million tons of the United States.

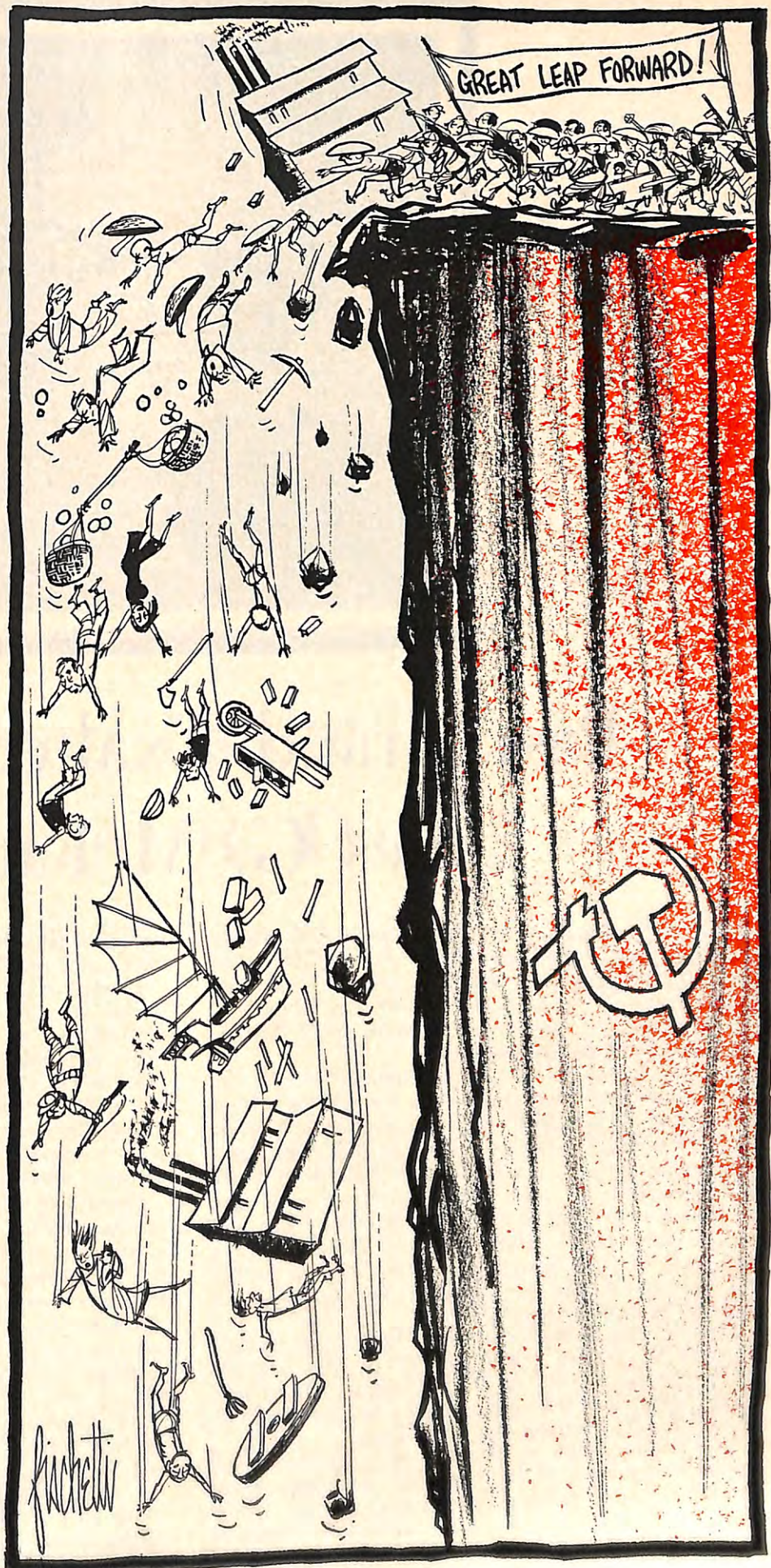
China produced 19.3 billion kilowatt hours of electric power in 1957 as against 57 billion in 1960, which is still only a fraction of the 896 billion KWH produced that year in the United States.

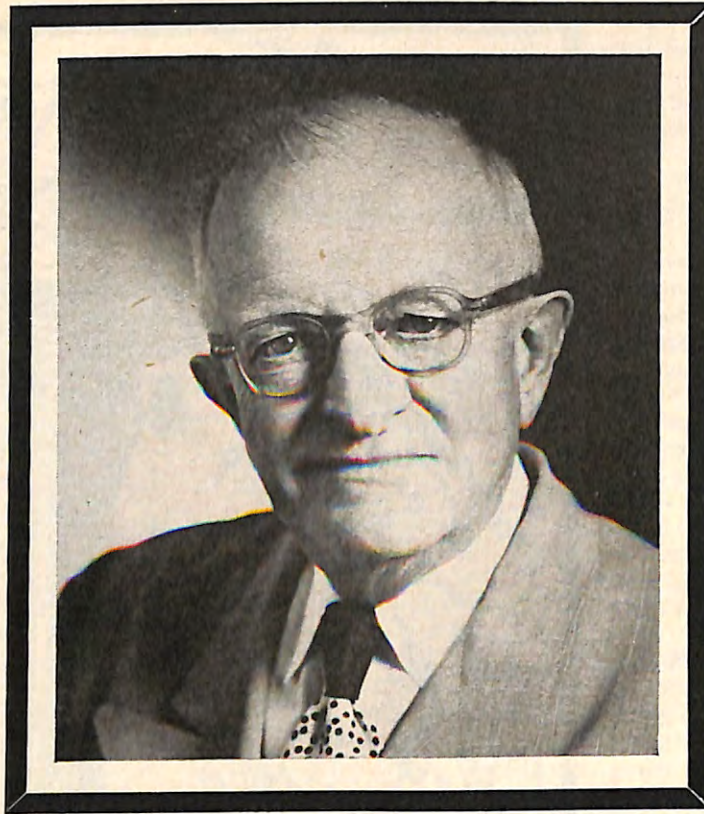
Cotton cloth production increased in China by about 20 per cent from 1957 to 1960, and in 1960 was 7.2 billion yards as against 9.4 billion yards for the United States. The cotton spinning industry in China had been tremendous many years before the communist advent, but it should be understood that Chinese cotton cloth, like virtually all Chinese manufactured products, is vastly inferior in kind and in quality to the American.

The figures seem impressive, but in fact they give a distorted picture. Red China's practice is known to be reporting all positive achievement without subtracting anything negative—and often inflating the figures in addition. This occurs at all levels so that the central government itself doesn't really know what has or has not been accomplished. Also, quality and useability are not taken into account. If, for example, a power plant were built but no means for transmitting the power were provided, the plant's capacity would probably be reported as "produced power."

Part of the Great Leap Forward was the nationwide backyard pig iron furnace program, in the course of which every door hinge, hasp, cooking utensil, metal bedspring—anything at all of almost any kind of metal that could be removed from inside or outside the household—was melted down to make pig iron for steel for China. Colorful motion pictures of this vast endeavor, taken by foreign cameramen who had been granted visas to report on this industrial miracle, floated before our eyes in TV documentaries. Many Americans undoubtedly were tremendously im-

(Continued on page 57)





Past Grand Exalted Ruler James G. McFarland

James G. McFarland, a distinguished and widely known member of the Order since February, 1905, died April 27th in Watertown, South Dakota. He is survived by two sons, Alex J. McFarland of Boston, Massachusetts, and James P. McFarland of Minneapolis, Minnesota, and by four grandchildren.

Born in Dubuque, Iowa, on October 26th, 1880, James McFarland was educated in the schools of that community and received his law degree at the University of Wisconsin. After practicing in that State for a short period, he opened law offices in Watertown where he continued to be active until about two years ago. He served a two-year term as City Attorney there, and as a member of the State House of Representatives from 1913 to 1918 during which time he was author and sponsor of the first Mothers' Pension Bill ever adopted by a State legislature.

After serving through the chairs, he became Exalted Ruler of Watertown Lodge No. 838 in 1910, and the following year was named District Deputy. He became a Life Member of his Lodge in 1914 and was made an Honorary Life Member ten years later.

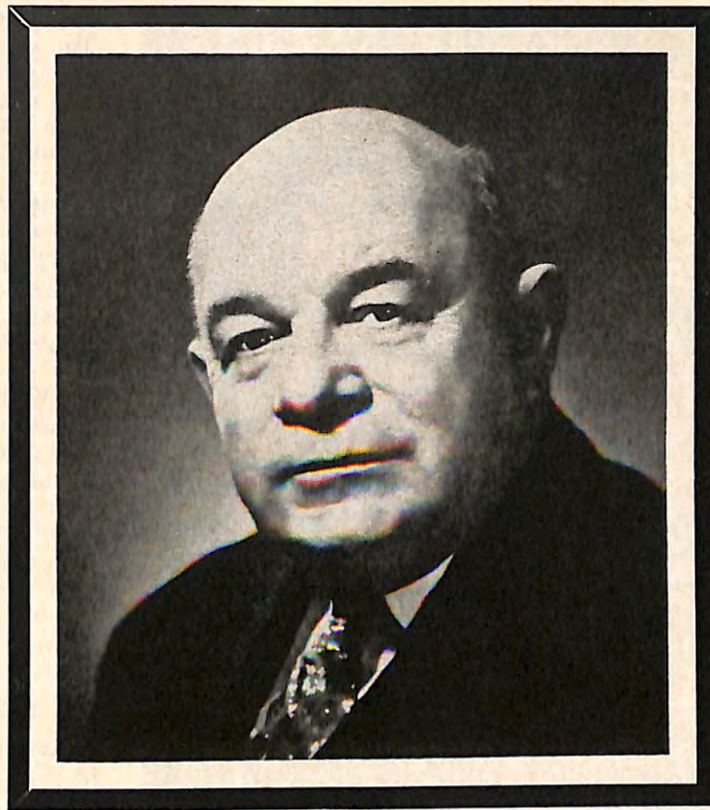
In 1913 he began a five-year term on the Grand Lodge Committee on Judiciary, the last three as its Chairman. After serving as a Justice of the Grand Forum in 1918-19, he was again named Chairman of the Judiciary Committee, a post he held until 1922. He

had also held the Chairmanship of the Grand Lodge Committee on Distribution in 1915.

Elected to the office of Grand Exalted Ruler in 1923, during his administration Mr. McFarland laid the cornerstone for the Elks National Memorial and Headquarters Building in Chicago. He also laid the cornerstone for the home of Queens Borough, N. Y. Lodge, and dedicated the Salt Lake City, Utah, Elks' building during his term. When the Elks National Foundation was organized, he was appointed to its Board of Trustees, serving as its Treasurer from 1929 until 1946.

Outside of Elkdom, Mr. McFarland was a charter member, former President and Honorary Life Member of the Watertown Rotary Club. He was a member of the First Congregational Church, and during his lifetime was associated with a long list of civic, service and charitable projects, many of which played important parts in the city's growth and development. He was a member of the American, South Dakota and Codington County Bar Associations, and was President of the South Dakota Association in 1947. In 1960, his lodge honored him at a dinner attended by Elks of the entire State.

During World War I, Mr. McFarland served as judge advocate for the State Guard, and in the period of the second world conflict, he was State Chairman for the South Dakota Selective Service Board.



Past Grand Exalted Ruler Howard R. Davis

Howard R. Davis of Williamsport, Pa., Lodge, No. 173, a Past Grand Exalted Ruler of the Order, passed away May 2nd after a lingering illness.

Born in Williamsport on November 29th, 1883, Mr. Davis lived in that community all his life. He was initiated into the Order in January, 1910, and became Exalted Ruler in 1919. Three years later he was named District Deputy, and became active in State Association work the same year when he was elected to its Board of Trustees. He became Vice-President of the organization in 1928 and was elected President the following year. It was under his administration that the Pennsylvania Elks set up its Student Aid Program which is now one of the largest in the Order.

From 1936 until 1938 Mr. Davis served on the Grand Lodge State Associations Committee, and in 1945 he served as Chairman of that group. During 1940 he was a member of the Grand Lodge Committee on Lodge Activities, and in 1943 he was elected Grand Esteemed Leading Knight. Three years later he was elected to fill a one-year vacancy on the Board of Grand Trustees, prior to his election to a full five-year term on that Board in 1947 during which time he was Vice Chairman and Home Member. It was from this post that he advanced to be Grand Exalted Ruler in 1951.

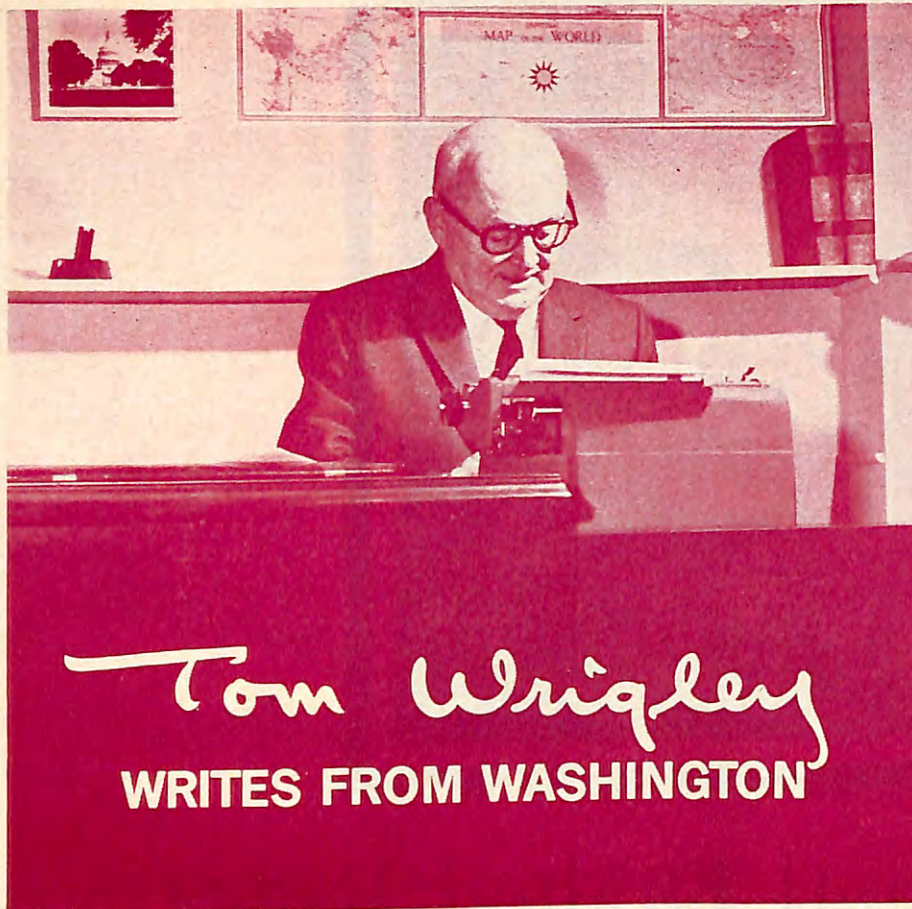
During his term, in response to an appeal from the

Federal Government, Howard R. Davis organized the Elks' campaign which procured approximately 600,000 pints of blood for our Armed Forces. After his year as the Order's leader, Mr. Davis was named to the Elks National Service Commission, serving as its Assistant Treasurer from 1953 until the time of his death.

At the age of 21, Howard Davis entered the newspaper business as a copy boy on the editorial staff of *Grit*, the largest weekly newspaper in the country. He became its managing editor in 1937, holding that post until his retirement in 1949.

Prominent in civic and welfare activities of his hometown, he served two years as President of the Lycoming County Community Chest, heading its annual campaign for three years. He was a founder of the County Crippled Children's Society in 1931, and served as Vice-President and Treasurer of that organization for over 20 years. He was a member of the Committee that established a cerebral palsy clinic under the Society's direction in 1950. These and many other community services won him the American Legion Medal of Honor for civic service by a non-member, awarded by Garrett Cochran Post No. 1, and the *Grit* Award for Meritorious Community Service in 1949.

Mr. Davis is survived by his wife, two sons, a daughter and four grandchildren, and by a sister and a brother.



dicted to gambling, who realize that, like alcoholics or drug addicts, they cannot leave it alone. In Washington it is estimated there are 40,000 gamblers who are addicts or, as they are called, "compulsive gamblers."

SAFETY AUTO BELTS are used by only 1.28 per cent of Washington drivers, Anthony L. Ellison, District Motor Vehicles Chief, reports. The national average is 3.3 per cent with California high at 3.6 per cent.

NEW DIPLOMATIC TAGS for autos, in case you spot the low numbers while in Washington this summer, are: No. 1, Ambassador Sevilla-Sacasa of Nicaragua, senior of the corps. No. 2 belongs to Ambassador Berckemeyer of Peru. No. 3 is on the car of Ambassador Van Roijen of the Netherlands. The tags are given out according to length of service. Quite a low number, 46, is the car of Ambassador Kiernan of Ireland.

NEW DRIVER LICENSES in the District may include colored photos. New pictures would be required to be taken every three years. The Commissioners asked Congress for \$66,000 to attach color photos next year to every permit. They say this would curb use of stolen, lost, or borrowed permits and would stop use of driver's licenses to cash checks or secure credit, illegally.

WARNING ON SPACE is sounded by Senator Dodd of Connecticut who declared the American people must not become complacent about the space race as result of Col. Glenn's orbital flight. The Senator said the U. S. places too much emphasis on the peaceful scientific exploration of space and not enough on military space power. We must be supreme, Senator Dodd said, in space power just as we are supreme today in naval and air power.

GRAIN STORAGE COSTS now amount to \$1.5 million a day, and no reduction appears in sight. Chairman Harold Cooley of the House Agriculture Committee says more than 40 commercial warehouses were paid more than \$1 million each in 1960 for storing grain. One big warehouse concern received \$28 million in storage rentals.

CAPITAL CRACKERS . . . Seven million Americans are getting free surplus food, the highest total in 20 years, with Pennsylvania heading the list. . . . Protests are being registered against pressure on government workers to force them to make larger contributions in charity drives. . . . A traffic research team suggests that "cow-catchers" on autos would make streets safer for pedestrians.

DRIVE FOR foreign tourists is now at full blast under the new program of the U. S. Travel Service. Large ads have been taken in newspapers and other media in Great Britain, France, and Germany. The goal is to bring in 100,000 tourists this summer. Secretary of Commerce Luther H. Hodges says it is an "unprecedented marketing campaign to sell the U. S. to world travelers."

ATTACK ON POLIO with Sabin oral vaccine has been now intensified and by August 1 should provide full three-dose series for 75 million persons. Three drug companies are making it, and the U. S. Health Service is stocking it. U. S. pays nine cents a dose, regular wholesale price ranges between 13 and 18 cents which is cheaper than Salk vaccine.

PEACE CORPS POPULARITY grows, and requests for volunteers have come in from a score of additional countries. There are now around 700 corpsmen in 12 countries with over 2,000 trainees about ready to join them. The Corps will eventually have nearly 7,000 members under appropriations of over \$63 million.

UP GOES THE COST of the third new House Office Building. It may be completed two years from now, although authorized seven years ago at

an estimated cost of about \$64 million. Originally, the whole project, including remodeling of the other two office buildings, was priced at about \$100 million. Now, with the latest increase of \$8.5 million, the huge structure will cost \$115 million. It will have offices for 170 Congressmen.

WASHINGTON'S K-9 CORPS is being increased Police Chief Robert V. Murray announces. K-9 means police dogs trained to catch thieves and track down criminals. The police have 51 and the Corps will now be increased as large as necessary. The dogs have a remarkable record in the two years they have been on duty, trained by Terence P. Cahill of Scotland Yard.

TOO MANY JOINT SESSIONS bother members of Congress in the struggle for final adjournment. There has been an unusual number of visiting dignitaries from other countries during the past few months. Most of them are given opportunity to sound off before a joint meeting of Senate and House. Lately it has been difficult to secure a big attendance at such sessions.

GAMBLERS ANONYMOUS has a chapter in Washington, and members meet every Friday night. It is a national organization like Alcoholics Anonymous and was organized in California in 1957. Members are those ad-

Comment

(Continued from page 3)

takeover in 1927, also serving as correspondent for the Associated Press. In 1955 he made his most recent trip to the Far East, producing articles both for us and for *Colliers*. All along he has been a devoted student of Far Eastern affairs.

We'll have more to say about our business expert, Dickson Hartwell (who wrote "Reduce Risk, Not Profit" in this issue), in a later issue. For the time being, we'd just like to point out that he has been writing for the Magazine since 1934 and that he also edits a business column that is syndicated to daily newspapers all over the country.

WHEN WE DECIDED to look back over "The First 40 Years," there seemed only one logical place to go for an author: to a dog expert. If that sounds strange, bear in mind that Ed Faust, who regularly contributes "In the Dog House," was a member of the Magazine's staff for a good many of those 40 years. He joined us as Advertising Promotion Manager in September, 1923, moved elsewhere in 1938, returned in 1948, and finally retired on May 1, 1958. An example of the kind of promotion Ed was capable of is the series of Purple and White Good Will auto tours we sponsored in the late Twenties and Thirties. He managed those tours, which seems to have been the secret of their success.

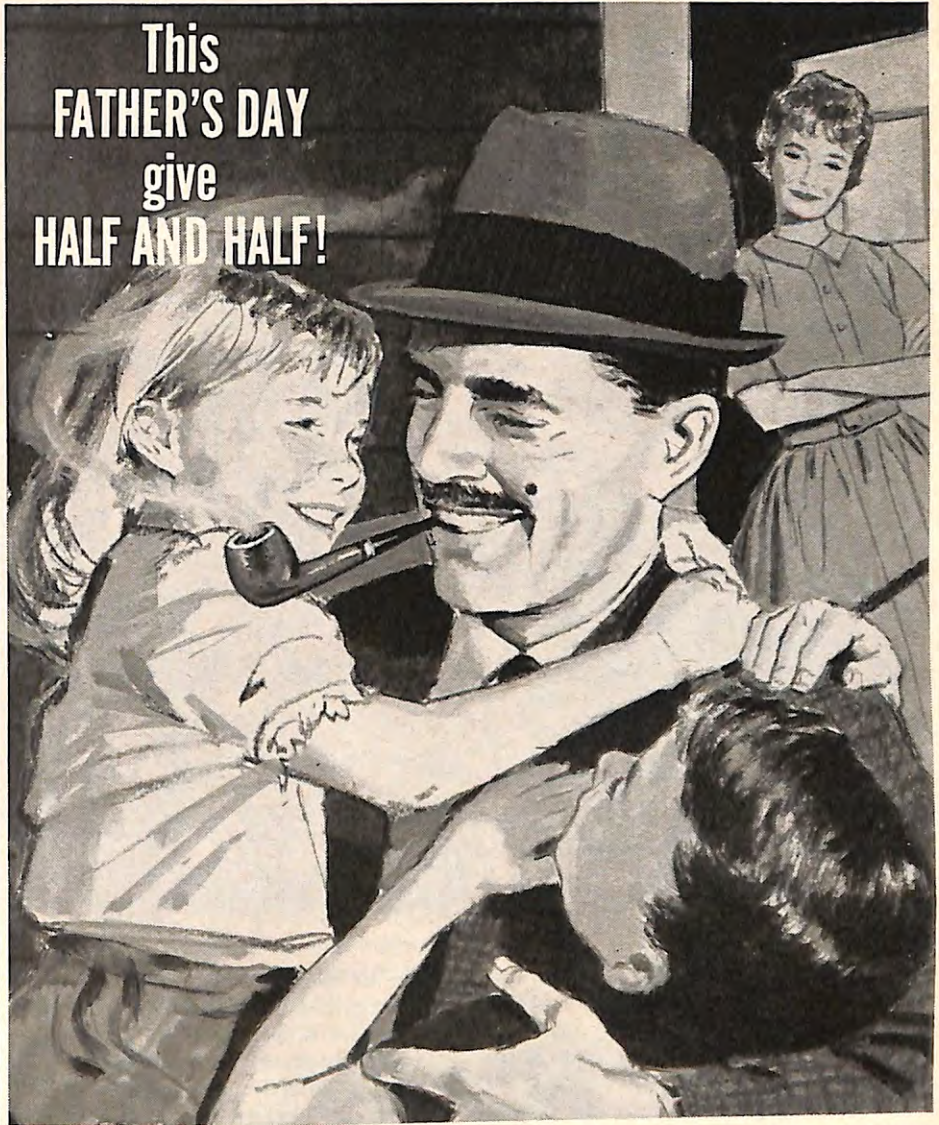
Some years ago, Ed decided to move from Westchester County to more spacious grounds at Bellport, Long Island, where he intended to open his own kennels. He got no kennels, however. A daughter found Bellport to her liking, too, and before Ed could say Doberman pinscher he found himself helping to herd a brood of six grandchildren. ••

Flag Day Observances

June 14 is Flag Day, and the observances of subordinate lodges that are reported to the Grand Lodge Committee on Lodge Activities will be considered in the judging for annual awards. Winning brochures will be displayed at the Grand Lodge Convention in Chicago. Awards will be given in two categories: lodges with more than 750 members and lodges with 750 or less.

Brochures should be mailed to Committee member Patrick H. King at The Elks National Memorial Headquarters Building, 2750 Lake View Ave., Chicago 14, Ill. They must be received no later than June 30.

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A CARGO OF CONTENTMENT IN THE BOWL OF ANY PIPE!

Dining Out By TED TRUEBLOOD



THE RUSH of Americans into the outdoors continues to gain momentum. From picnicking on a nearby beach to hiking a wilderness trail, from bird watching to big-game hunting, from flower study to fishing, the list of leisure-time activities is limitless—and growing. The Outdoor Recreation Resources Review Commission, which presented the results of a three-year study to the President and Congress last January, found that nearly 90 per cent of all adult Americans enjoyed some form of outdoor recreation during the summer of 1960.

My own research leads me to believe that one of the most popular outdoor activities is eating. Of course, I admit to prejudice because I have always been an enthusiastic eater, but I am not alone here. Witness the groaning picnic table. Lightening its burden is the high point of most one-day outings. Observe also the phenomenon of the backyard barbecue. Or sit cross-legged beside a campfire in the wilderness, where good, simple food, made better by a whiff of smoke, brings solid pleasure to weary anglers.

Fortunately—or unfortunately, according to your viewpoint—a meal must be preceded by cooking, and good eating can only follow good cooking. The adage, “a keen appetite is the best sauce,” may very well be true, but the outdoor cook who depends upon hunger

alone to make his offerings palatable will soon find himself, like the boy who caught the skunk, avoided.

Good cooking is not difficult. Its principles are the same in a modern kitchen, at a backyard charcoal broiler, or over a campfire a hundred miles from nowhere. The prime ingredient is attention. Ignore the conversation—nobody will say anything that hasn't been said a thousand times before, anyway—and keep your mind on your business, and you'll be surprised how well you can cook.

Next to paying attention to what you're doing, the most important cooking art is the control of heat. In the kitchen you control it by setting the oven to 300 degrees or the burner on medium or whatever the food requires. Over a gas or gasoline camp stove you do it by regulating a valve. On a campfire, it is usually more practical to move the cooking vessel closer to the flames or farther away, depending on whether you need more heat or less.

Since breakfast is the first meal of the day and possibly first in importance, too, for active outdoor people, let's start with it—and it might as well be a breakfast that will stick to our ribs during a long day on the trail. For fruit let's have prunes stewed the night before or canned orange or grapefruit juice or, on a pack-in or canoe trip

where weight is a factor, a powdered breakfast drink such as Tang, prepared by stirring it into cold water.

Nothing starts a day so well as good coffee. There probably are dozens of methods for making it and thousands of advocates of each, but I know only two ways in camp. The first, which I prefer when I have pure water (free from both germs and chlorine) is to put coffee and cold water in the pot, bring it to a boil, and set it off. Then I stir it. As soon as the grounds settle, I pour off the liquid, preferably into vacuum bottles, which preserve both heat and flavor until it is used.

The other method, and the only safe one where the water might be polluted, is to boil it for 15 or 20 minutes first—it takes this long to kill some germs—then set it off the fire and put in the coffee. I stir it and when the grounds settle in a minute or two, I pour the liquid off.

Coffee, in my opinion, should never boil, no matter how it is made. Boiling does not make coffee strong; it only makes it nasty. The way to make coffee stronger is to use more of it. I like mine strong, so I use four heaping tablespoonfuls to a quart of water.

Hotcakes are probably No. 1 on the list of outdoor breakfast foods, and it is just as easy to make them good as it is to wind up with leathery scraps of

(Continued on page 44)

Elks Family Shopper



Ever since the first cave man dragged his bride home, thus saving her unnecessary steps, man has been coming up with labor-saving ideas for the little woman. In 1922 this Portable Clothes Washer was the last word in liberating Mom from the washboard. Blades agitated the clothes.

SHOPPER STOPPERS OF 1922

"Elks Family Shopper" wasn't born until 1951, but to celebrate THE ELKS MAGAZINE'S 40th Anniversary we've found these gems in 1922 issues of *Popular Science* that gladdened the hearts and loosened the purse strings of Mom and Dad. The page looks vintage 1922, but the comments reflect our enlightened vantage point of 40 years later. Turn the page for this issue's selection of 1962 Shopper items.

"Why confine radio receiving to one head set alone when it can be enjoyed by everyone in the room?" So read the copy with this 1922 Loud Speaker Audio-phone. Next time the neighbors' radio and TV sets are all going full blast, we'll try to quiet our nerves by picturing a suitable torture for the guy who started it all!



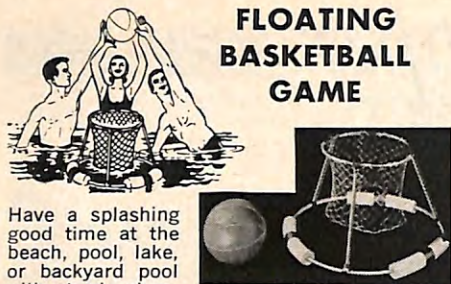
Right: We're whizzers at licking the problems of space in the stratosphere, but where's the genius who can solve them in the home? One contender for the role came up with this 1922 combination Bath Tub, Foot Bath, and Wash Tub for small apartments. Give you any ideas?



Today it's woofers, tweeters, and pre-amps, yesterday it was the crystal set; but always the housewife tries to hide it! Back in 1922 this fringed and pleated Table Lamp made an elegant camouflage.

Right: Roaring Twenties or Soaring Sixties, the duffer we have with us always. In 1922 this Golf Ball Retriever was supposed to make his life easier. You fastened it to your putter handle for water-hole emergencies.





FLOATING BASKETBALL GAME

Have a splashing good time at the beach, pool, lake, or backyard pool with sturdy aluminum-ring basketball game. Soft 24" Ethafoam ring floats tubular aluminum frame equipped with nylon net. Comes with re-inflatable 9 1/2" diam. basketball. Unbreakable, unsinkable . . . for the entire family!

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ELECTRIC BUG KILLER \$2.95



One Unit Sufficient For An Average Size Home

KILLS Flying Moths • Flies • Mosquitoes • Silverfish • Gnats • Spiders • Wasps • Centipedes • Exposed Ants and Roaches. (Insect does not have to come in contact with unit)

Clean, unbreakable Electric Bug Killer controls insects in an area of 1500 cubic feet. Uses no more current than an electric clock. Guaranteed mechanically for 10 years. Multiple units also ideal for business and commercial use. Complete with 10 Lindane Tablets. UL approved cord and plug. Electric Bug Killer and 10 Tablets.....**\$2.95** ppd. 2 Electric Bug Killers and 20 Tablets.....**\$5.50** ppd. 40 Extra Lindane Tablets.....**\$1.00** ppd. Send check or M. O.—Satisfaction Guaranteed

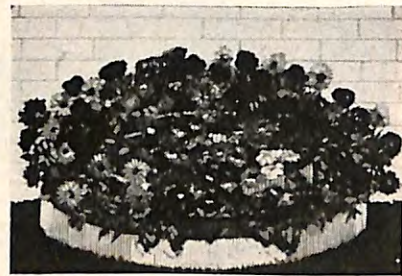
SPENCER GIFTS AF-51 Spencer Bldg.
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SILVERWARE CADDY conveniently stores all your silver so you can tote it to the table in one trip. Saves time and steps for outdoor meals and buffet dinners. Divided sections hold knives, forks, teaspoons and soup spoons for quick selection. Honeytone natural finish wood. Removable lid. \$2.49 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.



DAISY SPRAY. An efficient garden sprinkler is disguised as a blooming daisy. Spray is so decorative, you can leave it in place all season without having to put it away after using. Plastic daisy snaps on a long-stemmed (9 1/2") sprinkler head. Plated metal stake holds securely. Fits any hose. \$1.00 ppd. Jane Reef, Dept. R-75, Box 1561, Beverly Hills, Calif.



PYRAMID OF FLOWERS. 3-Tiered Garden Planter holds pre-seeded flower mats that produce a ring of brilliant blooms—and it's so easy to grow. Just insert 4-foot wide mats, soil and water in 3-tiered pyramid of corrugated aluminum. Up pop 14 beautiful annual flower varieties. Complete, \$7.98 ppd. Nancy Ellen, 614 Spencer Bldg., Atlantic City, N. J.



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"TOAST" OF THE BARBECUE is this old-fashioned toaster that uses no electricity. You just place it over the fire—and watch the bread toast to a luscious golden brown before your eyes. Holds four slices. Excellent too for summer cottages and camping trips. 4-Slice Toaster. \$1.98 ppd. Best Values Co., Dept. 16, 285 Market St., Newark, N. J.



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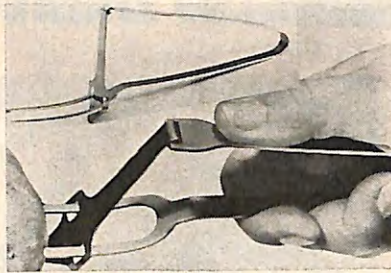
Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order. Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



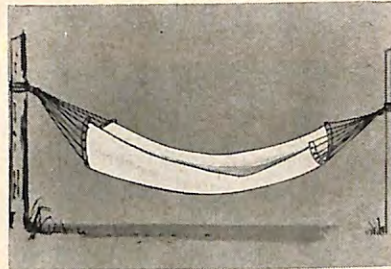
FIRE STARTERS. You don't have to be a Boy Scout to build a fire when you use Fire Starters. They're composed of paraffin and wood shavings and burn for 10 minutes with a steady hot flame. One match is all that's needed to start kindling, twigs, charcoal burning. Box of 50, \$2.00 ppd. Fire Starters, Dept. 30, P.O. Box 711, Tacoma 1, Washington.



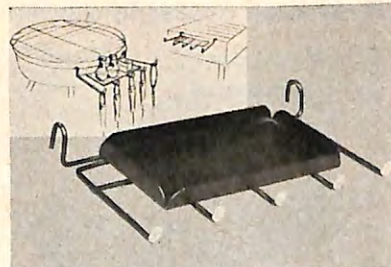
TERRY ONE-PIECE PLAYSUIT. Step in, zip up, and you're set for summer fun. Comfortably tailored Terry Playsuit is perfect for sports, gardening, lounging or covering up after a swim. It has a perky collar, no-snap zipper, elastic back and half-belted front to flatter every figure. Sizes: 10, 12, 14, 16, 18. \$4.95 ppd. Bradford's, Dept. P60, Bogota, N. J.



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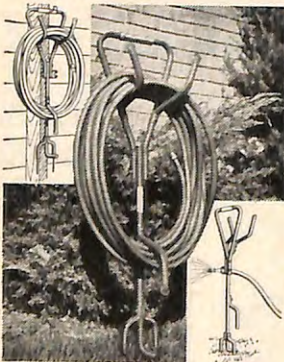
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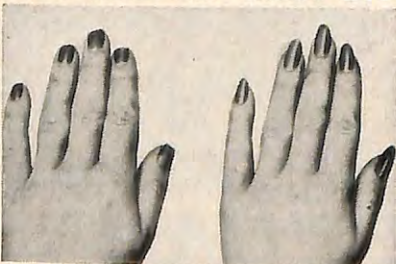
PORTABLE HOSE RACK

does 5 jobs



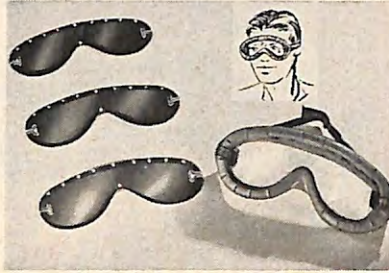
Portable hose rack sticks in ground to hold 100 ft. of hose, hangs hose indoors for winter storage. Metal clip holds nozzle while sprinkling. Metal prongs at bottom act as lawn aerator and paper pick-up. Steel tubing; enameled red. Chrome handle. Non-tip base. Easy to carry. \$3.95 each, 2 for \$7.00. Postpaid. Money-back guarantee. Walter Drake, 2306 Drake Bldg., Colorado Springs 4, Colorado.

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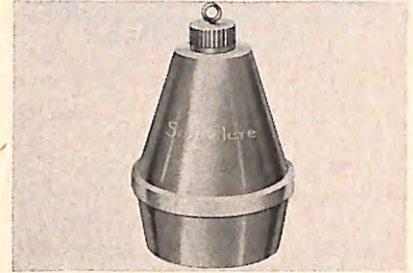


YOU CAN'T BITE your nails when you coat them with "Kant-Bite." One brushing of this completely safe scientific formula forms a diamond-hard coat that cannot be bitten. It also prevents annoying splitting and breaking of nails. At work or play, you'll keep your nails long and beautiful. \$1.50 ppd. **GUARANTEED!** Kant-Bite Co., Dept. E-10, Box 75, Rugby Sta., Brooklyn 3, N.Y.

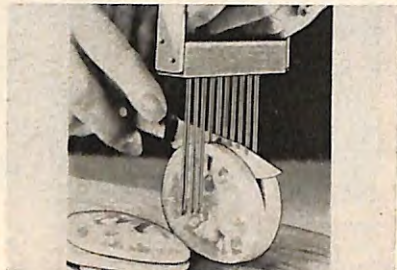
ELKS FAMILY SHOPPER



ARMY POLAROID GOGGLES have 4 separate lenses for protection against reflected glare (amber), sunlight (green), dust and wind (clear) and for night use (red). Plastic Polaroid lenses are shatter-resistant, snap into rubber frame. New surplus; cost Gov't. many times \$2.95 ppd. you pay. K. D. McLean, Dept. EK-6, Box 991 Grand Central Sta., N. Y. 17.



TRANSISTORIZED SON-R-LURE emits the sounds of injured bait fish through the water to attract fish to your line. It can be set to higher frequencies to simulate sounds of large insects. Lure is effective as far as .2 miles away. Use in fresh or salt water. \$8.95 ppd. (Calif. residents add 36¢ tax.) H. McCune Co., Dept. E, P.O. Box 662, Encino, Calif.



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



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RELIEVE EYEGLASS PRESSURE

3 Pair **35c**
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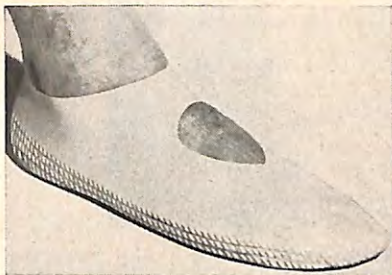
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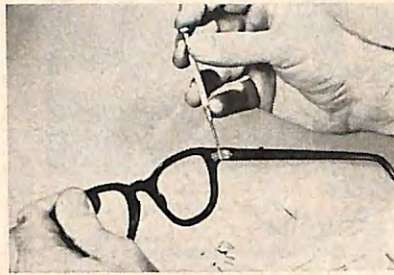
Send check or m.o.—Satisfaction Guaranteed

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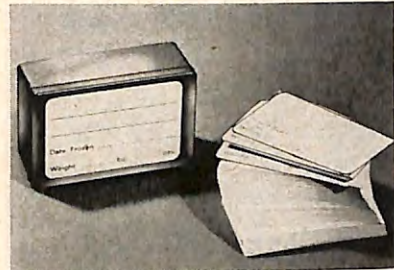
WATER SNEEX have a safety-grip sole that prevents you from slipping on wet, slippery surfaces at pools, in showers, on boat decks. Latex slippers also protect bare feet from exposure to athlete's foot. They're flexible, flesh-colored. Fit men and women. Specify shoe size. \$1.50 pair ppd. Dorsay Products, Dept. EW, 200 W. 57th St., N. Y. 19.



YOU CAN REPAIR EYEGLASS FRAMES when the screws work loose or are lost. Glasses Repair Kit includes a professional optical screwdriver, an assortment of 12 standard frame screws and nuts and instructions. \$1.00 ppd. (Calif. residents add 4% tax.) Columbia Co., Dept. K-28, 404 Security Bldg., 234 E. Colorado Blvd., Pasadena, Calif.



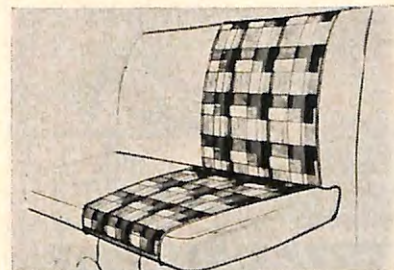
GURKHA BATTLE HAT is worn by the tough, wiry Nepal soldiers who have served for pay in the Indian army for 100 years. Battle green cloth hats are beautifully stitched, have high peak for coolness, upturned side "rifle" brim, Gorkha insignia. Made in India. Specify size. \$5.95 ppd. Regimental Import, Dept. EK-6, 380 Lexington Ave., New York 17, N.Y.



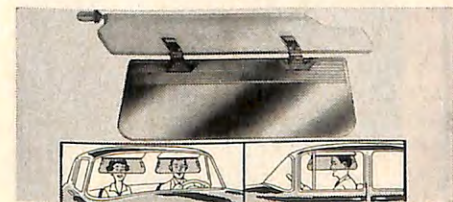
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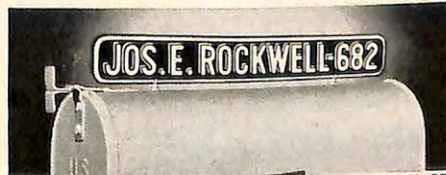
SECTIONAL AUTO SEAT COVER is just for the driver's side. Durable and colorful, it protects car upholstery where it gets the most wear and tear. Elastic tight grip holds it securely. Cool in summer, comfortable in winter. Fits any automobile. Black, blue or green, \$2.98 ppd. Stadri Products, Dept. E, 147-47 Sixth Ave., Whitestone 57, L.I., N.Y.



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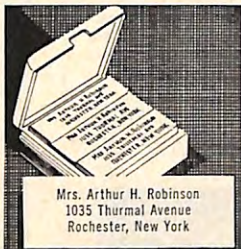
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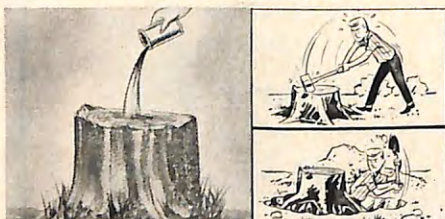
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12 pair \$1.50 ppd.

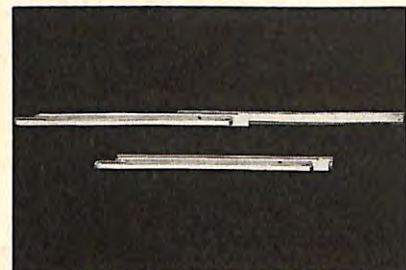
WHIRLEE, INC., Dept. E-6

31-01 Steinway St., Long Island City 3, N. Y.

ELKS FAMILY SHOPPER



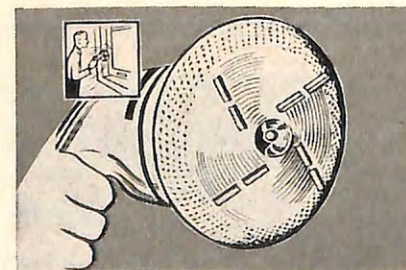
YOU'LL BE RAINPROOF in new Two-Piece Rainbow Rainsuit. Heavy-duty vinyl suit has electronically sealed seams, under-arm vents, adjustable trousers, detachable draw-string hood, carrying case. \$5.95; Jacket alone, \$3.95. Ppd. Small, med., large, X-large, Red, yellow, O.D. or clear. Rainbow Rainwear Corp., Dept. E, 407 Liberty St., Kansas City 5, Mo.



FULL X TEND TOWEL RACK fits into a space as narrow as 2"—under worktop ledge, between refrigerator and stove, etc. 24" closed and 40" extended, it holds 3 full-sized tea towels out of sight, yet always handy. Rack rolls on jam-proof, rust-proof nylon rollers. \$4.95 ppd. Iico Engineering, Inc., Dept. E, 845 East 31st St., Los Angeles, Calif.



U.S. ARMY DOCUMENT BAG is brand new surplus, once carried top secret papers. Big (17" x 21"), it's made of sturdy green canvas, is a wonderful all-purpose beach bag, shopping bag, etc., and watch every youngster pick up his toys to put in **this bag!** Drawstring top. \$1.95 ppd. Madison Armory, Dept. EK-6, 125 East 41st St., New York 17.

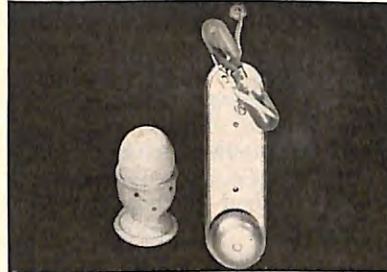


ROTARY SANDER AND PAINT REMOVER can also be used for trimming, planing, rasping. Large 4 3/4" metal disc fits any power drill. 2 styles: "A" for heavy-duty jobs of up to 15 coats of paint; "B" for fast, smooth sanding action, removing up to 5 coats. Either style, \$1.00 plus 25¢ post.; both for \$2.25 ppd. Novel Mfg., Dept. T-155, 31 Second Ave., N. Y. 3.

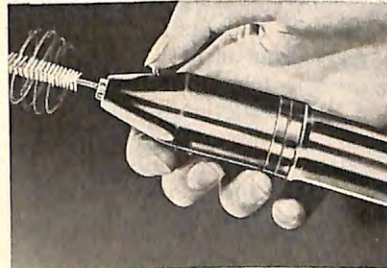
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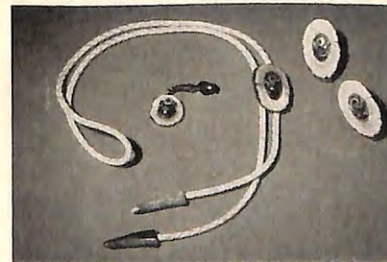
U.S. NAVY HAT-HEADNET was used by aviators who were forced down as protection against sun and wind burn and insects. It's a wonderful all-purpose summer hat with tan nylon top and back flap, fine mesh netting. Use it in the garden, fishing, hiking, etc. \$1.00 (add 25¢ post.) ADF Co., Dept. EK-6, 122 East 42nd St., New York 17, N. Y.



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A human-like pet to caress and play with, this golden, honey-haired **SQUIRREL MONKEY** makes a cherished gift for both adults and children. Brings fun and companionship into your life with its heart-shaped face and very lovable eyes. Easy to train and care for. eats what you eat, needs only understanding and affection. Comes to you 6 months old, grows 12 inches tall. It's an education just owning one. Free cage and instructions with each monkey. Guaranteed Live Delivery.

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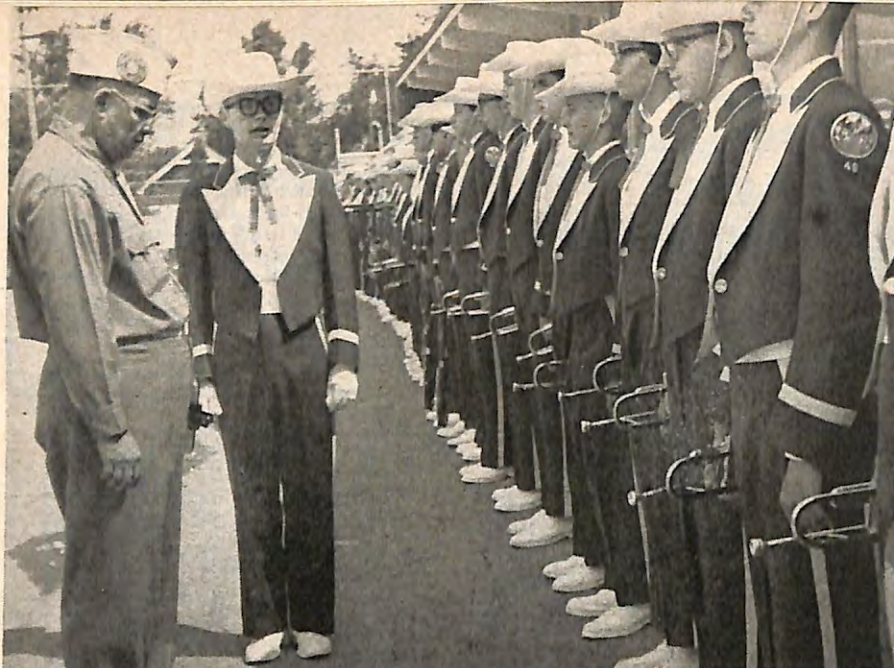
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No One Beats



MILWAUKEE, Wisconsin, Lodge is justifiably proud of its Youth Band managed by Wm. P. Robb since its inception six years ago, now holder of four national titles.

ORGANIZED SIX YEARS AGO, the Youth Band sponsored by Milwaukee, Wis., Lodge, No. 46, has had a meteoric rise to fame. In 24 contests against the finest bands in the country, these youngsters have won 15 first prizes and four national championships.

A great deal of the credit for this enviable record goes to its Manager, William P. Robb who, as Exalted Ruler in 1955, was responsible for the formation of this group. Since its inception, under his guidance, the Milwaukee Elks Youth Band has been almost entirely self-supporting and self-governing. The group makes its own decisions, through which its members learn leadership, tenacity, thrift and cooperation; all are growing to make a definite contribution to the community as responsible adults.

Founding director George Zoske started the band on solid ground with strict membership requirements and performance standards. When he was called into the Army he relinquished the baton to an untried 19-year-old assistant James A. Walker; it was under Mr. Walker that the Band began its rise to fame; discarding the normal parade band repertoire, the Band devoted its talents to contemporary band music. It began to attract to its ranks outstanding musicians from nearby colleges to act as section coaches and soloists. As a result of this instruction many former players are now music students at Juilliard, Eastman and the University of Michigan. Among the Band's erstwhile members are Fred L. Hemke, student-instructor at Eastman; Bob Smith, a trombonist with Ralph Marterie; Thomas Mason, recent first-prize winner in a national jazz contest sponsored by *Downbeat* magazine, and Richard Metzger and Rogers Bloemers, both full-time members of the Milwaukee Symphony Orchestra.

Then Mr. Walker, just 23 years old, was named Director of Bands at Harvard and the job of finding a replacement was begun. After screening about 20 applicants, Mr. Robb presented two to the Band itself; each conducted a few rehearsals and talked with the players whose choice was Wayne M. Becker, a member of the exclusive American Bandmasters Assn. Mr. Becker's ability was unquestioned, and under his leadership the Band swept to a record score to win first place at the Cedarburg Festival of Music in 1960-61.

Last Fall, the Band started its own Cadet Band of grade-school children trained by Nick Contorno with the as-



PHOENIX, Arizona, Lodge's Dental Clinic at Memorial Hospital was dedicated by 1961-62 officers, left to right, Est. Lect. Knight Thomas F. Pavey, Est. Lead. Knight Walter D. Stull, E.R. Peter A. Mench and Est. Loyal Knight Harry E. Horn.



KEARNEY and BROKEN BOW, Nebraska, P.E.R.'s exchanged visits during February. Pictured at the Kearney event are officials of both lodges, with Past Grand Exalted Ruler H. L. Blackledge appearing at center, behind the altar.

Elks Youth Band

sistance of the Youth Band members who have underwritten most of the cost of this new venture.

Now Milwaukee Lodge has two bands to carry its banner, and as a reward for their hard work each year, and out of their earnings from contests and parades, the youngsters vacation at beautiful Camp Bird in northern Wisconsin in August when all the recreational facilities of the Camp are enjoyed, in addition to four hours of voluntary rehearsing each day.

Is it any wonder Milwaukee's Elks are proud of this rewarding project?

OFFICIALS of Phoenix, Ariz., Lodge, No. 335, conducted special ceremonies not long ago, formally dedicating the Dr. W. V. Ammons Memorial Dental Clinic at Phoenix Memorial Hospital. Assisting Exalted Ruler Peter A. Mench were Esteemed Leading Knight Walter D. Stull, Loyal Knight Harry E. Horn, Lecturing Knight T. F. Pavey and Chaplain Wayne Gurley.

City and hospital officials were on hand to see the unveiling of the large bronze plaque which identifies Phoenix Elkdom as founder and sponsor of the clinic for underprivileged children.

Former Mayor Ray Busey, a member of the lodge and one of the hospital's Directors, welcomed the visitors to the hospital. The Clinic, opened last April, has treated over 517 children of low-income families to date, and is the only free dental clinic in the State.

THE FIRST ANNUAL Nebraska interlodge visit of Past Exalted Rulers was held between Kearney Lodge No. 984 and Broken Bow Lodge No. 1688. The result of an idea conceived by Past Exalted Ruler John Brainard of Broken Bow, a member of the State Association's Interlodge Activities Committee, the project was organized by two other former Exalted Rulers, William Nutzman of Kearney and Fred Johnston, Jr., of Broken Bow.

The first visit was made by Kearney officials who initiated a class for Broken Bow; a few days later the cycle was completed by No. 1688 dignitaries when they returned the favor.

Past Grand Exalted Ruler H. L. Blackledge was a participant on both occasions. Others included State Vice-President Chester O. Marshall and District Deputy Donald Bond, both of Kearney.

Fred Johnston, Sr., first Exalted Ruler of Broken Bow Lodge, traveled over 1,000 miles for the Kearney event.



SAN RAFAEL, California, Lodge's Father and Son trip to San Francisco for a big hockey game found some of the boys visiting with the San Francisco Seal stars. Pictured are, left to right, Tom Corder, Wm. T. Bagley, Doug Jones, Sealer Martin Howe, Rick Daniels, Sealer Nick Mickoski, Kerry Tusup and Brian Lanigan. Over 200 youngsters were treated to dinner before game-time.



WEST HAVEN, Connecticut, Lodge honored Chairman Arthur J. Roy of the Grand Lodge New Lodge Committee, center foreground, with the initiation of this class of candidates.



CHICKASHA, Oklahoma, Lodge, instituted two years ago with 207 members, has a spacious new home which was dedicated by these officials, left to right, Past State Pres. Brooks Bicknell, Past Grand Exalted Ruler Earl E. James, State Vice-Pres. Ernie Smart, P.D.D. Harold Carey, host E.R. J. L. Campbell, State Pres. Roy Gonders, Vice-Pres. S. V. Harris, D.D. J. L. Neyer, P.D.D. Fred Schieffer and Midwest City E.R. Paul Brawner.



CULVER CITY, California, E.R. Joseph Sullivan is pictured, fourth from left foreground, with the former E.R.'s who served with him on P.E.R.'s Night to initiate this class of 30.



NUTLEY, New Jersey, Lodge celebrated P.E.R.'s Night with the initiation of this class, among which is the son of Gov. Richard Hughes, a P.E.R. of Trenton Lodge. The young man appears on the left of E.R. John Kovach, who is fifth from left second row, with Past Grand Exalted Ruler Wm. J. Jernick on his right.



ZANESVILLE, Ohio, Lodge's Secy. for 27 years, Ben Cohn, left, retired with a class named for him and a gift presented by Past Grand Exalted Ruler Fred L. Bohn.



WESTFIELD, Massachusetts, Elks have this photograph to remind them that approximately 700 youngsters, 15 years old and younger, chomped their way through a ton and a half of watermelon.



ILLINOIS WEST CENTRAL notables attending a recent meeting at Macomb included, left to right, Past State Pres. H. F. Sears, Dist. Secy. George Boyd, Dist. Trustee Irwin Stipp, E.R. Roy Louderman, State Pres. M. W. Lee and D.D. Richard Baxter.



VENTURA, California, P.E.R. Winfield V. Scott is pictured, center, with half-century Elks C. A. Caldwell, left, and L. E. Hollowell, all Life Members. Also honored were E. C. Corey and F. O. Pierce.



PARK RIDGE, New Jersey, Lodge, No. 2234, started life with 212 Charter Members. Pictured with its first officers are, center foreground, D.D. Morris Rosenbloom, Past Grand Exalted Ruler Wm. J. Jernick, E.R. Leroy Kahler, State Pres. Charles Hotaling, P.D.D. George W. Schultz.



MILTON, Massachusetts, Lodge presents three portable TV sets to the local hospital. Pictured are William Morgan, Loyal Knight Albert Murphy, Frank O'Brien, Co-Chairman Robert Reilly, Lead Knight Robert Johnston, Esq. Sal DiStefano, E.R. A. R. Breor, Hosp. Adm. J. P. Dowling, C. F. Quill, Hosp. Pres. Francis Brooks, Trustee Albert Walsh, Dr. Francis Wixted and Co-Chairman Harold Owens.



BRIGHTON, Colorado, Elks punched their way to the top in supporting the March of Dimes. Pictured here is Leo Gleim, Club Steward, with a few of many dime-filled cards sponsored for the March by members.

THE CLIMAX OF A YEAR of effort on the part of Chairman Jim Haddrill, Esteemed Lecturing Night and Co-Chairman Olin LaBarge took place at the home of Pontiac, Mich., Lodge, No. 810, several weeks ago when "Elks National Foundation Night" saw 50 new Participating Memberships added from the lodge's rolls. Exalted Ruler Wylie McClellan provided a fine program for the Foundation members and guests, including a big dinner, short speeches and good fellowship.

Tangible evidence of the use to which Foundation contributions are put was demonstrated by Edward Braynak of Clawson-Troy Lodge. Almost a hopeless cripple as a child, Mr. Braynak is now able to walk and hold a job, thanks to the efforts and financial assistance of the Foundation. Guest speaker was Past Exalted Ruler A. N. Tillin of Ferndale who has been active in the Foundation for many years. Highlight of the program was a \$2,000 pledge made by Elk Angus Campbell.



APPLETON, Wisconsin, Lodge's Old Timers Night was a success, honored these men.



SOMERVILLE, New Jersey, Elks broke ground for Olympic-size swimming pool to accommodate over 200 Elk families. E.R. E. J. Oliver, sixth from left, officiated.



AURORA, Illinois, Lodge officials visited the school conducted by the Valley Parent Group for Exceptional Children to present \$1,500. Photographed are Treas. Mrs. Gilbert Johnstone, D.D. Homer L. Fry, Pres. Don Anderson, instructor Mrs. Frisch and E.R. John W. Moyer.



LACONIA, New Hampshire, Old Timers with 671 Elk years are pictured with E.R. Clayton Haddock, center, foreground. Seated with him, left to right: P.E.R. C. E. Dunleavy, 37 years; C. L. Bassett, 48; P.E.R. W. A. Harkins, 51; 95-year-old H. E. Palmer, 41; A. W. Simoneau, 43, and P.E.R. E. L. Lord, Secy., 35.



NEW ORLEANS, Louisiana, Lodge's annual "Elks Krewe of Orleansians" parade on Mardi Gras was the best in its long history. This float, the "Dove of Peace" was grand prize-winner. At bottom are spectators waiting for "throws". Over 350 attended the lodge's annual Awards Banquet.



FAIRMONT, West Virginia, Lodge paid tribute to its National Youth Leader, Miss Loraine Rose Foster. Pictured at the ceremony are, left to right, Committeeman J. W. Havlicheck, Jr., E.R. C. S. Miller, Miss Foster, Youth Chairman Carl A. Schimmel, Committeemen F. T. Lauzau and L. B. Collins.

News of the Lodges CONTINUED



HELENA, Montana, Lodge honored these men on P.E.R.'s and Old Timers Night when E.R. O. L. Morris presented 50-year pins to P.E.R. F.A. Howard and Past State Pres. Leon Choquette.



PONTIAC, Michigan, Lodge climaxed a year's effort with Elks National Foundation Night when over 50 members became subscribers. Left to right are P.E.R. A. N. Tillin, Ferndale; Edward Braynak, E.R. Wylie McClellan, Est. Lect. Knight and Chairman James Hadrill, Angus Campbell, P.E.R. Robert Morris and Co-Chairman O. E. LaBarge.



WELLSBURG, West Virginia, Lodge Secy. Harry C. Davis, right, presents an Honorary Life Membership to State Pres. Malone, the fourth in the lodge's history.



GREELEY, Colorado, P.E.R.'s who served in succession are, left to right, Past Grand Est. Lect. Knight O. J. Fisher, 84; H. R. Hibbs, 74; R. E. Hanna, 87; P.D.D. J. F. Redman, 87; F. A. Neill, 66; P.D.D. Dr. E. J. Haefeli, 73, and A.A. La Follette, 84.



MOUNTAIN HOME, Arkansas, Lodge's Board of Trustees presents a \$20,000 check paying off the mortgage on the lodge's year-old \$75,000 home. Left to right are Trustees Jim Wise, P.E.R. Monk Strickle, P.E.R. Gene Shaw, Chairman Jim O'Brien, Past State Pres. Dr. Ben N. Saltzman and P.E.R. Dr. Dale Fletcher.

LODGE NOTES

Two members of the Order are prominent in the Eye-Bank Association of America, a program which has received tremendous assistance financially from Elksdom. Dr. Ross Guglielmino, currently President of that group, is a Charter Member of Greece, N. Y., Lodge, and Dr. L. B. Holt, President-elect, is a member of Winston-Salem, N. C., Lodge. Not only that, but Robert L. Simpson, affiliated with New Orleans, La., Lodge, is a member of the Association's Board of Directors. It is interesting to note that Dr. Guglielmino is founder and first President of the Rochester, N. Y., Eye-Bank, and Dr. Holt is founder and medical director of the North Carolina Eye-Bank.

Pontiac, Mich., Elk Leonard E. Sundahl, Vice-President of the 94th Infantry Division Assn., Inc., suggests that members of the Order and their friends who are veterans of that division might



MALDEN, Massachusetts, Lodge's Boy Scout Troop receives its charter. Left to right are Scoutmaster Richard Berry, E.R. M. J. Maher, Chairman Dr. Sanford Monsein, Lead Knight Leo J. Carey.



PORT JEFFERSON, New York, Lodge has a new boys bowling team composed of, left to right, Hank Borsman, Tony Genovese, Doug Casimir, Alex Lasurdo, Fred Mascarella and Dom Guggino.



LA CROSSE, Wisconsin, Elks include three generations of the Holley Family. Left to right, they are H. K. Holley, P.E.R. H. K. Holley, Jr., and H. K. Holley III. All were initiated in March, with just 21 years between each ceremony.



MITCHELL, South Dakota, E.R. Varley Trode, left foreground, is congratulated by State Pres. Harold Williams on the initiation of his three sons into the Order. The young men are, left to right, background, Theodore, David and Thomas Trode.

be interested in attending the Association's 13th annual reunion which will take place this year in Detroit, Mich., July 12th, 13th and 14th, with headquarters at the Hotel Statler-Hilton. As Publicity Chairman, Mr. Sundahl will be happy to answer any queries addressed to him at 320 West Iroquois Road, Pontiac, Mich.

When Past Exalted Ruler James T. Onofrio was chosen as West Haven, Conn., Lodge's "Elk of the Year", he was feted at a dinner attended by many of his friends including Mayor G. D. Morrissey, Jr., former Congressman A. W. Cretella, two of his brothers and many other civic and judicial officials. Alex Botte was Chairman.

Quincy, Mass., Lodge's "Elk of the Year" is John F. McDermott who received an embossed plaque taking recognition of his meritorious service.

We have just been apprised of the fact that the distinguished U. S. Congressman William E. Miller of New York was not included in our listing of Elks in Congress. Congressman Miller has been a member of Lockport, N. Y., Lodge for many years.

Ottawa, Kans., Lodge held its 60th Anniversary celebration early in March with a homespun floor show, good food and wholesome shenanigans regaling the 270 Elks and their wives who attended. A vast success, it netted five enthusiastic new members.

Past Exalted Ruler Larry McKillip, Jim Lamy, Neil Rogers and Mike Baumgartner, all members of Saranac Lake, N. Y., Lodge are sporting first-place medals won in the International Diamond Trophy Bobsled Race at Lake Placid. They won every race on the Mount Van Hoevenberg run this past

year, breaking both single heat and four-heat track records. Members interested in sending this team of Elks to the World Championship Races in Austria may send contributions to "World Bobsled Fund, c/o John Morgan, Saranac Lake, N. Y." Chosen to represent our country in Germany last year, they were unable to do so, because of lack of financial support.

The Youth Activities Committee of Eureka Springs, Ark., Lodge took the lead in getting the Little League Baseball season off to a good start in that community. Calling a special meeting, they immediately began lining up sponsors for teams, and boys interested in playing were registered. Work was started on getting the stadium ready for use, with interested men of the community invited to turn up on "Work Day" with rakes, shovels, and so on—naturally, many were Elks.



MINOT, North Dakota



TERRE HAUTE, Indiana



PORTSMOUTH, Ohio



OHIO NORTHEAST



GRAND ISLAND, Nebraska



DOWAGIAC, Michigan

... MINOT, N.D., Lodge's E.R. Bruce M. Van Sickle, left, looks on as State Sen. William Baker, right, presents the *Parents Magazine* Award to Scoutmaster F. E. Logan for the service given to the community by the Troop sponsored by Minot Lodge. The Troop sold business firms on the idea of putting out the Flag on proper days, then Scouts drilled holes in the sidewalk, installed flag-holders and provided the Flags, with the firms paying a small service fee. Mr. Logan received a certificate for his 30 years of voluntary Scout work.

... DOWAGIAC, MICH., Lodge's P.E.R.'s Trophy for the Officer of the Year was presented to Esq. Dr. James Burke, right, by P.E.R.'s Club Pres. James Hoff.

... Officers and Scholarship Committeemen are pictured at TERRE HAUTE, IND., Lodge's annual Scholarship presentation dinner with participants in the lodge's contest, and the local judges. Seated at far right is E.R. Franklin W. Reid, with Committee Chairman Dr. Wm. G. Kessel on his right. Each first-place girl and boy receives \$250, with \$100 to each second-place girl and boy.

... PORTSMOUTH, OHIO, Lodge officers are pictured with three 50-year-members, V. S. Taylor, W. P. Miego and J. L. Barry, left to right, foreground, who received Life Membership certificates from P.E.R.'s of the lodge. Others honored but not present were T. K. Brushart and Charles Taggart.

... OHIO NORTHEAST Dist. Youth Chairman J. J. Moliterno, third from left, presents a Youth Leadership Award to Dist. winner Mary Lou Williams as E.R. William Britt of Girard Lodge, her sponsor, looks on at left. Third, fourth and fifth from left, respectively, are D.D. F. M. Hettish, Dist. Youth Leader James Oliver and E.R. Dominic Augustine of Warren Lodge which sponsored him.

... GRAND ISLAND, NEB., Lodge's P.E.R. M. L. Ranslem presents two 50-star Flags to the PTA of Howard School, represented by Mrs. Ranslem at a special school assembly.

SINCE 1943, Aurora, Ill., Lodge, No. 705, has been an active supporter of the community blood bank which had its inception that year. In 1945, the lodge provided the bank with a high-pressure autoclave, a valuable gift made at the intercession of Judge W. R. O'Malley and one which has been in constant daily use ever since.

In 1957, the Cooperative Blood Replacement Plan was established by a number of hospital and community banks in the Greater Chicago area. Fraternal and industrial organizations were experiencing considerable difficulty in maintaining enthusiasm and support for their donor clubs, and it was felt that responsibility for blood replacement should be placed on the individual rather than on the general membership. Recently two members of Aurora Lodge's Blood Bank Committee, District Deputy Homer L. Fry and Wm. S. Kyler, received Certificates of Appreciation for the lodge's support of the new plan. Chicago's Mayor Richard J. Daley, a member of Chicago Lodge No. 4, received a special card in the Replacement Plan from State Deputy E. S. Dunne of the Illinois Council of the Knights of Columbus, a member of Chicago Lodge No. 1596.

THE TIDY SUM of \$2,790 was in the kitty for the largest State Elks Bowling Tournament ever conducted in North Dakota. The two-day competition attracted 67 teams from all over the State, with 109 doubles entered, 218 singles and 115 in the all-events scratch contest. Jamestown led visiting lodges with a representation of nine teams. One-quarter of the entrants shared in the prizes at this tourney handled by Glen Haga and a ten-man committee.

The Elks of Dickinson were in first place when the team event was tallied with 2,444; George Tyson and J. Grensteiner of Bismarck were tops with 1,303 in the doubles; Lowell Skabo, a local kegger, rolled a 723 to take the singles—an actual 705 with an 18-pin handicap, and Emery Jahnke was first in the all-events with 1,903; his total of 700 in the singles was scratch. Bob Clark of Williston rolled a triplicate of 162 in the singles. Bowlers averaging 190 or better received no handicap.

OVER 150 persons from all parts of the State, and including District Deputy John King, Sr., attended the testimonial dinner held by Hamilton, Ohio, Lodge, No. 93, in honor of Past Exalted Ruler J. Earl Gray. A former District Deputy and State Association official, and a 32-year Elk, Mr. Gray served his lodge as Secretary for 17 years.

The event, at which George T. Smith was Master of Ceremonies, included the initiation of a class in Mr. Gray's honor and the presentation of a plaque.



RICE LAKE, Wisconsin, Lodge honored members in the educational field at a dinner during National Education Week. Of the lodge's 750 Elks, 33 are teachers, principals or school superintendents. Of these, 21 were present.



ALIQUIPPA, Pennsylvania, Elks greet Mike Ditka, star end for the Chicago Bears pro footballers, voted "Rookie of the Year" by national sportswriters, when he arrived for the Elks' testimonial dinner. Left to right are Trustee George Stauffer, Treas. and P.E.R. J. R. Shorsher, Chairman P.E.R. Paul Nutter, Mike Ditka, Co-Chairman P.E.R. J. L. Lewis, P.E.R. Peter Peduzzi, Trustee Howard Hutton and Kenneth Dougherty.



PORT ANGELES (NAVAL), Washington, Lodge welcomed a father and four sons as members recently when this photograph of the quintet was taken. Left to right, foreground, are D.D. Boyd R. Grant, Robert, Frank and Richard Pearce and E.R. Robert Baldwin; second row: Stanley and John Pearce and their sponsor, Gordon Johnston.



EVERETT, Washington, Lodge boasts a flag which has flown over our Nation's Capitol. Sen. Henry M. Jackson who participated in the flag-raising at the dedication of the lodge's home, is pictured as he accepted the banner from Capitol Officer Foisy.

Chicago

(Continued from page 17)

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La Salle St. Greater Chicago happens to be the nation's number one steel-producing city, outdistancing even Pittsburgh, and producing greater supplies than the entire land of Russia with her vast and endless miles.

What else is there to see in Chicago? It would take more pages than this magazine contains to list it all. Later we will name other of the attractions. But first, where do they all stay, what with 57,000 persons pouring into town on a given day? Fortunately it is a question that is easily answered. For Chicago, with nearly 1,400 hotels (and downtown motels), can put up almost a quarter of a million overnight guests.

In the bustling downtown business district alone there are more than 17,000 first-class rooms that start as low as \$8 single and go as high as the guest cares to go. Among its better-known hotels are the 42-story Morrison (tallest hotel in the world), the 3,300-room Conrad Hilton (biggest in the world), the 40-story Executive House (largest reinforced concrete building in the world), the Edgewater Beach (swankiest water-side hotel of the inland states), the Palmer House, Ambassadors East and West, Drake, Sherman House, Sheraton-Blackstone, Pick-Congress, and the Sheraton-Chicago with its "Royal Hawaiian" pool where guests swim and splash sixteen floors above the magnificent Magnificent Mile. It is also at the Sheraton-Chicago that guests in the Golliwog Room sip cocktails delivered by young maidens in peek-a-boo costume.

At the Conrad Hilton—and this will be headquarters for Elks during their stay—2,200 employees tend to the wants of its thousands of guests. This includes a staff of 75 telephone operators, plus the hotel's own private fire department.

Elks who attended the convention in Chicago three years ago can expect some major changes. Things haven't been so hectic since Mrs. O'Leary's cow kicked up a fuss back in 1871. While the O'Leary incident bore destruction, today's new chapter is one of construction, with the momentum increasing almost daily. Chicago today is a town on the move. And that movement is in just one direction—up. It is a city on the rise. For this is the new era of the skyscraper in Chicago. Perhaps you may recall that it was Chicago rather than New York where the skyscraper craze was started originally; New York merely took to heart what Chicago had begun.

The depression interrupted Chicago's growing pains, but now, with the renaissance, the city is undergoing its most dramatic fact-lifting since the Great

Fire blackened its profile. Visitors get the impression that somehow present-day Chicagoans got a healthy transfusion from the old-timers and that some of the spirit of early-day Chicago is back.

The renaissance centers mainly in the Loop area with its rash of hotels, restaurants, and night clubs. In a bid for national recognition recently the Chicago Central Area Committee proudly pointed to 40 new buildings begun or completed in this area just during the last three years. Cost: more than \$600 million.

Beyond any question the most dramatic project of them all is a daring, circular, twin-tower job known as Marina City. Or as Chicagoans put it: "The city within a city." Although it won't be completed until next year, already there have been 3,100 applications from would-be residents. This presents a small problem: There are only 900 apartments!

Marina City is a sightseers spectacle. Rising skyward are two silo-like cores that will house the waterworks, electricity, and elevators for the two 60-story apartment towers being molded around these shafts. The idea behind Marina City is to coax the folks back from the suburbs. It seems the idea is catching on like the fire that once destroyed Chicago, what with the bidding for the unfinished apartments.

Anchored alongside the river two blocks from the Loop, Marina City will provide parking for nearly 1,000 cars, a marina for 700 boats, a yacht club, indoor swimming pool, 10-story office building, gymnasium, 54-lane bowling alley, year-round ice rink, a 1,700-seat theater, and shops ranging from a tailor's niche to a beauty salon.

Chicago's post-war epidemic of skyscraperitis took effect in 1952 with the construction of the handsome 41-story Prudential Building. Even Chicagoans came to stare bug-eyed. The epidemic was on. Everyone encouraged it. Rivet guns became the needles that merely injected more life into it. But it has been during the last three years that the boom has become the noisiest.

Now in the blueprint stage is a \$250 million development that will involve six blocks over the Illinois Central Railroad. It calls for four 50-story buildings containing 5,000 apartments, plus two skyscrapers and a 2,500-room hotel. Only recently the Equitable Life Assurance Society announced that it plans to build a 35-story office building on Michigan Ave. between the Tribune Tower and the Chicago River. And in the heart of the Loop, work will commence soon on a new \$67 million civic

center. The blueprinters have sketched out millions upon millions of dollars in still other construction—all proving that Chicago today is a growing, exciting place to visit.

In other words Chicago is a sidewalk superintendent's dreamland. And while buildings continue to rise, still others stand completed—handsome, gleaming structures like the Executive House, the Chicago-Sun Times Building which is crowned by a heliport, Water Tower Inn, the Inland Steel Building, a 23-story apartment building on Lake Shore Drive, and many others.

But to return to the subjects of sight-seeing, dining, and, of course, entertainment. Conventioneers could scarcely pay a visit to Chicago without going to see the Elk's National Memorial Building at 2750 Lakeview Ave. Built at a cost of nearly \$4 million in memory of those members who lost their lives in World War I, it later was re-dedicated as a memorial to the dead of both world wars. It is unlike any attraction you will see in Chicago, with marble columns brought from countries where the dead served, and featuring a rotunda a hundred feet high, or the equivalent of an eight-story building.

Over at the foot of the Wrigley Building, sightseeing boats leave from the north dock, or at the south dock there is the new diesel Mercury. Both make about the same trip onto the lake, for the only proper view of the skyline, but on its return the Mercury goes upriver to the Merchandise Mart, the world's largest commercial building through which 100,000 buyers pass annually. A veritable wholesale city under one roof, it employs 2,600 persons in its offices, shops, restaurants, bank, telegraph office, club rooms, and underground freight yard. (Group tours of 15 to 35 persons—admission 75c—begin at 9:30 A.M. and 3:30 P.M.)

The 45-story Board of Trade Building on Jackson Blvd. features an enclosed observatory where, on clear days, adults may look out on Indiana, Michigan, and Wisconsin for 50¢ a head; children a quarter. As the home of the world's most famous wheat trading center, it houses a visitor gallery and features a color film that tells the story of grain from the planting stage to the kitchen table.

Fashion shows are held at world-famous Marshall Field's . . . moonlight cruises sail from the dock on Michigan Ave. Bridge . . . and days can be spent touring such places as the Shedd Aquarium, Adler Planetarium, the Oriental Institute, Museum of Natural History, Museum of Science and Industry, the Art Institute, and Chicago Stockyards. Possibly the best way to get a glimpse of all these attractions is via tours arranged by Chicago Sightseeing and Gray Line.

But face it, you can't possibly see it all. What with 423 parks, 15 major beaches, miles of lake-front drive, and all else that's sprung up in the city's 125-year life, it's not only impractical to try—it would be impossible to do on a short visit. To take the edge off an afternoon, especially if the children happen to be along, take a taxi out to Lincoln Zoo, just 10 minutes from the Loop; better still, pay a visit to Brookfield Zoo to see uncaged lions and tigers peering out from man-made jungle that makes bustling Chicago seem a continent away.

As for evening enjoyment, there will be nightly concerts in Grant Park with world-renowned conductors and soloists; on Monday evenings Old Orchard concerts will ring out on the Mall; or if you happen to be wondering about the famed Ravinia Music Festival, this gets under way on July 1. Meanwhile, name entertainers hold forth at such elegant—and expensive—hotel salons as the Empire Room at the Palmer House, the Drake's Camellia House, Cafe Bonaparte at the Sheraton-Blackstone, and the Polynesian Village at the Edgewater Beach.

For those, however, who'd like to see a bit of Chicago's less polished side they've only to slip up neon-lit Rush St. with its rash of pubs, or over to Old Town which is a marvelous place built of splinters and charm. Neither section can be accused of being either seamy or saintly. Old Town is Chicago at the turn of the century with the touch of the arty and Bohemian thrown in for flavor. Take a place called Chances R, out on Wells St.: They serve schooners of beer and peanuts in the shell and the empty shells you let drop on the floor until when someone walks across the room it gives the effect of footsteps on crusted snow. A wonderful stained-glass window is lit at night, and there are comfortable bar stools with padded backs. Next door at Moody's Pub there is the feeling of London and fog—and they serve still bigger schooners of beer.

Close by is El Grifon. A winding stairway leads to a room that whispers of Spain, and there is elegance here: free-hanging oil paintings, antique headboards that serve as wine shelves, stained-glass windows, velvet-covered chairs, and Calabo blankets that hang from a stage where the musicians send forth old-world melodies. Further down Wells St. is the Rising Moon—an old artist's studio with a full-length skylight, a carved-wood staircase, and balconies where customers look out at the night.

Chicagoans themselves are partial to Second City, another sip-and-see spot in Old Town, where lemonade sells for 90¢ a glass and improvised satire is the specialty of the house—along with a drink called Himbeersaft that trans-

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lated means iced raspberry with a shot of gin. Here is a place for an evening of inexpensive fun, where they neither push the drinks nor shut off the show to empty the house.

Old Town should be seen by day, as well. There are countless antique shops in which to browse and sometimes buy, places with shabby exteriors that are a contrast to the elegance once you step inside. There are bargains to be found in Old Town, and open-air beer gardens that beckon when the sun gets hot and the day wears on.

It is Rush St. that sparkles, though, with its million colored lights that flash like a rainbow in the Chicago darkness. Neon signs wink over establishments that bear such names as Cat Fish Row, Mr. Kelly's, Bourbon St., London House, and the Happy Medium. The latter is a \$500,000 theater-bar that features top-flight musical revues, and the top seats go for \$3.65, unless it's Saturday and then you add a dollar.

As for the dinnertime bell, few cities in the world can compare with Chicago. What with upwards of 10,000 restaurants spread around town, the place is like the United Nations on a platter, and for good reason. For Chicago is made up of almost every known nationality. It is a fact that more Poles live in Chicago than in any city outside of Warsaw. The Polish population numbered 315,540 when the last head count was made. It is also true that Chicago is home to more Germans than live in Bonn, more Italians than live in Venice, and more Irish than in Cork.

Little wonder, then, that the kitchens of Chicago are famous for their fare. Spam to spaghetti, they serve it all. Fruits arrive daily from as far off as Hawaii; tantalizing seafoods come by the refrigerator carload from the Gulf of Mexico; wild game is brought in a steady stream from Colorado's Rockies and the mountains of Canada. Last year cash registers in the Windy City rang up a whopping \$618,800,000 to the din of the platter chatter. Customers stamper to Berghoff's and Old Heidelberg on the sauerkraut circuit; to Batt's for kosher dishes, and Kungsholm's for a bit of Scandinavia; to Trader Vic's and Don the Beachcomber's for Polynesian pleasure; the Nakanouya Tea House, Azuma Suki-yaki House, and Ding Ho's for a taste of Japan.

Wait up, though: If steaks are your pleasure then surely you're coming to the right town. After all, this happens to be Chicago's specialty, and they are found all the way from the stockyards to the Magnificent Mile.

During the last 10 years Chicago has played host to more than 1,000 conventions. Indeed, there is good reason why the town should wear this crown—Chicago: Convention Capital of the World.

Rod and Gun

(Continued from page 26)

dough—if you do it right. Start with prepared pancake mix and add one egg and one tablespoonful of sugar to each cup of flour. Add fresh milk, buttermilk, or canned milk diluted 50-50 with water, stirring as you do, until the batter flows freely off the spoon.

Thick batter makes thick cakes that are likely to have raw dough in the middle when you serve them; thin batter makes thin ones. After a time or two, you'll learn the consistency that will give you the kind you prefer.

Once your batter is thoroughly mixed, never stir or beat it again, even if a few small lumps rise to the surface later. Too much beating is responsible for more leathery hotcakes than any other single fault. Cooks who beat the batter each time they put a fresh batch of cakes on the griddle are only breaking the bubbles which would make them light. Another important point is to mix your batter at the very last minute; the sooner you use it, the better the cakes.

While you're mixing the batter, your griddle should be heating, the bacon and eggs cooking, and the plates and syrup warming. It doesn't hurt a thing to drop a cube of butter in a cup and let it melt, too.

Bacon is easy to fry. The only thing to guard against is too much heat, which would scorch it. When it looks done—it will always turn out to be a little crisper than it appears in the skillet—drain it on paper towels, then keep it warm between two plates.

Good fried eggs require care. If you put them in grease too cold they'll be leathery, while you'll scorch them around the edges if the fire is too hot. Break them into a bowl and ease them into the bacon grease in your skillet. It should be hot, but not smoking—somewhat cooler than the temperature you can safely use for bacon.

I like to salt and pepper them while they're cooking, though restaurant cooks never do this. When the whites have congealed about two-thirds of the way up from the bottom, I hide the eyes by dripping hot grease onto them with my pancake turner, then take them up immediately and drain them, like the bacon. I never turn eggs over unless one of my victims requests it.

Now, dribble some hot grease on your griddle and spread it around with your pancake turner. If it tends to run in little rivulets and smokes gently, the griddle is about the right temperature. Test it by making a single pancake first and if it turns out all right you can safely pour on whatever you have room for.

Turn your hotcakes when bubbles

appear all over the surface, but before they break. If your heat was right, the first side will be golden brown. Let them cook as long on the second side, then take them up. If you are in doubt as to whether they are done, gently dent one with the corner of your turner. If the dent stays put, it needs more cooking; if it springs back up, the cake is done.

After a breakfast of juice, coffee, bacon, eggs, and hotcakes, lunch can very well be something quick and simple—in fact, it had better be. Even a fisherman can put on lard. Dinner is the big meal, and there is no reason why it can't be every bit as appetizing and nourishing as it would be at home. The meal I'm going to describe is. Furthermore, if the time for cooking is limited you can prepare it in an hour. We'll use aluminum foil, which is a great time saver and virtually foolproof.

Let's say we're going to have steak, baked potatoes, onions (we could have carrots, squash, cabbage—almost any other vegetable would work the same) and tossed salad. We'll open a can of fruit and a box of cookies for dessert, and we'll drink either tea or coffee. Here is my routine procedure:

As soon as I get to camp, I build a good-sized fire, using half an armful of hardwood two feet long and two inches in diameter—twice as much soft wood if no hardwood is available. While it gets going, I wrap my potatoes in foil, giving each a few dabs of butter or bacon grease, and two separate wrappings of 12-inch, standard-weight foil. Then I line them up beside the fire, not in the flames, but close enough so my hand gets uncomfortably hot putting them there.

The next step is to cut the ends off the onions, leaving the husks on, and wrap each of them twice in foil. (Two separate wrappings confine the steam better and prevent punctures.) I line the onions up close to the fire, too, and probably move the potatoes a little closer, rolling them over in the process to expose the opposite side to the heat.

About this time, I fill the coffee pot and set it close to the fire, then get the salad vegetables out of the icebox and start cutting them into a pan or bowl. (I wash and trim celery, radishes, green peppers, and lettuce and put them in plastic bags before I leave home. This saves time in camp as well as space in the icebox.) When the salad vegetables are ready, I put on the dressing and set the bowl on the ice to keep it cool.

In the meantime, as the fire burned down, I have been moving in and turning the foil-wrapped vegetables occasionally. I usually use a stick and shovel for this job and press each little bundle gently as I move it. When they're soft, they're done.

Vegetables cook rapidly in foil because each package is, in effect, a miniature pressure cooker. The foil confines the steam and prevents scorching, so you can expose them to intense heat. If you can hear them sizzling, however, you should move them back a little.

By the time the vegetables are done, the fire has burned down to a glowing bed of coals with little or no flame left. I pat it down smooth with the back of the shovel or a stick and set the grill over it, then make the coffee or set the pot on a corner of the grill to stay hot in case we have decided on tea. I also move the vegetables back a little and put the plates beside the fire to warm.

In my opinion, steak should be cooked only one way—rare—and to accomplish that the grill should be fairly close to the glowing coals. I've discovered that the heat will be about right if I can hold my bare hand where the steak will go for only the briefest instant. If it doesn't seem hot enough I push the grill down closer to the coals and if it is too hot, of course, I move it up a little.

I don't salt steak before cooking, but occasionally I sprinkle some on the done side after I turn it over. Cooking time depends on the thickness of the steak as well as the intensity of the heat. Let the edges get black and the fat drip, and when a peek at the bottom makes your mouth water, turn it over. Give the other side as much time.

If some poor, benighted member of your party insists on his steak being medium or well done, start it with the grill close to the coals. Sear both sides to confine the juices and hold in the flavor, then raise the grill to about twice the distance as for rare steak and cook each side twice as long.

Now, while a companion divides the steak onto the hot plates, peel the outer wrapping of foil from each potato and onion. (A pair of heavy gloves helps here.) This will get rid of the sand and ashes. Leave the inner wrapping on to keep them hot until you're ready to eat them. You can split the top of each bundle and have individual serving dishes or take them out and put them on the plates as you prefer.

This meal—and I've cooked hundreds like it in fishing and hunting camps—shouldn't take longer than an hour to prepare from the instant you touch match to kindling. It is reasonably well balanced and the food is both nutritious and tasty, better by quite a margin than what you could expect in any but a first-class restaurant.

Furthermore, it has still another good point. It makes the burden of the dishwasher extremely light, a fact that contributes almost as much to the popularity of the cook as does the excellence of his food.

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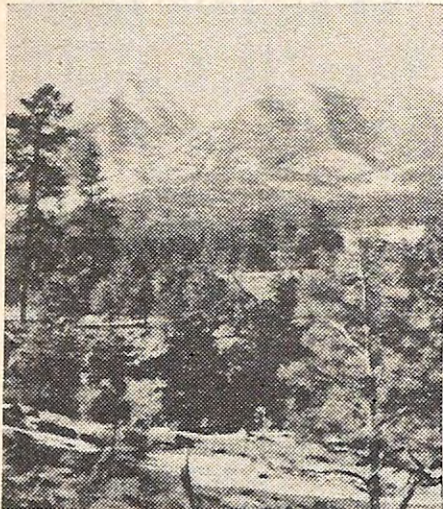
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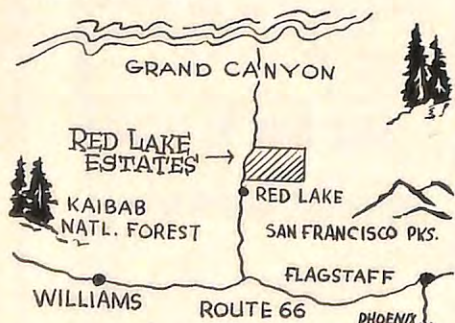
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ELKS NATIONAL FOUNDATION

"The Joy of Giving"



Foundation Aids Membership

In a recent letter to the Magazine, William F. Maguire, Grand Lodge State Associations Committee Chairman, sent along a copy of a routine letter from Committeeman G. B. Urlie of Arlington, Oregon.

Mr. Urlie's letter, however, really was not just another intra-committee communication, because in it he related a remarkable story of how Arlington's Condon Lodge acquired two fine new members.

It seems, after having been instrumental in securing a scholarship from the Elks National Foundation's Emergency Educational Fund for the daughter of a deceased member of Condon Lodge, Brother Urlie had been approached by two prominent Arlington citizens, both non-Elks. The two men, impressed by the Foundation's act of generosity, word of which spread around town, asked Urlie how they

could become Elks. Having always assumed the B.P.O.E. to be solely a social organization, the two men said that if Elks engaged in such worthwhile activities, then they wanted to be part of the team.

Which just goes to underscore that the joy of giving, best exemplified by the work of the Foundation, is one of Elksdom's keystones. The Arlington story also illustrates another point: That new members should be sought out, not vice versa. As Grand Exalted Ruler Wall stated in his New Year's Message: ". . . make up a list of (those men of your acquaintance) who ought to be participating with you in the work of our Order . . . you owe it to them as well as to your lodge." And when you tell them about Elksdom, you'll undoubtedly find that the Elks National Foundation is one of your strongest selling points.

Clinking Texan Coins Swell Foundation Funds

"Let's pitch in this year and let the National Foundation really hear from Texas!" That was the rallying cry raised recently from Dallas by Vic Ferchill of the Texas Elks State Association's Foundation Committee.

Mr. Ferchill's cry, in a circular letter to Texas Elks, climaxed his announcement that this year Texas has set a goal of \$25,000 as its donation to the Elks National Foundation. He reminded the lodges that the monies so generously given out by the Foundation—in its scholarship and leadership awards, cerebral palsy grants, and special contributions, such as the annual contribution that the Texas Association receives for its Elks Crippled Children's Hospital in Ottine—come from the interest realized

from the principal funds, never the principal itself.

Typical of Texas big thinking, Brother Ferchill explained that the 1962 campaign has a long-range feature. Each lodge is being urged to subscribe to a \$1,000 Permanent Benefactor's Certificate, payable at the rate of \$100 annually. To raise the yearly ante painlessly while not touching the lodge treasury, each lodge has been furnished with a special Foundation Campaign Bank in the form of a plastic tube, mounted on a board, that holds \$50 in 50-cent pieces.

Chances are that the clank of half dollars being dropped in those Texas banks can be heard on a clear day at Foundation headquarters in Boston.

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ELKS NATIONAL FOUNDATION, PAST GRAND EXALTED RULER JOHN F. MALLEY, CHAIRMAN, 16 COURT ST., BOSTON 8, MASS.

Mr. Finchley's Reprieve

(Continued from page 14)

with him. The result was that Nature, as is her wont, laid for him and got him, and he found himself a chronic dyspeptic. One moment, everything was joy and jollity; the next, it was as if a lively and irritable wildcat with red-hot claws had been introduced into his interior.

That was why he had decided to commit suicide. "Death, where is thy sting?" about summed up what he was feeling.

In this crisis of his life the old methodical habits of his youth returned to him. He did not hurry his preparations. The first thing, he knew, was to decide who should be the heirs to his very substantial fortune, and he selected half a dozen of the colleagues he had been so fond of in the old shipping firm. And there was going to be no nonsense of making a will. He knew what happened when you made a will. Even in quite straightforward circumstances wills made trouble. There had been some complication about his own legacy twenty years ago. Somebody had contested the will, and before the thing was satisfactorily settled the lawyers had got away with about 33 per cent of the kitty.

No, no wills. Quietly and by degrees he had sold out all his securities, deposited the money in his bank and drawn it out in thousand-dollar bills. Six piles of these lay before him on his desk on this fine June morning. Beside each was a letter couched in a strain of reminiscent pathos and manly resignation, and beside each letter lay an envelope suitably addressed and stamped. Except for the thousand dollars he would be giving to Miss Pillinger, these constituted his entire worldly wealth.

It was at this point that he said to his butler:

"Has Miss Pillinger arrived?"

"She has just come, sir."

"Tell her that I am waiting for her here."

Jane Pillinger was a wary spinster of austere views, uncertain age, and a deep-rooted suspicion of all men—a suspicion which, to do an abused sex justice, they had done nothing to foster. Men had been almost coldly correct in their dealings with Miss Pillinger. Nevertheless, she continued to be icily on guard. The clenched fist of her womanly purity was always drawn back, ready to swing on the first male who dared to step beyond the bounds of professional civility. She had been with Mr. Finchley six years.

The thought of this long, faithful service touched Mr. Finchley as she

sailed, notebook in hand, through the doorway of the study. He was glad that he had not forgotten her when he was making his preparations. He smiled at her as she took her seat.

All that was maidenly and defensive in Miss Pillinger leaped to arms as she saw that smile. It had been long in arriving, this moment of crisis, but here unquestionably it was at last. After six years of blameless intercourse her employer was going to court disaster by making a pass at her.

Mr. Finchley went on smiling. It is impossible to classify smiles. Mr. Finchley thought he was smiling the sad, tender smile of a man who, knowing himself to be on the brink of the tomb, bids farewell to a faithful employee. Miss Pillinger's view, in sharp contradiction, was that he was smiling the smile of an abandoned old wolf who ought to have been ashamed of himself.

"I shall not work this morning," said Mr. Finchley. "I shall want you, if you will be so good, to mail these six letters for me."

Miss Pillinger took the letters. Mr. Finchley surveyed her tenderly.


"Miss Pillinger, you have been with me a long time now. Six years, is it not? Well, well! I don't think I have ever made you a little present, have I?"

"You pay me a good salary."

"Yes, but I want to give you something more. Six years is a long time. I have come to regard you with a different feeling from that which the ordinary employer feels for his secretary, and I think I may surely be permitted to give you some token of my appreciation of your fidelity. This," said Mr. Finchley, extending the thousand-dollar bill, "is for you, Miss Pillinger. And this," he added, kissing her softly on the forehead.

Smiles excepted, there is nothing so hard to classify as a kiss. Mr. Finchley's notion was that he had kissed Miss Pillinger much as some great soldier, wounded unto death, might have kissed his mother, his sister, or some particularly sympathetic aunt. Miss Pillinger's interpretation of the incident may be outlined in her own words.

"Ha!" she cried. "I have been waiting for this, Mr. Finchley. I have seen it in your eye. I have expected it. Let



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EM

me tell you that I am not that sort of girl. I can protect myself. I am only a poor working girl—"

"But, Miss Pillinger, you misunderstand me!"

"Misunderstand you? Bah I am only a poor working girl!"

"Nothing was further from my mind—"

"Indeed! You offer me money, you shower your vile kisses on me, but nothing was further from your mind than the obvious interpretation of such behavior! Now that you see you have gone too far, you are frightened at what you have done. You may well be, Mr. Finchley. I am only a poor working girl."

A wave of mad fury swept over Mr. Finchley.

"Don't keep on saying you're a poor working girl!" he bellowed. "Go! Go away from me. Get out!"

Miss Pillinger was not entirely sorry to obey the request. His sudden fury had startled and frightened her.

"Yes, I will go," she said with dignity. "Now that you have revealed yourself in your true colors, this house is no place for a poor wor—"

She caught her employer's eye and vanished hastily.

Mr. Finchley paced the room in a ferment. He had been shaken to the core by the scene. He boiled with indignation that his kind thoughts should have been so misinterpreted. His whole outlook on life seemed suddenly to have changed.

"I'll be darned if I'll commit suicide!" he cried.

And as he spoke a curious peace fell on him, as on a man who has awakened from a nightmare. What an idiot he had been, he felt, ever to contemplate self-destruction, merely in order that a pack of ungrateful fatheads might wallow in his money. *He* wouldn't commit suicide, he would stick on and laugh at them. And if he did have an occasional pain in his insides, what of that? Napoleon had them, and look at him.

He turned to seize the six letters and rifle them of their contents.

They were gone.

IT TOOK him perhaps thirty seconds to recollect where they had gone to, and then it all came back to him. He had given them to the demon Pillinger, and if he did not overtake her and get them back, she would mail them. Of all the mixed thoughts which seethed in Mr. Finchley's mind at that moment, easily the most prominent was the reflection that from his front door to the post office was a walk of less than five minutes.

Miss Pillinger walked down the sleepy street in the June sunshine, boiling, as Mr. Finchley had done, with

indignation. She, too, had been shaken to the core. It was her intention to fulfill her duty by mailing the letters which had been entrusted to her, and then to quit forever the service of one who, for six years a model employer, had at last forgotten himself and shown his true nature.

Her meditations were interrupted by a hoarse shout behind her, and turning she perceived the ex-model employer running rapidly towards her, his face scarlet, his eyes wild. He wore no hat.

Her mind worked swiftly. She took in the situation in a flash. Unrequited guilty love had sapped Mr. Finchley's reason, and here he came to wreak his foul aims on her regardless of the cost. She had often read of similar cases in the papers. How little she had ever imagined that she would be the victim of one of these dramas of passion. She began to run.

"Stop!"

It was the fierce voice of her pursuer. She increased her already impressive speed. As she did so, she had a vision of headlines:

"Stop!" roared Mr. Finchley.

"UNREQUITED PASSION MADE THIS MAN MURDERER," thought Miss Pillinger.

"Hi!"

"CRAZED WITH LOVE HE SLAYS BEAUTIFUL BLONDE."

"Hey! You! You, Pillinger!"

"SPURNED, STABS HER THRICE," flashed out in letters of crimson on the back of Miss Pillinger's mind. To touch the ground at intervals of twenty yards or so—that was the ideal she strove after. She addressed herself to the task with all the strength of her powerful mind.

In New York, London, Paris, and other cities where life is brisk, the spectacle of a hatless gentleman with a purple face pursuing a lady through the streets at a rapid gallop would, of course, have excited little, if any, remark, but in the Long Island hamlet in which Mr. Finchley had settled such events were of rarer occurrence. As the chase warmed up, citizens of all shapes and sizes began to assemble, and Miss Pillinger's screams and the general appearance of Mr. Finchley gave food for thought. Having brooded over the situation, a few public-spirited individuals decided at length to take a hand, with the result that as Mr. Finchley's grasp fell on Miss Pillinger the grasp of several of his fellow villagers fell upon him.

"Save me!" was Miss Pillinger's plaintive comment.

Mr. Finchley pointed speechlessly at the letters. The Law sauntered up, in the person of Officer Gooch of the local police.

"He was going to murder me," said Miss Pillinger.

"Kill him," advised an austere bystander.

"Were you going to murder the lady?" enquired Officer Gooch. The police like to know these things.

Mr. Finchley found speech.

"I only wanted those letters."

"What for?"

"They're mine."

"You charge her with stealing them?"

"He gave them to me to mail with his own hands," gasped Miss Pillinger.

"I know I did, but I want them back," said Mr. Finchley, also gasping, for the going had been swift.

By this time the officer had recognized beneath the perspiration and dust, features which, though they were distorted, were nevertheless those of one whom he respected as a leading citizen.

"Why, Mr. Finchley!" he cried.

This identification by one in authority calmed, if a little disappointed, the crowd. What was happening, they did not know, but it was apparently not a murder, and they began to drift off.

"Why don't you give Mr. Finchley his letters when he asks you, ma'am?" said the officer.

Miss Pillinger drew herself up haughtily.

"Here are your letters, Mr. Finchley, and I hope we shall never meet again."

Mr. Finchley nodded. That was the way he felt, too.

IT IS curious how often good cometh out of evil, as the fellow said. The following morning Mr. Finchley awoke from a dreamless sleep with a feeling that some curious change had taken place in him. He was extremely stiff and it hurt him to move his limbs, but down in the center of his being there was a novel sensation of lightness.

Wincing, he dragged himself out of bed and limped to the window. It was a perfect morning. A cool breeze played upon his face, bringing with it pleasant scents and the soothing sounds of his friends, the American birds, beginning a new day.

An astounding thought struck him.

"Why, I feel well!"

Then another:

"It must be the exercise I took yesterday. Well! Nothing like a little brisk road work for putting one in shape. From now on I'll do it regularly."

He drank in the air luxuriously. Inside him the wildcat gave him a sudden claw, but it was a halfhearted effort, the effort of a dyspeptic spasm that knows when it is licked. Mr. Finchley was so absorbed in his thoughts that he did not even notice it.

"New York," he was saying to himself. "One of those physical culture places . . . comparatively young man . . . put myself in their hands . . . mild, regular exercise . . . go on a diet . . ."

He limped to the bathroom. • •

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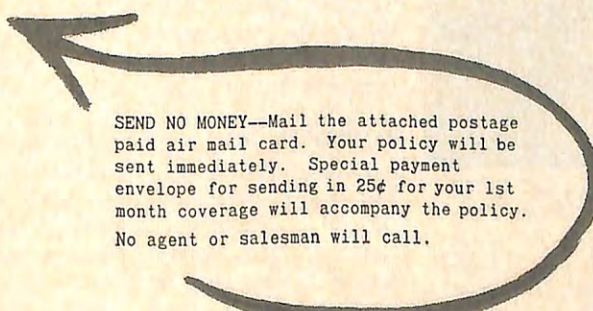
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Lodge Visits of WILLIAM A. WALL



Left to right at Orlando, Fla., Lodge are Grand Lodge Ritualistic Committee Chairman Marston Bell, D.D. C. Newt Jones, Mr. Wall, Past State Pres. Willis McCall, E.R. Ralph Lefever, Harry Anna Home Committeeman Cullen Talton, Past State Pres. George Carver, and Almer Tedder, secretary to Mr. Wall.



At the dedication ceremony for a Scottsbluff, Neb., Lodge home are, left to right, James Dobberstein, Kearney E.R.; the Grand Exalted Ruler; Bernard Dougherty, Nebraska Assn. President; C. L. Stoneking, Scottsbluff E.R.; and Past Grand Exalted Ruler H. L. Blackledge.



At Salt Lake City, Utah, Lodge, left to right, are State Pres. Klar Ogden, D.D. Thomas Schow, Past Grand Trustee D. E. Lambourne, Brother Wall, Past Grand Tiler Seth Billings, Exalted Ruler K. Leon Bird, and D.D. Horace MacArthur.



The Grand Exalted Ruler planted a magnolia tree on Hattiesburg, Miss., Lodge's country club lawn. Fifth from left is Robert G. Pruitt, member of the Grand Forum, and sixth from the right is Hattiesburg Exalted Ruler C. J. Goebel.



At a dedication program at Des Plaines, Ill., Lodge (see May issue) are, seated, Past Grand Exalted Ruler Fred L. Bohn, Mr. Wall, E.R. Charles Bolek, and Grand Secretary L. A. Donaldson; standing, P.D.D. Franz Koehler, Grand Esquire Frank Wohlleber, P.D.D. C. A. Mason, D.D. Alex Birren, P.D.D. Richard Baudin, P.E.R. C.W. Kaitschuck, Mayor H.H. Behrel, Grand Lodge Committeeman George T. Hickey, State President Maurice Lee, P.D.D. J. G. Cross, and P.D.D. R. J. Sheahan.

INTO THE SOUTH

POTTSTOWN, PA. Grand Exalted Ruler William A. Wall visited the Southeast Pennsylvania District last December, with Pottstown acting as host lodge. He was accompanied by Grand Secretary Lee A. Donaldson, and other dignitaries present included State President Donald Herwick, District Deputy Horace F. Temple, and Past State Presidents Jack Gross and Rule Smith. With thirteen lodges represented the banquet was attended by about 200 Elks and ladies.

SALT LAKE CITY, UTAH. On February 28 and March 1 the Grand Exalted Ruler was in Salt Lake City, where he was greeted and entertained by District Deputies Thomas J. Schow and Horace MacArthur and by State and lodge officers. Old friends whom he visited while in the city included Past Grand Trustee D. E. Lambourne, Past Grand Tiler Seth Billings, and Grand Lodge New Lodge Committeeman John C. Green. Some 450 Elks and ladies attended a banquet in Mr. Wall's honor.

SCOTTSBLUFF, NEB. On March 4, Mr. Wall assisted in dedicating a new lodge home for Scottsbluff Lodge and also witnessed the initiation of a class of 116 in his honor by Kearney Lodge. Accompanying the Grand Exalted Ruler was Past Grand Exalted Ruler H. L. Blackledge. Also present were District Deputy Donald R. Bond and State President Bernard Dougherty.

HATTIESBURG, MISS. Southern hospitality accorded Mr. Wall at Hattiesburg March 16 included being "commissioned" a Mississippi colonel by Lt. Governor Paul Johnson. He was welcomed to the city by Grand Forum member Robert G. Pruitt, District Dep-



Grand Exalted Ruler Wall poses with a class being initiated in his honor and with initiating officers at the annual Four-State meeting held at Joplin, Mo., Lodge last December. The other three states involved are Oklahoma, Kansas, and Arkansas.



Visiting Greenville, S. C., March 24, Mr. Wall is seen with Mayor David C. Traxler (left), who is an Elk, and Exalted Ruler Madison H. Woodward.



Pottstown, Pa., Lodge's drill team flanks Mr. Wall as he poses with lodge officers. In the foreground with the Grand Exalted Ruler are D.D. Horace Temple (left) and Exalted Ruler John S. Wirag Jr.

uty R. O. Cole, and officers of Hattiesburg Lodge, and he was given a key to the city by City Commissioners.

FORT LAUDERDALE, FLA. On March 31 the Grand Exalted Ruler was back in his home state for a visit to Fort Lauderdale Lodge. Accompanying him were Past Grand Exalted Rulers Wade H. Kepner and George I. Hall. Among other dignitaries present were Grand Lodge Committeeman J. Alex Arnette, State President George C. Nichols, District Deputy Herbert Payne, and Past Grand Esquire Chelsie Senerchia. Mr. Wall took part in a live radio broadcast from the lodge, and keys to both Fort Lauderdale and Pompano Beach were presented to him. Earlier, on March 27, the Grand Exalted Ruler visited Orlando, Fla., Lodge (see photo).



At the banquet given by Fort Lauderdale, Fla., Lodge were, left to right, State President George C. Nichols, Past Grand Exalted Ruler George I. Hall, Past Grand Esquire Chelsie Senerchia, Grand Exalted Ruler Wall, P.D.D. Frank Dooley, Past Grand Exalted Ruler Wade H. Kepner, District Deputy Herbert Payne, and J. Alex Arnette, member of the Grand Lodge Committee on Lodge Activities. Pompano Beach Lodge was also represented at the dinner.

Elks National Service Commission



In many areas, Elks make it a practice to hold Flag Day Services at VA Hospitals. Clinton, Iowa, Lodge, for instance, conducted its prize-winning June 14th program last year on the grounds of the VA Domiciliary there, when 45 enlistees were sworn in to the Armed Forces. From left to right are V. J. Maxheim, National Vice-Comdr. of the American Legion and an Elk; Comdr. John Schofield, USN, the speaker; Major J. V. Wilkes, USA, who swore in the Army enlistees; LR. Comdr. J. M. Liston, USN, who swore in Navy and Marine enlistees, and 1961-62 E.R. Thomas G. Peterson.

The photograph at right marked the 18th consecutive year of Portsmouth, N. H., Elk presentation of monthly variety shows at the U. S. Naval Hospital, held under Elks National Service Commission auspices and coordinated by P.D.D. Ralph Rosa. Cigarettes were distributed after the performance, and Capt. John G. Feder, Commanding Officer there, was on hand to express the patients' appreciation, plaudits accepted by E.R. R. E. Simpson, Lead. Knight A. J. Reinhart, Lect. Knight P. C. Buswell and other Elks.



In the photograph below, E.R. Albert Sicks, appearing at right, accepts a USO eight-star certificate for Barstow, Calif., Lodge from S. W. Chapman, Chairman of the local USO and a Trustee of the lodge. The award took recognition of the Elks' distinguished service to members of the Armed Forces over the years.



West Haven, Connecticut, Lodge's P.E.R. Frank J. Vellali, third from left, accepts the American Legion's Distinguished Service Citation from Dept. Vice-Comdr. Hugh C. Graham, second from left, as State Trustees Chairman T. A. Winters, left, and E.R. T. A. Rocheleau look on. Mr. Vellali, State Veterans Committee Chairman, received the award in recognition of his devoted services to patients at the local VA Hospital.

Reduce Risk, Not Profit

(Continued from page 19)

taxes. And its complexities in the past two years have substantially increased. In fact they are becoming so involved that even agents—like doctors—must burn the midnight oil to keep abreast of new developments.

The difference which most clearly distinguishes taxes and insurance is that one is compulsory by law and the other, except in relatively negligible instances, is compelled only by prudence and common sense. Here is the first source of trouble which insurance gives small businessmen. Nobody can make him buy insurance he ought to have. The insurance doctor may prescribe effective medicine but the businessman patient may buy a bottle of Nostrum's Cureall Painkiller or nothing at all. Yet the problem isn't even that simple. Business insurance is also complicated by other major factors:

- Seldom is a proper diagnosis made of small business insurance needs—not every agent is competent to diagnose even if he takes the trouble.
- Buying insurance coverage is most often a matter of judgment and not merely picking standard items off a grocery shelf.
- The requisite judgment is often affected by prejudice. Deserved or not, insurance representatives have a reputation for aggressive tactics, for selling all the traffic will bear and writing policies for personal profit rather than maximum essential protection. So the businessman builds a resistance to an insurance approach. He thus cuts off learning about advantages of new methods of coverage which insurance companies, in moving ahead from old-line, standard provision policies, are now beginning to provide. In the months ahead, extraordinary new protection features, by insurance company standards, will be offered small business in increasing variety and for lower costs.
- Failure to read the fine print. All policies have some exclusions—hazards the purchaser often presumes to be covered but which are not. He should know what these are. No businessman should try to translate the technical language of these exclusions. They should be interpreted to him by his representative.
- A serious complication in small business insurance is personal. Most proprietors know they should have some fire coverage and some public liability, perhaps some theft and property damage. They become increasingly aware, too, that they have a growing number of friends in the insurance business. To keep these friends happy—and sometimes to keep them as customers—they parcel out their insurance a little to one, a little to another. As a result policies

often overlap; some areas aren't included at all and no one representative feels responsible.

These are some of the complicating factors. There are others. As a top executive of a major corporation I'd rather do an appendectomy on myself than appraise my insurance requirements. It's that tough and that technical. And the results of a mistake can be no less disastrous."

None of these complications is insurmountable for the small businessman—and some apply equally to the salaried household head. Probably several hours of orderly thought, concentrated on the pertinent points, would reveal the most needed protection at the least cost for three out of the four million or so small business organizations operating today. (Five years from today, incidentally, more than 1,500,000 of these firms will have failed and closed, many because of uninsured losses.)

No matter what the business is or what its size, the first step toward proper insurance coverage is study. In insurance the word is survey. By whatever name, the procedure is the same. The insurance representative, if he is worth his commissions (a concept which will be developed later), should carefully review existing policies, inspect properties affected, and be fully

briefed on the individual business operation: its cycles, its special risks, and your own resources for meeting them.

Here, by the way, is clear warning against taking out policies with social contacts—the golf course policy writers. It isn't always easy to divulge a financial standing to a country club companion. But your insurance man needs to know which risks you should assume and which you should not. A survey may take minutes; it may take days. It is indispensable. It must be objective.

In the majority of small businesses such a survey would doubtless reveal that some items are underinsured, some overinsured. There will be duplication of coverage. Some policies are likely to be improperly endorsed. Fire policies will not have been properly endorsed to provide extended coverage. Changes in structures or personnel will not have been reported as required. Changes in transportation equipment will also be unreported. Errors in the typewritten portion of a printed contract will be such that the policyholder may have to stand the entire loss. Contents, such as inventories or built-in equipment, will not be covered.

A single case—involving contents—illustrates the importance of detail in insurance policies. A building was insured against fire, and extensive and expensive carpeting was destroyed. The company

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Michigan



2 Appleton
Wisconsin



3 Houston
Texas

750 MEMBERS OR LESS



1 Linton
Indiana



2 Rochester
Minnesota



3 Annapolis
Maryland

The results of the 1961-62 Lodge Bulletin Contest have been announced by Carl S. Dwire, Jr., Grand Lodge Committeeman in charge of the judging. The competition is conducted each year by the Lodge Activities Committee, whose current Chairman is Nelson E. W. Stuart. Winners were named in two categories—lodges with more than 750 members and lodges with fewer than 750 members—as follows:

Over 750—Muskegon, Mich., *first place*; Appleton, Wis., *second place*; Houston, Texas, *third place*. *Honorable mention*—Anacortes, Wash.; Tulsa, Okla.; Binghamton, N. Y.; Great Falls, Mont.; Mendota, Ill.; Washington, D. C.; Long Beach, Lancaster, San Mateo, and Pasadena, all Calif.

750 or fewer—Linton, Ind., *first place*; Rochester, Minn., *second place*; Annapolis, Md., *third place*. *Honorable mention*—Provo, Utah; Harlingen, Tex.; Seaside, Ore.; New Rochelle, Lynbrook, and Mount Vernon, all N. Y.; Ridgewood and Paramus, both N. J.; Needham-Dedham, Mass.; and Westchester, Calif.

High quality local lodge coverage plus distinctive editorial format are the criteria by which the winners were selected. The purpose of the Committee's bulletin competition is to commend those lodges that, by publishing excellent bulletins, are adding to the effectiveness of their organizations. It is also hoped that the competition will encourage those lodges which presently do not publish bulletins to incorporate them within the scope of their activities.

paid the carpeting claim because it was laid wall-to-wall and therefore construed as part of the building. In another similar fire case the claim was not paid because the carpeting, though it came within inches of the wall, did not cover the entire area. It was held to be "contents" of the destroyed building and therefore not insured under the policy.

Granted that a survey is essential to proper lowest-cost coverage, how can the businessman determine whether he has been thoroughly and competently surveyed? If, after he hands over his policies for examination, the agent simply returns a neatly typed list of policies held, premiums and dates of expiration, with some verbal recommendations for more coverage, the buyer can beware.

A survey should determine all hazard exposures and give recommendations for protection and, especially, in the order of their importance. It should cover an analysis of the written and printed provisions, including the wording of standard forms. Though many agents dislike the work involved, a written plan should be submitted for discussion. The agent should want to make recommendations in writing to put himself on the record in case a loss he warned against occurs. Always insist on survey analysis and recommendations in writing and see that they provide for future periodic comparison between the state of your business and the state of your insurance.

Seldom do surveys reveal much apparent difference in quoted rates. But often they produce greater protection at the same cost. The benefits of a survey derive mainly from the agent's ability and willingness to analyze requirements and to provide broadest coverage at the lowest cost for adequate protection. Only too rarely does insurance for small business meet these standards.

The key to this problem lies in the second complication mentioned above—that of judgment. Some insurance is recognized as essential; some is merely desirable, and some is designed only for special situations. The problem of judgment can be most satisfactorily resolved by choosing the most competent and conscientious representative available. As there is one representative writing business insurance for each 25 small concerns in the country (compared with one doctor per 800 people) the choice is wide. So is the degree of competence. There are three types: the independent agent, the broker, and the direct company representative. The last, obviously, writes policies only for the company he represents. The broker, usually located in major cities, is tied to no company but can shop around to get the coverage needed. The independent agent has contracts with a number of companies and because of this relationship he can bind any of them to coverage before

the policy is actually issued, which may be a crucial several days or weeks.

All states have some form of licensing but rarely does this afford the buyer any assurance of capability. However, a Chartered Property and Casualty Underwriter (CPCU) has successfully passed examinations based on a five-part course and graded by the American Institute for Property and Life Underwriters. Since this usually involves about three years of class or self-study, a CPCU rating is no diploma mail rubber stamp. A CPCU rating is the closest approach to meeting professional standards in writing business insurance. By itself, however, it is no substitute for experience and diligence.

In selecting an agent, interview him as you would a job prospect. After all, he is expecting you to spend money on his performance. Ask him straight out what other small businesses he has insured. Ask him for specific examples of claims he has entered in their behalf and secured settlement. Ask about those which didn't pay off. Nobody bats 1.000 and his frankness about his business experience should match the candor he expects from you.

Ask for references and check them.

Discuss price but remember that the best values are not always found in the bargain basement.

Beware of the agent who oversimplifies: "Here is an all-risk policy that covers everything." There is no such policy.

He should advise you of all insurance required by law.

Expect him to suggest getting written statements from company officials regarding doubtful coverage. These can be complex. A jewelry store near a creek was insured against physical damage. The contract excluded damage by "rising navigable waters." When queried, a company official ruled verbally that the creek was not navigable and therefore the exclusion did not apply. But during a flood the creek rose and the store was seriously damaged. The company refused to pay, contending that when the creek rose it became navigable. It refused to back up the verbal assurance even though given by a qualified officer. If the opinion had been in writing the company would have been liable. It is the business of the agent to protect his client against even such unlikely contingencies.

The agent should point out hazards which may reduce potential claims or premium costs. This protects his company as well as his client. Repeated claims—especially when agents' recommendations are ignored—may result in a contract cancellation which can be a serious business liability. Most companies are reluctant to insure a business which has suffered a cancellation and may charge a stiff premium for doing so.

The agent should urge deductibility

clauses which will reduce premiums (and his commissions). At the same time he should not hesitate to turn these savings into premiums for insurance that is desirable even if not essential. For example, increasing the deductibility clause for collision insurance from \$50 to \$100 may save from \$20 to \$35 in some territories where such a saving will buy \$50,000 comprehensive liability insurance. Most small businessmen could easily afford an additional \$50 in repair bills; very few could sustain a judgment of \$50,000 more than usually covered in liability policies.

How much business is necessary to attract an agent with the competence and the integrity to represent his client as fully as outlined above? The answer is, almost any amount. Even as much as \$1,000 annually in premiums isn't required. The agent hopes your business will grow. If he satisfies you he will be recommended to others. But it is well to remember that his job, if done properly, is not merely filling in your name and address on a printed form. His compensation—commission—is for his time in selling, in writing the policies, in surveying your business, in continuing analysis of your needs, in billing and remitting to the company or companies, and in handling claims. (Many companies writing direct divide these functions among several employees, but the cost of services all come from the same source.) And built into the cost of insurance there must also be a profit—even for mutual companies, whatever they may call it.

However outstanding his insurance representative may be, the businessman needs to be alert to some of the quirks in insurance on which he may founder or from which he may benefit. There is space for only a few samples but these should be revealing of the wide range over which awareness is desirable.

Drop collision insurance on vehicles three to four years old. The premiums usually aren't worth the risk, correlated with value.

When co-insured for merchandise and contents you must be able to prove value at all times. Accurate accounts and inventories are essential, particularly, as in seasonal business, when they fluctuate widely.

Three to five-year policies provide substantial savings, sometimes more than enough to finance them with a bank loan.

Business interruption insurance is one of the most widely neglected of all forms. What would it cost in salaries, tax liabilities, rent, earnings, interest on borrowed money, or unfulfilled contracts if you were closed down for 60 to 120 days?

Boiler explosion is also seriously neglected. Some 60 per cent of all new business written by a large company in

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this field is with businesses which have never had such insurance though they have had the boilers and the attendant hazards.

Burglary and robbery are not synonymous. Burglary is not committed unless forcible entry is proved, and then only at a time when the premises is not open for business. Burglary insurance does not cover breaking into a safe by manipulating the combination, the most common form of theft from safes. Some policies do not cover all the contents of a safe.

For some business, and especially in some areas, burglary protection is vital. In Chicago, for example, the real pros can clear out \$20,000 in merchandise from a small business in three to five minutes. With radios tuned to police frequencies they know the moment the alarm system has reported their presence and with stop-watch timing effect the theft and getaway. Only 10 per cent of insurable risks have burglary coverage.

Losses occurring at a more or less regular annual rate—as from pilferage or carelessness—should not be insured but corrected and minimized and then charged as a cost of doing business.

Know who is the responsible owner for goods in transit or when property title passes to assure your own adequate coverage at all times.

Laundries, dry cleaners, warehouses, cold storage plants and businesses handling the property of others may have special liabilities.

Products liability insurance is often neglected. A business is liable for harm done by the products it sells. A child once choked to death on a toy trinket from a vending machine not owned by but placed in a market. The storeowner, sued for \$75,000, was liable along with the vending machine operator. A tire with a defect, a faulty proprietary medicine, contaminated food—the range of costly judgments is wide.

Philanthropic organizations—churches, hospitals, Boy Scouts—are liable for the accidents which occur when volunteer workers commit injury while engaged in philanthropic work, like driving Scouts to a campsite, or child choir singers to church. Businessmen trustees of such institutions may not be personally liable but their moral obligations could be heavy and avoidable.

Policies which cover physical injury do not cover personal injury such as defamation of character, mental anguish, racial or religious discrimination, or false arrest. This may not seem even remotely applicable to the average small business. But a man fired from his job used his former employer as a reference. The recommendation was negative, and the ex-employee sued for defamation of character and collected \$18,000. In a small grocery an employee was charged

by his boss with pilfering. When the charges were not proved, a false arrest judgment of some \$25,000 was rendered.

Race and creed discrimination is being interpreted with increasing strictness. Even if the proprietor warns his employees that no discrimination is tolerated in his business, an act of discrimination by an employee against a customer makes the proprietor liable.

The seriousness of automobile liability hazards needs reemphasizing because it is widely overlooked. In 1961 there were some 13,000,000 automobile accidents involving property damage, bodily injury, fatality, or all three. Judgments in such cases of \$50-100,000 are not uncommon. Only three states have compulsory liability insurance laws; others have varying requirements of financial responsibility—usually established only after the first accident—and these are negligible compared with risk. Yet in areas (outside largest cities) where the insurance carried is generally lowest, when it is carried at all, the rate is so small that coverage of \$50-100,000 for the business use of personal automobiles by several salesmen or proprietors can be secured for as little as \$25 a year for all of them.

Small business insurance is a broad and vital field. The Rough Notes Company of Indianapolis publishes a synopsis briefly summarizing insurance applicable to more than 600 kinds of businesses, most of them small.

The world of insurance is certainly huge. It is also often a wilderness in which businessmen—whatever the size of their operation—can become expensively frustrated if not irretrievably lost. As with any wilderness, a trained guide is essential. But whatever approach is made to resolving this baffling business problem, it should never follow the beguiling but fiscally fatal words of the psalmist: "A thousand shall fall at thy side, and ten thousand at thy right hand; but it shall not come nigh thee."

It comes nigh them who so believe, not 1,000, not 10,000, but 50,000 times each day. ● ●

The First 40 Years

(Continued from page 12)

members. Also, a fact that is a source of considerable pride among Elks is that about half, more or less, of the Senators and Congressmen in Washington consistently turn out to be members of the Order.

Through the postwar years, it became apparent to more and more people that communism was a serious menace to the security of the non-communist world. The Order had long been aware that communism posed a threat to free society, and the Magazine had carried a number of articles about it through the years. But it was not until the postwar era that the Magazine began to make informative articles about communism standard fare.

These articles, along with the small business articles, sports pieces, and a variety of other material, have in recent years become far more prominent than fiction. This reversal of emphasis is today common throughout the magazine industry, of course, and for a darn good reason: television.

Now, as the Magazine begins its 41st year, and as we look back over those first 40 years, we see some striking changes. The address today is 386 Park Avenue South, which is a reflection of having outgrown the original quarters. Starting in 1939 the Magazine began rolling off newer, high-speed presses at the McCall Corporation in Dayton, Ohio, one of the largest printing plants in the nation. A number of staff members of days gone by are no longer with us, and others, including this writer, have either put ourselves out to pasture or moved on to other things.

This 40th Anniversary Issue is being mailed to more than 1,300,000 Elks, which is a goodly number of people for anyone's subscription list. The surplus earnings of the Magazine have been turned over to the Grand Lodge every year, which besides being earmarked in part for other arms of Elksdom have directly aided subordinate lodges and their members by making it unnecessary for the Grand Lodge to increase per capita assessments. To date more than 7½ million dollars have been provided by the Magazine for these purposes.

And, despite the changes, THE ELKS MAGAZINE has been ever unchanging in this respect: It has held to the promise made to readers of 40 years ago to provide ". . . a more intimate relationship and definite contact between the Order as a whole . . . not to be a mere bulletin or calendar of events but a vigorous, high-class literary journal designed to be entertaining as well as instructive." ● ●

STATE ASSOCIATION CONVENTIONS		
STATE	PLACE	DATE
Kentucky	Newport	May 31, June 1-2
Wyoming	Cheyenne	May 31, June 1-2
Connecticut	New London	June 1-2
Pennsylvania	Tamiment (Pocono Mts.)	June 1-2-3
Texas	San Angelo	June 6-7-8-9
Indiana	French Lick	June 7-8-9-10
Minnesota	St. Cloud	June 7-8-9-10
South Carolina	Sumter	June 8-9
South Dakota	Mitchell	June 8-9-10
North Dakota	Valley City	June 10-11-12
Utah	Price	June 14
Washington	Yakima	June 14-15-16
Massachusetts	Chicopee	June 15-16-17
New Jersey	Atlantic City	June 15-16-17
Rhode Island	Westerley	June 23-24
Montana	Helena	July 26-27-28

Red China's Failure Story

(Continued from page 21)

pressed with what appeared to be a great triumph of the Chinese communist *gung ho* (work together) program. It, too, was worse than a total loss. Not only was the melted-down metal worthless for any industrial use but it deprived the Chinese people of one more bit of the little remnants of personal belongings that still remained to them.

In 1957 the *Peking Daily Worker*, in answer to political demands for immediate industrialization of the farm as well as the factory, pointed out: "The foundation of our machine producing industry is weak and up to the present we cannot produce tractors. For the importation of a large number of machines from abroad, a large quantity of commodities must be exported to gain foreign exchange. This at the time of construction of socialist industrialization is not possible."

The Communist Party political leadership in 1958 decided, however, that as part of the Great Leap Forward it was to be *made* possible, by mandate. And so, even though one of Red China's leading experts in the field, T'ao Ting-lai, deputy head of the Mechanization of Agriculture Research Institute of the Chinese Academy of Agricultural Science, warned that China has no adequate supply of petroleum to operate large numbers of tractors, that tractors will not work on most present day Chinese heavily-irrigated paddy fields in the south and small quilt patchwork farms elsewhere, and that the Chinese farmer would need considerable teaching and training to be able to operate and repair tractors—despite all this, tractorization, if I may coin a word to describe what was done, was made an integral part of the Great Leap in 1958.

Tractor manufacturing plants had been set up in China since 1955. Even in Inner Mongolia five machine producing factories attempted to produce a tractor operated by steam, and other attempts to produce types other than petroleum-using were made at factories at Nanchang, Kiangsi, and in Peking. Chairman Mao Tse-tung himself participated in a salute to the creation of a prototype of a steam-operated tractor, named the Red Flag, in the Peking factory, but nothing has been heard of it since.

Of the hundreds of thousands of tractors that were to emerge from the newly established factories, only a fraction appeared. The experience of the Loyang tractor plant is typical of most. Yearly production was to be 15,000 tractors of one type, of 54 horsepower. One year later the program was altered to production of four types, all oper-

ating on charcoal. The steel used was defective. During the Great Leap, men and lathes were overworked, and workmanship deteriorated markedly. As a result, at least 20 per cent of all tractors in China are out of action, and all that are actually in operation can be worked only on a part-time basis because of frequent repairs, and are threatened constantly with breakdown.

Today there is a large-scale program to set up repair stations everywhere for all kinds of industry. But setting them up and operating them are two different matters, for skill and spare parts are wanting. The spare parts question is a disease in the whole front line of industry in Red China. An almost total shortage of spare parts resulted from the reluctance of well-established machine-producing factories to make them for the simple reason that a factory has to show production results in terms of gross output value, and this is held back by the laborious production of small spare parts. So true is this that one of China's largest machine tool factories was reported to be producing lathes that nobody wanted, and these were rusting, piled up in the yards of the factory. But the factory was still able to avoid making needed parts for tractors or industrial machines, and though the usefulness of what it produced was nil, the credit for output performance was splendid.

One clear fact emerges from the meager information released about the secret sessions of the recent Party Congress: that Red China has finally recognized, and admitted, the dismal failure of agriculture during the Great Leap Forward. So enormous and disastrous has been that failure, resulting from the ill effects of the Great Leap and abetted by periodic natural flood and drought, that in the final months of last year some 35,000,000 men and women were taken from their work in the cities and factories and sent to farms to till the soil—rendering many industrial plants idle and hampering still further the Great Leap Forward, which was already in reverse.

Now, in 1962, the Communist regime faces its greatest economic difficulties since its takeover of the China mainland in 1949. A hungrier summer than ever before for the Chinese people is forecast by a statistical study of grain production and food availabilities during the past three years. Three principal factors account for the difficulties that loom ahead. First: three successive bad harvests in 1959, 1960 and 1961. Second: the withdrawal of Soviet technicians in 1960 from Red China industrial plants and industrial

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PROGRAM

98th Session, Grand Lodge B. P. O. Elks

CHICAGO, ILL., July 8—12, 1962

(All times given are Central Daylight Saving Time)

REGISTRATION

SATURDAY, JULY 7—9:00 A.M., and continuing daily during the Convention—Representatives, Grand Lodge members, visiting Elks, and ladies—Continental Room, Lobby Floor, Conrad Hilton Hotel.

GRAND LODGE SESSIONS

All to be held in the Conrad Hilton Hotel as follows:

SUNDAY, JULY 8, 8:30 P.M.—International Ballroom. *Official Opening Ceremony—Addresses of Welcome by: Honorable Otto Kerner, Governor of Illinois, Honorable Richard J. Daley, Mayor of Chicago. Principal addresses by Grand Exalted Ruler William A. Wall and Past Grand Exalted Ruler Fred L. Bohn. Presentation of selected entertainment.

MONDAY, JULY 9, 9:00 A.M.—International Ballroom. Opening Grand Lodge Business Session—Election of Grand Lodge Officers for 1962-63.

TUESDAY, JULY 10, 9:00 A.M.—International Ballroom. Grand Lodge Business Session.

11:00 A.M.

*Memorial Service, Grand Ballroom

WEDNESDAY, JULY 11, 9:00 A.M.—International Ballroom. *Open Session of the Grand Lodge—Reports and awards by Elks National Foundation, Elks National Service Commission, and Youth Activities Committee.

THURSDAY, JULY 12, 9:00 A.M.—International Ballroom. Final Grand Lodge Business Session—Installation of newly-elected Grand Lodge Officers.

RITUALISTIC CONTEST

SUNDAY, JULY 8 and MONDAY, JULY 9.—Preliminary contests: Gold Room and Florentine Room, Pick-Congress Hotel. Finals: Wednesday, July 11, Pick-Congress Hotel. Schedule in Official Program available upon registration.

GRAND LODGE FUNCTIONS

TUESDAY, JULY 10, 1:00 P.M.—Luncheon for his District Deputies by Grand Exalted Ruler William A. Wall—Williford Room, Conrad Hilton.

TUESDAY, JULY 10, 12:30 P.M.—Luncheon by Grand Exalted Ruler-Elect for all Exalted Rulers—International Ballroom, Conrad Hilton.

TUESDAY, JULY 10, 12:30 P.M.—Luncheon Meeting—All State Presidents—Bel-Air Room, Conrad Hilton. Sponsored by State Associations Committee and New Lodge Committee.

WEDNESDAY, JULY 11, 9:00 P.M.—Grand Ball and Entertainment honoring Grand Exalted Ruler and Mrs. William A. Wall—Grand Ballroom, Conrad Hilton.

EXHIBITS—Display of Elk activities by Grand Lodge Commissions, Committees, and State Associations—Registration area, Continental Room, Conrad Hilton.

SPECIAL ACTIVITIES FOR ELKS AND LADIES

Fashion Show and Entertainment—for all ladies—Monday, July 9th, 10:30 A.M.—Grand Ballroom—Conrad Hilton Hotel.

Major League Baseball—Sunday, July 8th, 1:00 P.M. Cubs vs. Braves—double header—Wrigley Field. Reserved Box seats \$3.00. Notice: Advance ticket requests should be made to Jack Maloney—Ticket Manager, Wrigley Field, Chicago, Ill. Make check or money order payable to the Chicago Cubs. Please do not send cash. Mention Elks Convention when ordering for special Elks section. Deadline for

special section will be June 21st.

Special Free Buses to Elks National Memorial Building. Daily from Conrad Hilton Hotel—Schedule posted in Registration Area.

Elks Day—At Arlington Park Race Track—Wednesday, July 11th.

Harness Racing every evening at Sportsman Park Race Track.

Sightseeing Tours by Bus and Boat—Night Club Tours—Local Elks Clubs—Shopping Guidance—and other Chicago attractions . . . Information in Registration Area.

*All Elks, ladies, and the general public are invited to attend the Official Opening, the Memorial Service, and the Open Session of the Grand Lodge.

projects. Third: the dislocation by the 1958 Great Leap Forward and the commune program which broke up families and destroyed whatever incentive or initiative still remained to the Chinese farmer and his family.

In the agricultural crisis that confronts Peking, and in the apathy, discontent, and poor morale that afflicts the Chinese farmer (and the millions of city workers sent to the farms), it revealed the failure of Peking's adherence to the orthodox program of communizing a nation rapidly, even though it is technically backward, and even though the amount of arable land is not adequate for the implementation of such a program at such speed.

The grand design was for consumption of food to be held at an absolute minimum while the Great Leap Forward was under way. Industrial plants were to be built up with the help of the Soviet Union. While agriculture was the base upon which all other operations depended, a gamble was taken by Peking that if consumption of food was held down to "just enough food to be able to work," the gamble would pay off. It failed.

So bad are conditions in most of the northern provinces of China—particularly in Shantung, Szechuan, and Manchuria—that the people are on a bare subsistence diet and there is widespread malnutrition. Common to the people of all villages and cities throughout north China are beri beri, nutritional edema, tuberculosis, and liver trouble.

Non-food crops also have been bad. They were smaller in 1960 than in 1959, and smaller in 1959 than in 1958. As a result, there have been shut-downs in the textile industry. It is obvious that the Peking regime has exaggerated its adverse weather reports in order to cover up its commune failure, and that there was abysmal mismanagement in connection with the Great Leap Forward.

While there was an awareness that agriculture needed careful watching because of the considerably less than enthusiastic cooperation with the commune system by Chinese farmers everywhere, there was a lack of coordination between agricultural and industrial projects that were interdependent. Dams were built to provide power for an industrial plant, for example; these diverted water from farm areas it had irrigated for centuries, leaving them cropland, sunbaked wasteland.

Accumulated knowledge has made farming in China a real art, and it has depended for thousands of years upon small agricultural implements. The farmer was always a full-time farmer. In an emergency, he might work on a dike for a few days, or on

a road, but he assiduously farmed his own plot of land to feed and clothe his own family.

Now the Chinese peasant is lost in a mass labor force; he is mobilized for weeks, even months, on canal digging, furnace construction in backyards and elsewhere, road labor or building, or pulling and hauling and heaving of one kind or another. Cajoled with dreams of mechanization of the farm, forced into communes in which his family life has been lost, divested of his small farm tools—the farmer has been bereft of the means with which to work and of inspiration for the only work he really knows.

Earlier this year a nationwide drive was launched to produce small agricultural implements, to repair old ones that were left to deteriorate in disuse, and to coax or drive the Chinese farmer back to the methods he employed prior to the Great Leap. What are far more needed than tractors or locomotives or even steel mills at this time are millions of hoes, sickle blades, and the like, if even in two years from now the Chinese people are to have a chance to escape the bleak starvation which now encompasses them.

Add to this the fact that between 1952 and 1959 China had to export grain to the Soviet Union and to communist bloc countries in payment for the purchase of needed materials and major industrial equipment. While grain flowed out of China to communist lands in what has become known as the "Starvation Export" program, Peking was compelled to buy food from non-communist countries. In 1961 alone these purchases from the West amounted to: over 1,000,000 tons of wheat and 40,000 tons of flour from Australia, some 30,000,000 bushels of wheat and 9,000,000 bushels of barley from Canada, and some 10,000,000 tons of rice and other grains from Argentina, Burma, France, West Germany, and New Zealand.

Even if the Great Leap Forward had succeeded, China's greatest resource would still be her people. What about them?

Twelve years of brainwashing have failed utterly to make the Chinese masses responsive to the will of their communist taskmasters. This was eloquently proved in February 1957 when Mao Tse-tung, who had convinced himself that the whole Chinese people had embraced the new dispensation, proclaimed his famous "Let a hundred flowers bloom, let a hundred schools of thought contend." The result was an intellectual uprising from one end of the country to the other. Mao, thunderstruck by this unexpected response, punished ruthlessly those who had had the temerity to voice criticism. No such gesture has ever

been repeated, nor is it likely to be.

One Chinese newspaper man who had fled the Bamboo Curtain as it lowered around the China mainland described his people, and a rather exaggerated Western view of them, in this way: "Until a decade ago, a common Western image of China was that of a nation of laundrymen thriving on chop suey, lotus seeds, opium, and concubines; between tong wars, the Chinese sauntered about in gaudy mandarin robes and conversed in Confucian Analects."

The real China, he pointed out, may be summed up in the traditional Taoist expression: "yu shih wu chen"—having no quarrel with the world. An outgrowth of this philosophy is that in China "resilience has always been linked with survival and life, while rigidity has been associated with destruction and extinction. The only way to survive and eventually overcome an overwhelming force is to yield elastically to it." If it were not for this ages-old bulwark of self defense, China today would probably be in such utter chaos that all Red China's armed forces and political cadres could not keep it knit together.

How does the professional man and the worker fare? Take the case of Dr. Lai Chien Shan—40 years of age, a doctor of medicine, born in the small village of Lo Tsun in southern Kwangtung province—and the lot of the people he serves. Dr. Lai is a man who might have gone far in Red China, having started with the double advantage of professional efficiency and a sincere belief that communism would bring peace and prosperity to China. After twelve years of communist "liberation," however, he had his fill. When an opportunity to escape occurred last year, he took advantage of it and fled the mainland to the Portuguese island of Macao, just north of Hong Kong. Here are a few of the many questions he was asked, and his replies, in an interview at Macao shortly after his arrival there:

- Q.** Where did you practice medicine?
- A.** In the town of Shunte, near Canton. For the past three years I was in charge of the Shunte Filature factory clinic. The factory employed 1,600 workers. The clinic, which had twelve beds, was financed by compulsory deduction from the workers' wages.
- Q.** Were there any special medical problems in your district?
- A.** Almost universal among the population of the entire province were liver inflammation, nervous breakdowns, night blindness, and skin disorders. The liver inflammation comes from sugar deficiency, which



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which lowers general resistance. All the hospitals in Canton were filled with sufferers from this last year. Nervous breakdowns are the lot of the political training cadres who work all day, and worry most of the night. These people are better fed than the ordinary populace, but the tension they are under makes them constant prey to nervous depression and breakdown. Chronic malnutrition is the number-one enemy of the children.

Q. Did you ever want to join the Communist Party?

A. Not really, because I did not want to be bound by too many rules that would make me an intellectual slave and consume every moment of my free time at meetings and rallies. As a result, I was under a constant strain of being watched by clinic employees who were Party members, and by Party informers who are in all organizations.

Q. Were you allowed to practice medicine as you did previously?

A. No. Today a doctor is ordered by the factory management to cure a sick man in four days, for example. If you say this is impossible you are summoned to a mass meeting at which you are labelled a "right element" if you do not undertake to do as they say.

Q. How can they force a doctor to cure an illness within a fixed period?

A. While the doctor will not actually be punished, he will be constantly asked "Don't you realize that we are in the middle of shock production assignments for which we have to put on extra shifts?" And if he still recommends a week's sick leave for a seriously-ill patient,

they will regard him suspiciously and accuse him of being ideologically questionable. I had put up with this for twelve years in different cities and factories to which I was assigned. When my chance came to ask for ten days leave, my request was granted. I joined more than 40 others on a junk and we sailed safely out of Canton.

Throughout all China today—in the military, in the Party, among labor and agricultural workers—there is a nation discontent. The Party cadres are under continual bombardment by the upper echelons of authority. Production reports in all categories during the Great Leap Forward had been grossly falsified by Party cadre members to cover up their own errors and omissions and ignorance and the failure of the Great Leap itself. But eventually, when food was reported present and there was no food, and steel production increases were registered but no steel appeared, or was of far poorer quality than reported, the day of reckoning arrived. And so the Communist Party cadres, on whom depend the building and maintenance of communist allegiance among the people, have also suffered in numbers of trained workers, and this, too, will make the Great Leap go backward politically for quite a while to come.

None of this presages a people's revolt against the communist regime, or such controversy within the regime as to cause it to break up. A discouraged people, starved and ill, are not easily led into a shouting, flag-waving gun-shooting rebellion. But it does offer a reasonable degree of hope that among China's 700 million there is likely to take place, here and there, resistance, even if only in passive,

Taoist fashion, to the Pavlovian training Peking has in store.

The plight of China's people may be of concern to Western people because of our humanitarian beliefs, but of greater concern, for survival's sake, is Red China's war-making potential. Let us turn now to Peking's military machine, and especially to the regime's potential for achieving nuclear capability—a matter viewed with great concern in the Soviet Union as well as in the Free World.

Red China's principal armed force, the People's Liberation Army (PLA), is a formidable fighting instrument. The air force is quite small, with about 75,000 men; the Navy has some 66,000. The PLA, however, numbers 2,500,000, an enormous army by any standard. It draws its manpower from a vast pool of 125,000,000 men of military age who are subject to conscription at age 18, serve for three years, and as reservists until age 40.

Complementing the PLA is the "people's militia," a home-guard force open to both men and women, the goal of which is to enroll one person out of every three in China. This civilian militia now numbers 120 million men and women, of whom 30 million have been trained, of whom 4 million have had actual military practice with live ammunition. The militia, who "hold a hoe in one hand and a rifle in the other," is used as an instrument of labor and political control.

Resistance to Peking's commune system has resulted in sabotage by farmers who resent being deprived of their land, tools, household goods, and privacy. This, in turn, requires heavy dependence on military force to insure compliance with Politburo edicts, which, in its turn, accounts in large measure for Red China's enormous army—needed at least as much to maintain tranquility on the China mainland as it is for armed aggression against Red China's neighbors.

Mao Tse-tung, some years ago, in response to a question on the subject of nuclear weapons asked by a reporter on Peking's official daily newspaper *Jenmin Jibao*, replied: "The atom bomb is a paper tiger with which the U.S. reactionaries try to terrify the people. It looks terrible, but in fact is not. Of course the atom bomb is a weapon of mass destruction, but the outcome of a war is decided by the people, not by one or two new weapons."

Advocates of a militia-type regular army with "gun in one hand and hoe in the other," of which Mao Tse-tung was until 1957 a leading exponent, have given way to the pressures of more modern minded military men who have grown up in this age of science. A complete turnabout has taken place in top echelon thinking,

and in the past five years Peking has been making strenuous efforts to achieve nuclear military status that will be feared and respected by other communist nations as well as by the United States.

The world is not happily anticipating the date that China will explode her first atomic bomb, but many forecasts of the date on which this will take place have been made. Looking through a sheaf of these reports, it becomes quite evident that rumor and guesswork reported by a few correspondents have multiplied like amoebae in a room lined with mirrors, so that, if there was a speck of reasonable fact visible at the beginning, it became lost completely in the multiplicity of the images into which it was transformed. Let us, therefore, look at the hard, unadorned facts of China's nuclear capability.

An authoritative study was made in 1960 of the time required for China to build the necessary facilities, to fabricate an atomic bomb. Assuming no large delays in materials and construction, it would take five and a half to six years, and three years more to produce a stockpile of weapons. The Chinese started their nuclear program at the beginning of 1958. This means that if they were able to hold to their schedule without interruption, and if Russian assistance and guidance were maintained at least at the 1958 level, they could be capable of exploding their first bomb in 1963, and become a nuclear power in 1966 or soon thereafter.

What scientific manpower and material does Red China possess to make this a realistic prediction? Of China's 17 general universities, 16 have physics departments. If the enrollments at Nankai and Peking Universities are representative of the record of the others, the total enrollment of undergraduate physicists would be about 10,000. These will regularly be added to the 10,000 graduate physicists already produced in the ten years 1949 to 1960, most of whom are teachers, not active researchers.

At the Institute of Nuclear Physics in Peking the Chinese are now operating a 10,000 kilowatt heavy water

moderated test reactor which was constructed by the Russians. At the International Institute for Nuclear Physics at Dubna, outside Moscow, 20 per cent of the scientists are from China. A Chinese, Wang Kan-chang, is deputy director of the Institute. It is inevitable that the quality and quantity of physics in China will be improved as such scientists return home.

It takes about 1,300 engineers and 500 scientists, in addition to a vast amount of skilled labor, to build a facility that can produce atomic bombs on a continuing basis. In 1960, at the time the most recent comprehensive study of China's nuclear capability was made, China had approximately 210,000 engineers and 44,000 scientists. Of the scientists, there were the already-mentioned 10,000 physicists. These figures may seem impressive, but the fact is that while the technology involved in bomb manufacture is commonplace in the United States and in Russia, much of it is unknown in China. It also should be kept in mind that the quality of training and the process of selection and screening in China are not equal to Soviet or American standards, and that the Communist Party in China is no less concerned about the political health and attitudes toward the Party of both students and faculty than it is about their technical excellence.

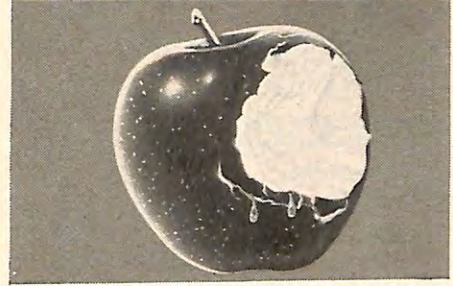
There are other limitations besides those of personnel. The total amount of equipment for work in modern physics which the Chinese are known to possess in all their laboratories, for example, is less than that in any one of the larger universities in the U.S.

None of the handicaps means that China cannot become a nuclear power. She undoubtedly will. Because of the Soviet Union's totalitarian system, the West badly misjudged that country's capability in the immediate postwar years. The same error should not be made with China. But neither should the opposite kind of error be made—that in China nuclear capability can be achieved overnight.

Now a brief reappraisal of the facts as they are in 1962, two years later. It would be a grave error to assess the capability of Chinese technical people by the accomplishments of the past seven or eight years. Without the assistance of Russian engineers and scientists and without the large amount of finished products from Russia, China's progress would have been far less than it is today. The Russians, in their ideological schism with Red China, have by now recalled all their engineers and scientists, and today the Chinese are virtually on their own.

The prediction made in 1960, therefore, that China could have the wherewithal to explode an atomic

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bomb in 1963 and become a nuclear power by 1966 has struck a snag unanticipated two years ago—the withdrawal of all Russian technical and scientific guides, and the cessation of Russian supplies and equipment. China has a small number of top flight scientists of her own who were educated and trained in the West before the Communists took the China mainland. Among them are two former professors at the California Institute of Technology, another formerly at the Massachusetts Institute of Technology, and several others of equally high standing. But the technological base on which they stand is still in a formative state compared to that of the United States and the Soviet Union.

One additional factor should be taken into consideration when weighing Red China's nuclear capability. That is that even when China will

have succeeded in exploding a nuclear device it will still be many more years before an ability to deliver an atomic warhead at long distance can be developed, witness the tremendous amount of time, resources, and scientific know-how that went into "closing the missile gap" in the United States.

Many other extraneous factors can also interfere to change the course of events in this field in the next few years. Science and technology are closely tied in with politics in China, in the same manner as with agriculture and industry, and an upheaval in the Politburo could create an upheaval in China's technological progress.

The measure of China's claims and performance in science and in military potential is quite accurately stated in this research report made for the United States Government: "China's military is adept at sabre rattling and

is not shy in announcing its intentions to possess atomic weapons. On the basis of her own proclamations, we must concede that China within ten or twenty years may be on a par militarily and scientifically with the United States and Russia. But the scholar having a knowledge of communist practices and who is familiar with the material from and about China will be noncommittal about agreeing with the Chinese about their future.

"China is in an Alice-in-Wonderland stage of development. This is a land where anything from the study of meson decay to the development of a better rat trap is labelled as science. A university professor may have a doctoral degree, or he may be an ordinary peasant. Doctors of ancestral medicine practice alongside those trained in modern Western medical science. A scientific institute may be anything from a group of dozens of well trained scientists working together on a project to a group of middle-school students observing the life cycle of insects.

"The 'rickshaw to Rolls-Royce' spectrum is encountered throughout China. The ridiculous, fostered by naivete and ignorance, occupies a seat alongside the exalted. There is a craving everywhere for the sensational. There is also a fanaticism associated with the use of numbers. The weight of all flies, mosquitos, and sparrows killed in a year in China is quoted in all seriousness to six significant figures. Progress is frequently quoted in terms of the number of days required for production or construction. It is notable to the Chinese that a dam was built in 20 days, even though it failed after being used only a few hours. The number of days required to produce a cyclotron or an x-ray machine is reported most religiously. Nothing is ever said of their performance. Statistics from China, even in technical and scientific journals, must always be doubted."

This quotation, backed by the data I have disclosed here and much more as well, pretty well sums up the nature of Red China's problems in seeking to become a major world political and economic power overnight. Underdeveloped lands everywhere might take a hard look at these facts as they consider communism as one of the alternate roads leading to what is hoped to be a better tomorrow.

And the prosperous countries of the West, which have struggled long and hard to achieve their success, should remain ever mindful that communist countries have no normal scruples to prevent them from attempting to make up their deficits quickly by subjugating and plundering our lands and our peoples. ● ●

BARRETT MONUMENT DEDICATED



This handsome monument, erected by the Grand Lodge in memory of the late Past Grand Exalted Ruler Dr. Robert South Barrett, was dedicated recently. Chairman John L. Walker of the Barrett Memorial Committee, a Past Grand Exalted Ruler, left, presided, and Past Grand Exalted Ruler Wade H. Kepner, right, delivered the dedicatory address. The Invocation and Benediction were given by Past Grand Chaplain Bishop William A. Brown of Portsmouth, Va., center, a close friend of Dr. Barrett.

The monument is located at Aquia Episcopal Church in Stafford County, Virginia, where at one time Dr. Barrett's father had been rector.

On behalf of the Grand Lodge, Past Grand Esquire H. H. Russell placed a wreath on the monument, and Past District Deputy W. L. Corbin placed another in memory of Mrs. Barrett.

In attendance were Admiral and Mrs. John P. B. Barrett and their son, and Mr. and Mrs. Milton Greenland, Dr. Barrett's daughter and son-in-law. Also present were Virginia Elk officials, including Past Grand Inner Guard Charles D. Fox, State President Charles H. Kirsh and most of the other State Association officials, as well as nine Past Presidents, 16 former District Deputies, two current Deputies and Superintendent Thomas J. Brady of the Elks National Home.

The Red Economic Push

All loyal Americans agree that communism is our greatest menace. Our individual liberty is at stake; our collective security and way of life are being challenged. We cannot meet that challenge effectively without first being informed about the adversary's motives and methods. Toward that purpose, THE ELKS MAGAZINE presents excerpts from Freedom's Facts, monthly publication of the All-American Conference to Combat Communism.

STEEL production in the Soviet Union rose 8 per cent in 1961 while U.S. steel production dropped 1 per cent during the same year.

This report, by the U.S. Department of Commerce, underscores a trend upon which Moscow economists hopefully base their predictions that the Soviet Union will outstrip the U.S. in economic output sometime around 1967-68.

Is this important? Of course it is. Communists believe that a man's economic interest controls all of his other interests.

Without question the economic race has great importance in the communist strategy to conquer the world and to impose communist tyranny upon all living beings.

The openly pro-Soviet magazine, *Northern Neighbors* (January 1962), rounds up the predictions of top economic planners in Moscow. Some of the projections are inaccurate. But for what they are worth, here is how Moscow sizes up the economic race.

Right now the United States is well ahead. The Soviet produces only half of America's output per capita.

But, Moscow economists point out that while Soviet output was only 30 per cent of U.S. output a mere 10 years ago, it is up to 50 per cent now. In other words, the Soviet is catching up fast, and already is ahead in the output of "iron ore, coal, coke, prefabricated concrete elements, heavy diesel and electric locomotives, sawn timber, woolen textiles, sugar, butter, fish, and a number of other items."

Moscow economists claim that the Soviet Union's rate of economic growth is now about 11 per cent a year while the U.S. rate of economic growth is only 2.5 per cent.

Even if no big depressions hit the U.S., these economists claim that the U.S.S.R. will overtake our farm and factory production "sometime around 1967-68" and that the conflict between East and West will be completely set-

tled in favor of Moscow by 1980.

What's wrong with this prediction? A number of things.

First, if the U.S., Western Europe, and Japan can strengthen their economic as well as political ties, the free world can face the communist bloc with such overwhelming farm and factory production that the Reds can never catch up.

Second, the increasing pace of economic competition is beginning to develop cracks in the communist tyranny. To get their own people to work harder, the tyrants have to give them better housing, more clothes, more food, and more consumer goods of all kinds. This tends to slow down the U.S.S.R.'s capital investment in heavy industry.

Also, the Soviet Union's drive to outproduce the U.S. is involved in its split with Red China. The Red Chinese are now desperate for food and industrial aid. Moscow can't deliver without bogging down in its economic race with the U.S. Red Chinese are putting pressure on Moscow on the political and ideological fronts in order to force more aid.

Third, to further improve its chances for success in economic competition with the West, the Soviet Union is continuing to drain economic resources from its East and Central European satellites. Dissatisfaction with Moscow is increasing in all of these countries.

Fourth, everything is not going in Moscow's favor in Asia, Africa, and Latin America. The free world can expect further set-backs, but if we have the will to win and the determination to sustain necessary sacrifice, free people will be the victors in 1980.

To sum up, we are in a political and economic war. More and more people in Washington and throughout the country are telling *Freedom's Facts* that we face a basic decision in this all out conflict. We can win against an international organization of dedicated communists only when we decide that we want to win and are willing to pay the price needed for victory.

The All-American Conference to Combat Communist includes some fifty national organizations, including the B.P.O.E. Subscriptions to Freedom's Facts may be ordered from All-American Conference, 906 Edmonds Bldg., 917 15th Street N.W., Washington 5, D.C. for \$3 per year. Please note your Elks membership.



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A RECORD OF 40 YEARS

When THE ELKS MAGAZINE made its bow in June, 1922, the world was a far different place from what it is today. Whether it is a better world now may be open to question, yet, on balance, most people probably would agree that we have made a considerable amount of progress.

Although it was not the purpose of THE ELKS MAGAZINE, then or now, to chronicle the times, its pages nevertheless do mirror the mighty events that have crowded these 40 years, and they reflect the tremendous changes that have already transformed all of our lives.

One purpose for which the Magazine was created was to provide its readers with material of educational value, and over the years the editors have fulfilled this purpose with timely articles on a wide range of subjects. A researcher centuries hence could page through the volumes of the Magazine and trace there in broad outline the history of 40 eventful years—dizzy speculation, depression, a world at war, dawn of the atomic age, quest for peace through the United Nations, the rise of communist aggression, the population explosion, and the conquest of space.

The basic function of the Magazine, however, was to be a journal of Elkdom, to report and promote the fraternal, patriotic, benevolent, and social programs and objectives of the Order. To this end, the Magazine has published some 70,000 stories, items, and photos on the activities of our lodges, state associations, and all of the Grand Lodge agencies.

Here in these monthly reports of Elkdom at work across the country are recorded the growth of our Order and the spread into many new fields of our patriotic and benevolent programs. They tell a story rich in the warm desire of men to help others, to build a better, stronger nation by lending a guiding hand to youth, by giving vitality and meaning to the principles of charity, justice, and brotherly love in fidelity to Elkdom's unswerving devotion to the Almighty and to Americanism.

But the Magazine has done more than just report and record these splendid achievements of our Order. It has stimulated, encouraged, and promoted them vigorously, and there can be little doubt that this wholehearted cooperation by the Magazine has been a powerful factor in the enormous expansion of our benevolence programs and in developing the widespread support, both public and within the Order, that has insured their success.

The winds of change that have made these 40 years such turbulent ones did not leave the Magazine unaffected. In our early issues, photos were seldom used. Today, any issue will contain from 50 to 75 photos. Forty years ago, color was used only on the covers. Today, it is employed throughout the Magazine. Artwork, layouts, type faces, all reflect the technological improvements and the changes in style and taste that keep the Magazine bright and up to date.

There is another side to the Magazine that is important. That is the business side, and here, too, the Magazine has compiled a commendable record. In every year of publication, the Magazine has returned a net profit from the sale of advertising space, despite rising costs and in the face of steadily increasing competition for the advertisers' dollars. Hard work and efficient management have made it possible for the National Memorial and Publication Commission to contribute more than 7½ million dollars from the Magazine's surplus earnings since 1922 to help finance the Order's fraternal, patriotic, and charitable activities.

We are grateful to the many who have contributed so much to make this record possible. Particularly are we indebted to the lodge secretaries, whose cooperation has enabled our circulation department to keep up-to-date files now containing over 1,300,000 names to whom the Magazine goes each month. We are indebted, too, to all of those who have reported on lodge and association activities, and especially grateful are we to those thoughtful souls who have sent in negatives with their photos.

And we express our appreciation to Elks

and the members of their families who have patronized the Magazine's advertisers, and, while so doing, remembered to say that they saw it in THE ELKS MAGAZINE. We are confident that our advertisers have benefited from spending their dollars with us; nonetheless we are grateful to them for their part in establishing our fine record of 40 years.

In a review such as this, it is the rule to overlook any mistakes, and we have no intention of violating the rule. And so, with this bow to the past we turn to the future, resolved to faithful pursuit of excellence in our task of publishing a Magazine that will advance the magnificent charitable services of our Order, contribute to the quickening of the spirit of American patriotism, and strengthen the fraternal bonds that unite more than 1,300,000 Americans, striving with them to create a better world.



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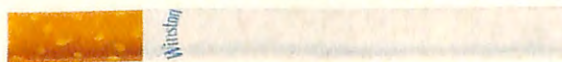
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