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MAGAZINE JULY 1962 C



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Tom Wrigley WRITES FROM WASHINGTON

SOME WOULD RATHER STAY—Between August 1 and 5 nearly 120,000 National Guardsmen and Reservists who were recalled to active service in the Army last October will be released from duty. Many registered objections to their service overseas. Now, however, as time grows near for the return trip, some 5,000 have asked to stay on, and their requests will be granted. They include several hundred officers. Defense Dept. says the Army now looks good to them with its many security and fringe benefits. Many men with considerable prior service are deciding to stick on until they have completed 20 years. They will still be young and get very generous pensions.

NORWAY'S PRIME MINISTER, Einar Gerhardsen, is one official Washington visitor with no ax to grind. His recent stay in the Capital was just a pleasant visit. The Prime Minister made no requests for aid or anything else. It was all so unusual he and Mrs. Gerhardsen have been urged to come again, soon.

MARRIAGES ARE BOOMING in the nation's Capital this summer. Mrs.

Maud R. Rynex, just retired as chief of the D. C. Marriage License Bureau after 32 years, says the total now goes over 9,000 a year and keeps increasing. There are more women than men in Government jobs, and summer is the open season on bachelors.

POLLUTED POTOMAC RIVER, carrying so much sewage that swimming or even wading in its waters is forbidden, should be cleaned up, Supreme Court Justice William O. Douglas declares. He told the Board of Trade's River and Harbor Committee that adequate sewage disposal plants upstream from Washington could be built at no greater cost than "putting a man on the moon."

TWO WAR HEROES have refused to take their special \$100 a month pensions voted last year by Congress for Medal of Honor winners. They are Lieut. Gen. James H. Doolittle, who led the first bomb raid over Tokyo in World War II, and Maj. Gen. William F. Dean, Commander of the 24th Division in Korea who was a prisoner for three years. No reason has been given for their refusal. About 100 other

Army Medal of Honor winners accepted the pensions.

NEW COLORING BOOK has taken Washington by storm. It is filled with drawings of people and places in Washington. It features President Kennedy and says he works for the Government. "Color him red, white, and blue." Atty. Gen. Robert Kennedy, because he is very young, is to be colored green. Naturally, the White House remains white.

THOSE OLD "TEMPOS" are doomed, General Services Administration positively declares. The obsolete buildings, built in wartime, some way back in World War I, are to be demolished under a new construction program. The Navy and Munitions Building on Constitution Ave., among the first to go, is 45 years old.

NEW HOME OWNERS are advised by Federal Housing Administration to look carefully into interest charges before they sign a contract. A new leaflet is available from FHA which shows typical monthly payments for loans and total interest payments throughout the years. As a typical example, \$15,000 borrowed at 5.4 per cent on a house for 20 years means total interest payments of \$9,254, or more than 60 per cent of the original loan. A 35-year loan, FHA maximum, costs \$17,777 in interest, or more than the original \$15,000.

DISTRICT DOLDRUMS . . . In Washington only 38 per cent of Protestants attend church, Rev. Charles Ellet, Director of Research and Church Planning of the National Area Council of Churches, reports. . . . In the face of President Kennedy's efforts to hold down prices, the National Press Club boosted the price of all drinks five cents, even beer. . . . American College of Surgeons is driving to end the practice of some surgeons who, after they operate, turn the patient over to other physicians who may be less experienced. . . . Civil War map lists have been compiled by the Geological Survey and are available as Circular 462. . . . July 2 is District of Columbia Day at the Seattle World's Fair, and a big delegation of Washingtonians is planning to be there rubbernecking, just like visitors do in the nation's Capital.



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COMMENT

FROM THE EDITORS

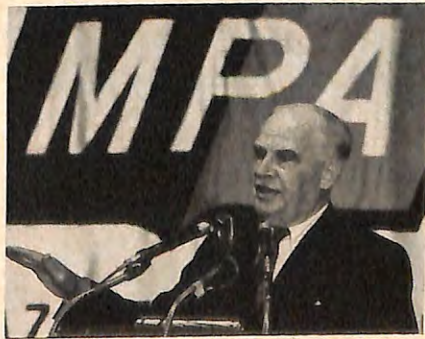
WE ONCE COLLABORATED with a fellow fifth-grader on a huge model airplane that was to be powered by an electric motor running on flashlight batteries. The prototype was never finished, though, so no patent was applied for. Had there been, and had one been issued (which is unlikely, since the contraption would never have flown), it would have been numbered somewhere under 3,000,000. Number 3,000,000 was issued recently by Patent Commissioner David L. Ladd, who collaborated with James C. G. Conniff for the article in this issue that begins on page 8.

Mr. Ladd is a 35-year-old bachelor attorney who has specialized in patent, trademark, and copyright law. While in law school he clerked for a former Patent Commissioner, Casper W. Ooms, and after graduating joined the firm of which Mr. Ooms was senior partner. The Commissioner has devoted his life to patent, trademark, and copyright law since receiving his law degree, but he is no stranger to journalism. In 1943-44 he was a radio announcer in Portsmouth, Ohio, where he attended high school, and during a stint in the army he worked in public relations.

Jim Conniff is a science writer who last year received the American Heart Association's Howard W. Blakeslee Award for magazine reporting on progress in treating strokes. He frequently teams up with key figures in medicine and public life.

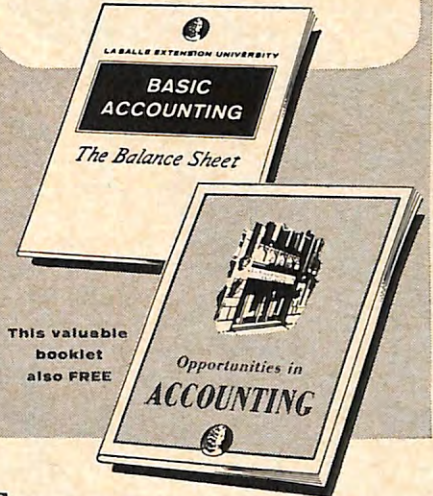
DURING MAY, which was the month when most of the work on this issue was done, we ventured away from our desk for a couple of days to attend the Magazine Publishers Association spring conference in Washington. It was the first time MPA had congregated in the Capital, which turned out to be a fortunate choice of location. Among our speakers and panel members at various sessions were President Kennedy, Secretary of Commerce Luther Hodges, Undersecretary of State George W. Ball, Deputy Secretary of Defense Roswell L. Gilpatric, several Senators, and several Congressmen. Needless to say, those sessions were lively and interesting.

The MPA is a professional association to which we've belonged for many years. Magazines compete with each other both for advertising dollars and, editorially, in the arena of ideas. As with any competitive industry, however, we have common problems, and the magazines, their readers, and their advertisers all benefit when solutions are sought through common effort. Our industry has certain broad common goals, and coordination helps us to achieve those goals. We like to keep informed about our fellow publishers and about the industry as a whole. It is for these purposes that we, the staff of THE ELKS MAGAZINE, value our membership in the Magazine Publishers Association. We returned from Washington informed, challenged, and somewhat rejuvenated.



Secretary of Commerce Luther Hodges (who is Patent Commissioner Ladd's boss) delighted the MPA by throwing away his prepared text and speaking off the cuff.

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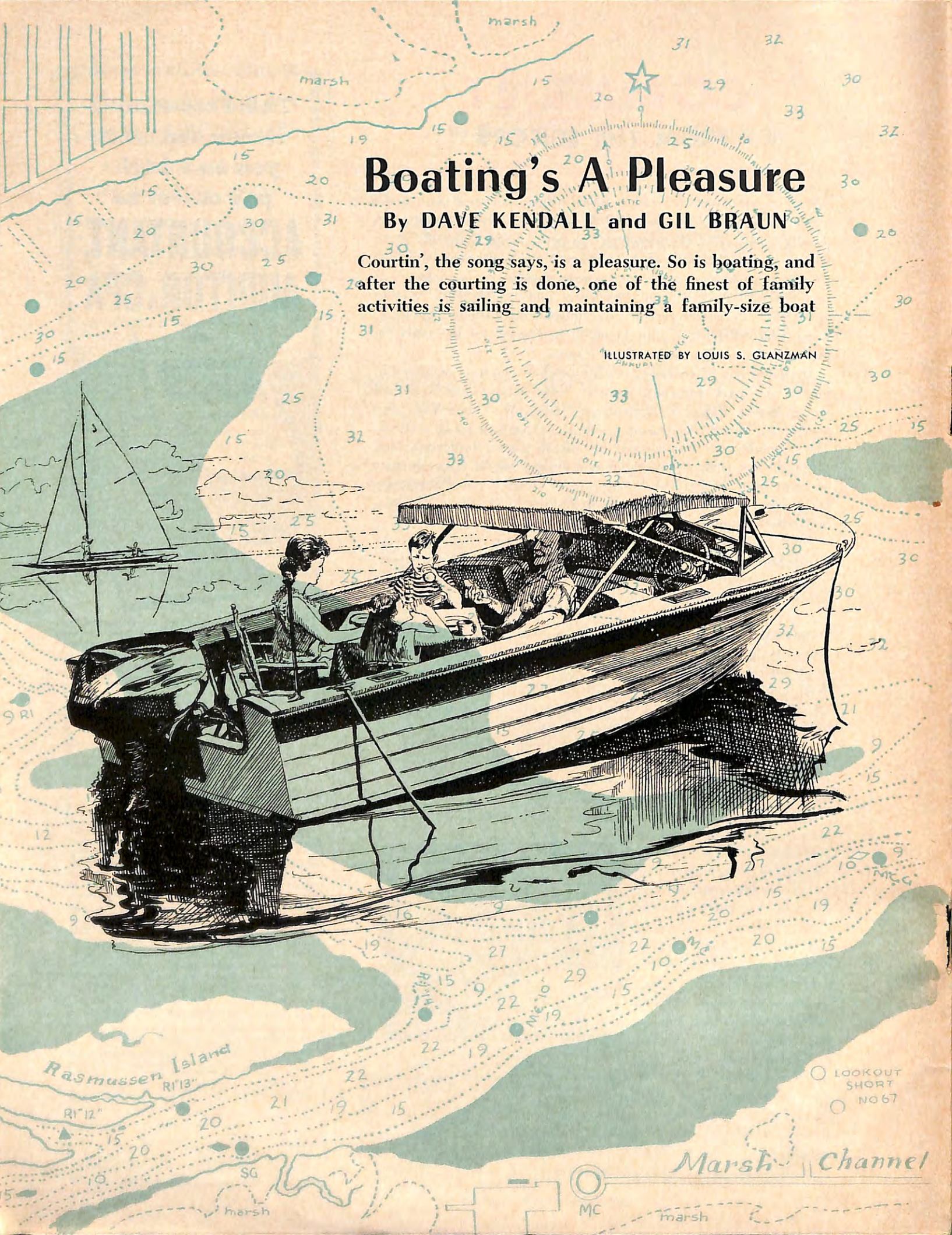
County State

Boating's A Pleasure

By DAVE KENDALL and GIL BRAUN

Courtin', the song says, is a pleasure. So is boating, and after the courting is done, one of the finest of family activities is sailing and maintaining a family-size boat

ILLUSTRATED BY LOUIS S. GLANZMAN



"HEY, Dad," Hank Jr. shouted from the back seat, "are you in a big hurry to get home?"

Hank Edwards kept his eyes on the traffic in front of him, and he didn't answer for a moment. He had long since learned that an offhand reply to his nine-year-old son's questions could lead him where he didn't necessarily want to go.

"Did you hear me, Dad?"

"Uh-huh. What's on your mind, son?"

"Turn left at the next traffic light, and I'll show you."

Hank's sister Marcia bestirred herself among the empty picnic baskets and beach bags. "I know why you want to stop there," she said in a tone that was meant to remind him that she was two years older than he. "It's an auto agency, and you want to see the sports cars."

"No, it isn't," Hank protested.

There wasn't time to argue before the light changed, so Big Hank signaled and made the turn.

What had looked like an automobile agency to Marcia turned out to be what Big Hank as well as his son had known from the start—a modern boat dealer's establishment. Here small boats, motors, trailers, and all accessories were exhibited and sold.

It couldn't have been a secret to any member of the Edwards' family that the head of the house liked boats. On winter evenings they often found him engrossed in boating magazines, and he never missed a boat show within a hundred miles. But since they lived in a lake-studded section of the state and many of their neighbors and friends were boat owners, this interest was natural enough, and it had never occurred even to Helen that her husband might consider buying a boat. Now, watching his eyes light up as he examined the various types of craft on display, she began to wonder.

Big Hank was wondering too. Could he afford a boat right now? The mortgage on the house had two years to go, but the car was paid for. His income was moderate but steady, and they had a modest savings account. Deep down Hank knew that he was more than "just looking around" here. The dealer sensed it too, and it wasn't long before Hank was putting some hard practical questions to him and getting some mighty interesting answers.

It was dark, and the traffic had thinned out when they started for home, but Hank had all the facts he needed for reaching a decision. He knew now that he could become a boat owner almost as easily as he had become a car owner. He had listened with surprise when the boat dealer informed him that banks have established boat-owners' loan plans, that insurance is readily available at moderate cost,

and that recreational boating as a sport—as a way of life—is now within reach of those in modest income brackets.

After the rest of the family had gone to bed Hank pored over the pamphlets and figures the boat dealer had given him. He was excited—actually having a fine time—but far too level-headed not to stare every hard fact straight in the face.

"Buy the type of boat that's right for you," the boat dealer had advised as he showed them every type of boat he had in stock and explained the uses to which each was best suited. There were canoes for ponds and streams—light and easy to transport, but tippy—and obviously too small for family use. Those car-top skiffs of wood, aluminum, and fiber-glass were also light and easy to transport, but they also were too small—no room in them to stow picnic gear and swimming togs. What about the sporty runabouts? Fast and fun, no doubt, but again not roomy enough for the whole family. This outboard cruiser that sleep two, four, and six are wonderful for extended in-the-water use, but too big for Hank to tow easily and a little too expensive for the Edwards' budget.

When Hank finally got around to considering the family day-cruising outboard boats, he *knew* this was the right type for the Edwardses—big enough

for the whole family, fully equipped with folding tops for shade, dotted with lockers for adequate stowage, and the cost was just about right for him. "That's it," Hank decided. "We don't need a big, deep-water boat, and right now I'm not interested in mastering sailing. That's a demanding sport that we can all learn together after we've had a chance to build our skills and have met some of the time-honored tests of wind and wave." Hank chuckled at the literary style his nautical thoughts had unconsciously adopted. "From manual to old salt in one easy step . . . now, take it easy, Hank!"

Hank bought his outboard family day-cruiser as part of the all-equipment package deal offered by the dealer. This included the boat, the motor, a trailer which would tow properly behind their car and support the boat safely, life jackets, life cushions, running lights for night boating, a compass, a foghorn, an anchor, a swimming ladder, a fire extinguisher, and other equipment and accessories they would need for immediate use and enjoyment of the boat. The cost was just under \$3,000, of which Hank paid the required one-third down immediately. The dealer helped him make arrangements to finance the rest through a bank on a monthly payment plan.

(Continued on page 48)



EVINRUDE PHOTO

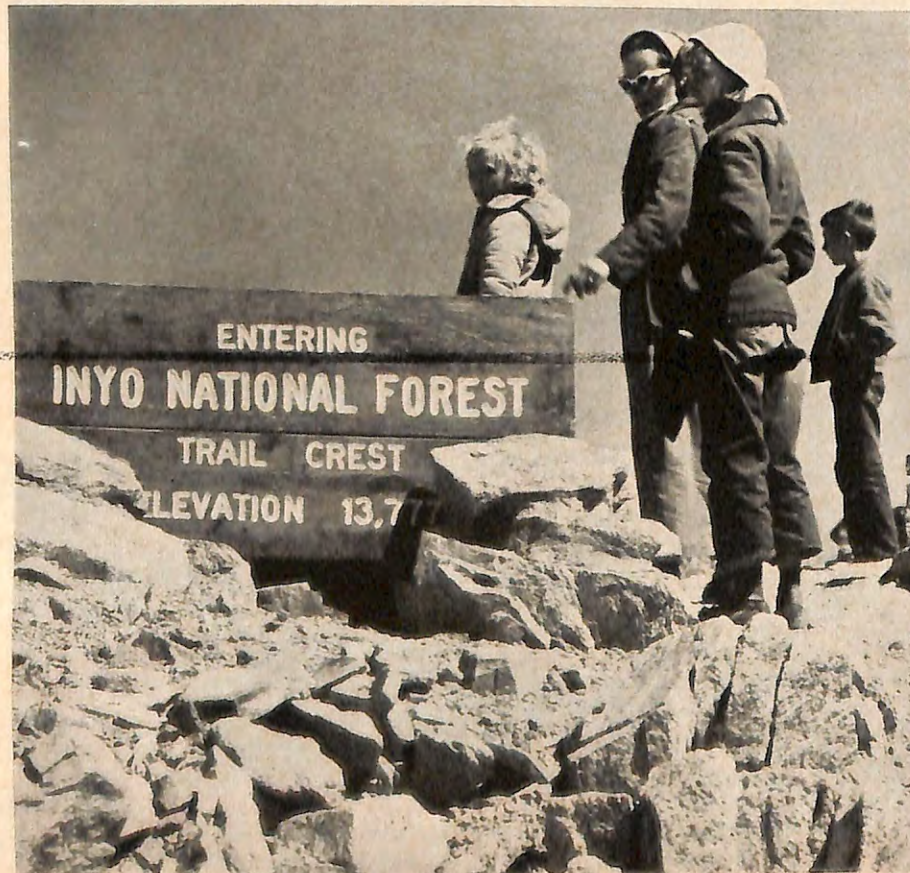
Even a moderate-size boat can haul enough gear for family boat-camping. A car and trailer also are needed.

Everybody's Mountain

By JAMES R. GREGG



Above: Lone Pine Lake, a choice scenic campsite near Whitney Portal.
Below: Climbers study elevation marker on the Sierra Nevada Crest.



AMERICANS are sometimes said to be "soft," and indeed some of us are. But there are others who devote leisure time to rather strenuous activities, such as walking up 14,496-foot Mt. Whitney in California, highest point in the continental United States. (There are eight mountains in Alaska that are higher than Mt. Whitney.) Thousands hit the rugged John Muir Trail every year, and they are just average people—ranging from babes in arms to octogenarians, with scarcely a seasoned mountaineer among them.

The early Sierra Nevada mountain climber who named Mt. Whitney, Clarence King, thought on his first attempts it was impossible to scale its rocky cliffs. Imagine his surprise if he had been there on September 6, 1959, when 627 people reached the top, the most ever to make it in one day. Besides that, the total number of hikers shown by U.S. Forest Service records has doubled since 1956.

The shortest way up is 10½ miles, and the trail rises more than 6,000 feet in that distance. This is a stiff climb, especially when carrying food and equipment for overnight stops. Yet the sport is becoming so popular the path is downright crowded on summer holiday week ends.

Mt. Whitney is accustomed to crowds, but it wasn't always thus. No white man is known to have reached the top until August 18, 1873, when three fishermen wandered up to the peak. They were camping in the back country and hadn't set out to climb mountains. They could scarcely have been looking for better fishing, since lakes and streams are practically nonexistent above the 12,000 foot level in the jagged rock surface of the Sierras. But, for some reason, they climbed to the top of Mt. Whitney and touched off a bitter controversy at the same time.

Ten people stood on Whitney's previously unattained summit within a few weeks. The big fuss raged over which party was first. Apparently credit should go to A. H. Johnson, C. D. Bergole, and John Lucas of Lone Pine, California, who logically, but unimaginatively, wanted to give it the prosaic name of Fisherman's Peak. The anglers won recognition for their first ascent but lost the battle of names.

A very disappointed fourth in the

race was Clarence King, who thought he was the first of Whitney's conquerors. Long before he had come to think of the mountain as his own personal challenge and was determined to stand on the loftiest point in the nation. The Sierra high country held little interest for the early settlers, even the '49ers who combed the lower elevations for gold only a few hundred miles away but paid little attention to the Whitney region, which paid off only in scenery. Thus it was the summer of 1864 before the mountain was "discovered" by King and a companion. The two men calculated it to be the highest in the U.S., though they slightly overestimated its elevation. It was named in honor of J. P. Whitney, then chief of the California Geological Survey, their boss.

After numerous unsuccessful attempts, King and a partner finally stood triumphant on top of the tallest mountain in sight. Whitney had at long last been conquered, or so it was assumed. Two years later, in the summer of 1873 while in the East, King was stunned to read that a party had climbed Mt. Langley and found the markings King thought he had left on Mt. Whitney. Through an error in calculations, and confused in the poor visibility caused by heavy fog, he had scaled the wrong mountain. Rushing to California, King scrambled up Whitney only to find that three other parties had beaten him to the prize.

Today expert mountaineers rate the Whitney Trail as "easy" and consider it no more than an uphill stroll. It is even possible to ride a horse all the way. The U.S. Forest Service maintains the well-graded trail which crawls up



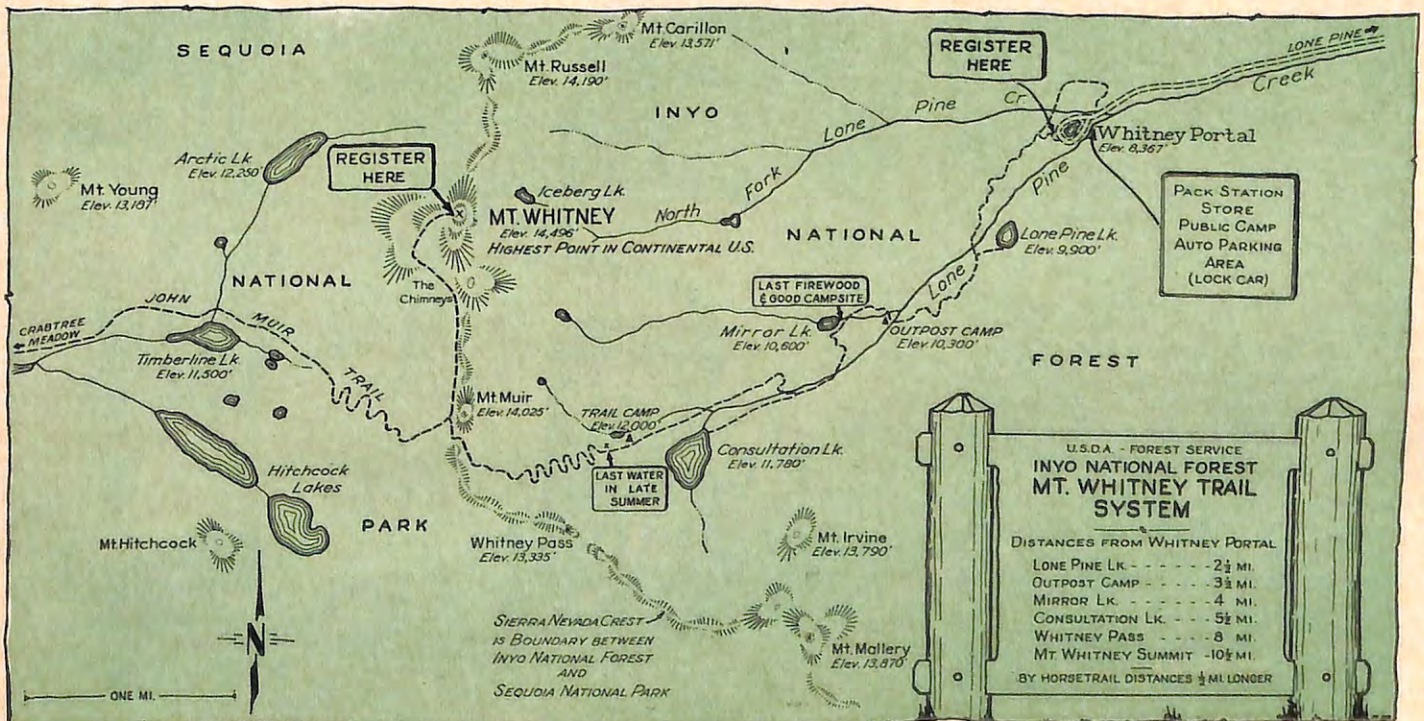
Just below the little stone house that marks Mt. Whitney's crest, hikers pause to view Sequoia National Park, spread out far below.

the east face of the Sierras. Right at the crest of the Sierra Range, the National Park Service takes over since the approach to Whitney itself is up the gently sloping west side which lies in Sequoia National Park. Good as the trail is, it is still no Sunday afternoon walk for most people; in fact, three days is about par for those who live a sedentary life.

If one should fail to make a successful ascent, it is likely to be because of a lack of planning, mostly allowing enough time. There are no motels or

snack bars along the way so everything needed must be carried along. This means nothing but essentials can go. Yet with today's lightweight trail equipment and dehydrated foods, a pack averages from 25 to 40 pounds for a three-day trip. Two-thirds of the time is spent above timberline where there is no wood for fires. So a backpack must contain cooking stove and fuel, along with warm clothing and heavy sleeping bag, since above 10,000 feet it can get plenty cold even in mid-summer.

(Continued on page 34)





Three Million Inventions Are Only A Start

By **DAVID L. LADD** as told to **James C. G. Conniff**

U. S. COMMISSIONER OF PATENTS

Commissioner Ladd explains how his agency serves inventors and the nation—and why the U. S. Patent Office is in danger of becoming a burial ground, rather than a clearinghouse, for its wealth of scientific information

LAST SEPTEMBER we celebrated the 125th anniversary of the U.S. Patent Office by issuing Patent No. 3,000,000. It went to a veteran inventor in California for an electronic check-sorter. His milestone invention is being used by banks throughout the country to keep those important little slips of paper you write from straying, becoming lost, or otherwise misdirected. Its secret is a series of cabalistic marks—resembling numbers—that are printed across the bottoms of checks and are “read” by the inventor’s machine.

The occasion underscored in my mind, however, another secret—one that has been perhaps too well kept. I refer to the dual role the Patent Office plays in our rapidly expanding economy. It is a role which the Patent Office is doing everything in its power to keep abreast of, against swiftly increasing odds. But in that effort we cannot hope to prevail unless as many Americans as possible understand and support the twofold objective we seek to serve: *first*, the individual inventive genius which has propelled this nation to technological leadership of the free world; and *second*, the inventive teamwork of the American industrial complex, which makes it possible for that leadership to function.

For the lone inventor, and, to an equal degree, for members of highly integrated industrial research teams, the U.S. Patent Office is first and foremost a clearinghouse of technical and scientific information—the most complete clearinghouse on earth. That, at any rate, is what our office should be. That is what we were set up to be. And that—even in the face of today’s “information explosion” and its attendant retrieval problems—is what we must be. Because if we falter, so may this nation.

Let me explain first how we are equipped to serve the individual inventor, and then how we try to serve our industrial community.

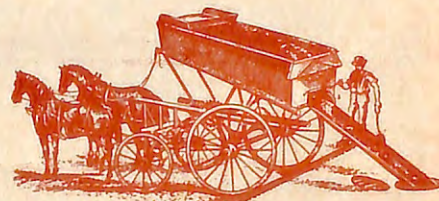
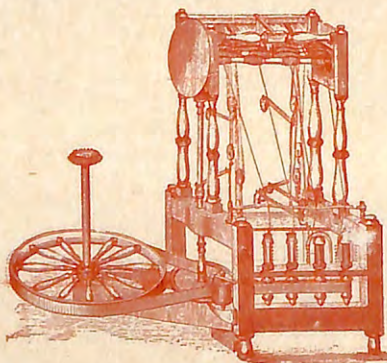
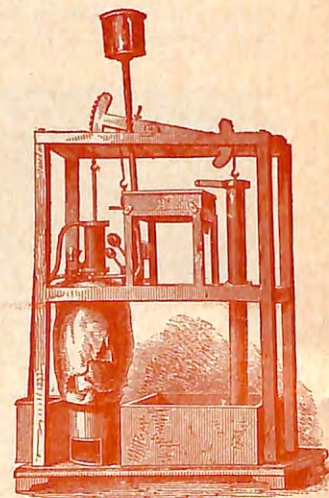
Say you’re an inventor. Most Americans believe they could be, and I, for one, share their confidence. If you think you may have a patentable idea and don’t quite know how to go about protecting it—and yourself—let this former patent lawyer help you. That’s one of the more pleasant features of my job as Patent Commissioner.

Patenting an invention isn’t just a matter of a few telephone calls and a trip to Washington. And turning the job over to a lawyer won’t of itself get you a patent either—not even if, as I hope, your good judgment leads you to choose an attorney who, on the basis of examination, is qualified to practice before the U.S. Patent Office.

Many patent attorneys are also experienced engineers. They are listed

alphabetically by states in a register which the Patent Office (U.S. Department of Commerce, Washington 25, D.C.) will send you for 55 cents. You will find the names of these lawyers nowhere else. Qualified patent attorneys are not permitted to advertise.

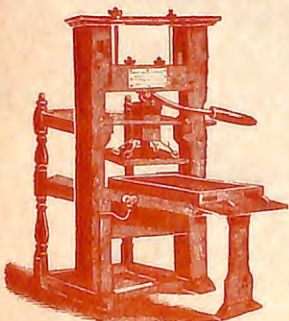
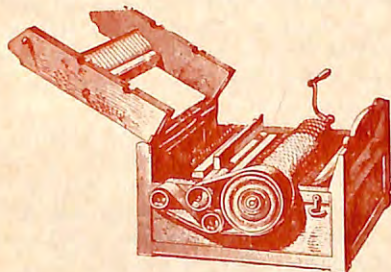
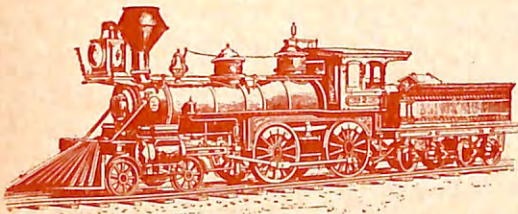
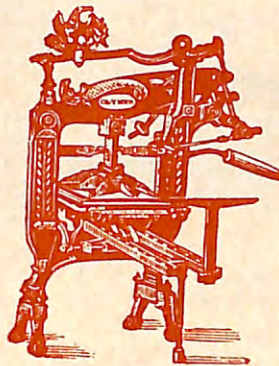
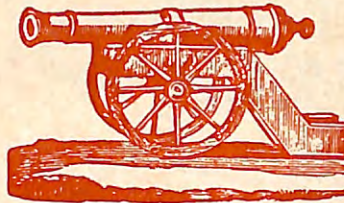
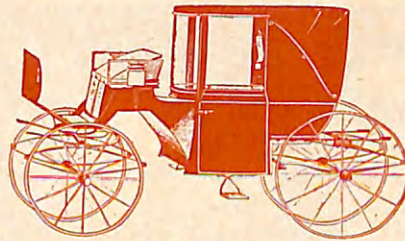
But locating a registered patent attorney is only the first step of a complex task. On the average, three years will elapse between the time your attorney applies for a patent in your name—if he finds your idea to be patentable at all—and the day we issue it. This unavoidable delay is as much a headache to us as it is to the inventor. (Under certain circumstances, such as having an immediate prospective market for your invention, or having your invention copied by some-



one else, we can sometimes expedite your application.) As I shall explain further along, for the future of the country as a whole the time-lag represents a condition much more serious than a headache.

Nor is waiting the only bedevilment for inventors. There are other possible pitfalls which anyone seeking a patent owes it to himself to be aware of. Only in that way can he make reasonably sure that in using his ingenuity to help his country, to enrich the lives of his fellow Americans, or to make a livelihood for himself—sometimes all three—he will also be avoiding false steps which could later cause him financial disappointment.

Let me say right here that the day of the independent inventor is not entirely over. To be sure, an increasing proportion of patents are being issued to companies. But the individual inventor still has an important role. If you think individuals who patented such successful "minor" inventions as the safety pin, crimped bottle cap, slide talcum-can top, paper grocery



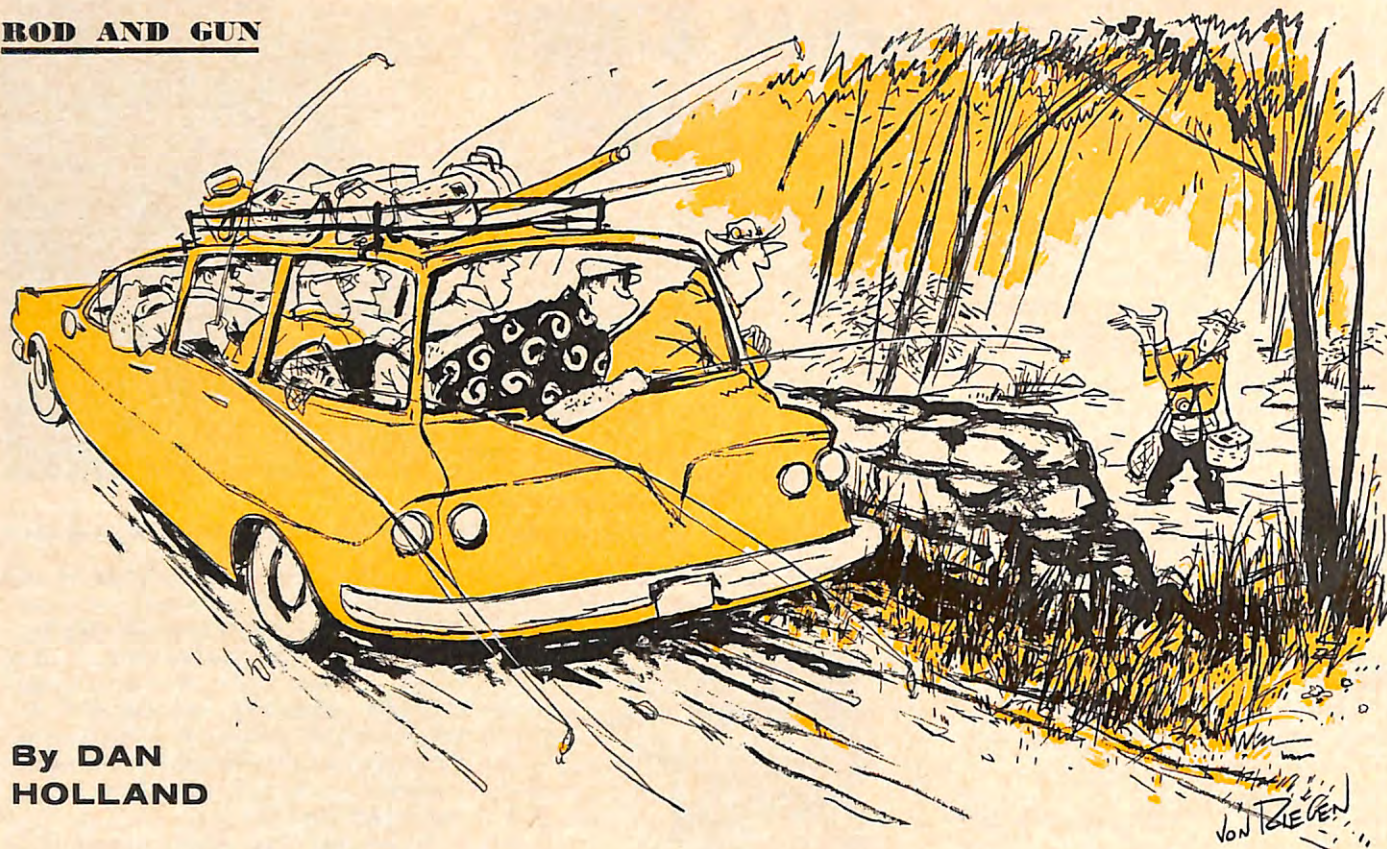
bag, and barbed wire are figures of the past, think again. Between 25 and 30 per cent of all patents are still being issued to the same kind of ingenious "loners" who invented those everyday necessities and got rich in the process. All but about 2 per cent of these private practitioners of American ingenuity are men, but the ladies manage to hit pay dirt, too.

A familiar household utensil for cleaning toilets is an example. Consisting of disposable paper sponges that are attached to a plastic handle, it does nicely by its inventor, composer Richard Rodgers' wife, Dorothy. Fitted bed-sheets, contour chairs, traverse rods for drapes, and various undergarments pay good royalties to their distaff patentees. Reflecting their experience in office work, women have patented typewriter improvements, as well as new index and filing systems. Some have gone even further. Hedy Lamar holds the patent on a secret communications device. Women have patented achievements in electronics, nuclear physics, and digital computers. Parenthetically, I'd like to say that America needs more women engineers and inventors.

The incentive for invention is all around us every day. A simple, handy gadget like the shrimp de-veiner brought a comfortable return. So did the rotary-crank can opener. The hinged rear gate on supermarket shopping carts which permits horizontal stacking was a profitable invention. But over and above this extremely practical type of invention, even a partial list of more meaningful discoveries by individual inventors is an eye-opener.

It includes, along with the zip fastener and the self-winding wrist watch, such modern-day milestones as air conditioning, automatic transmissions, and the catalytic cracking of petroleum. Individual inventors have also been responsible for the electron microscope.

(Continued on page 38)



By **DAN HOLLAND**

HOW TO HIDE A FISHING HOLE

"Vacationing fishermen drive by at a snail's pace, rods sticking out of every window and eyes on every fisherman. When they shout 'Any luck?' I always shake my head sadly."

SOME fishermen don't have to keep secrets. A man in Blackduck, Minnesota, for instance, has so many good places to hunt and fish that he doesn't have to try to keep them to himself. Even if he couldn't resist the temptation not to work, he could never cover the available fishing spots in one lifetime. For someone living in Muleshoe, Texas, however, it's another story. If he knows of one "tank" full of bream, he can hardly afford to tell both his neighbors about it. They might take a day or two off and fish it out.

The folks around my way are all fishermen and nosey. Just the other day, when I was on my way home from a pet pond the far side of Shincracker Hill, one of them looked me right in the eye and demanded, "Where you been fishin'?" That shook me. I won't lie to anyone, especially a fisherman, so I had to think fast. Luckily I remembered a story about the late W. C.

Fields. It seems that Fields' preoccupation with a case of gin was holding up production on one of his movies. After sending to the comedian's home several hirelings, who were unsuccessful in getting him to the set, the boss went in person. The butler announced who had arrived and why. "Tell him to go away; he bothers me," drawled Fields. "But it's Mr. Mayer himself," persisted the butler. "In that case," instructed Fields, "give him an evasive answer; tell him

to go jump in the lake!"

I'm not that subtle, but I did give this impertinent fisherman an evasive answer.

I never ask other fishermen such a direct question. Some will come right back with a graphic and detailed description of where they find their big fish, but that's no help. It's not that I don't want to know; I just wouldn't believe them anyway. And I'm afraid they might turn around and ask me the same question.

A fellow I fish with has such nerve, though. We were on our way to try a new stream, and he deliberately stopped to talk with a man who fished it regularly. My partner led him on until the gentleman got to talking too big, as some are inclined to do; then he came right out and asked, "And where do you find these lunkers?" I felt right sorry for the man. He was caught with his mouth wide open, like a fish that realized too late that it had taken a hook. He had no time to make up a good story, and he became suddenly interested in his shoelaces as he stammered out instructions: "Go on up to Booneville and turn . . . turn . . . turn left, drive about a mile and start

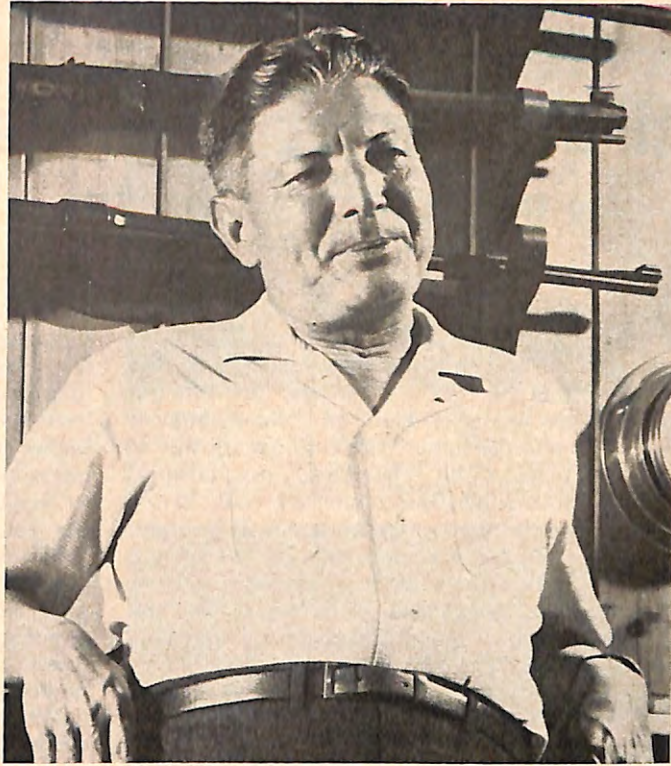
(Continued on page 44)

ILLUSTRATED BY
WILLIAM VON RIEGEN



"Another precaution—which isn't easy but is reliable: throw back all the big fish and keep the little ones.

By this method you can show off your catch without danger of compromise."



Let's Keep Down to Business

As the end of my term nears, I am tempted to look back over the past year, but instead I want to look forward to the bright future that lies ahead for the Order of Elks.

I am even more enthusiastic about our fraternity, its great achievements and its tremendous capability for the future than I was when you honored me with the office of Grand Exalted Ruler in Miami Beach last July. And that enthusiasm is soundly based on a new spirit that is working everywhere throughout Elkdom—the spirit of getting down to business. It is this spirit that has carried the Order of Elks forward this past year, and it will grow and become an even more powerful force for the good of our Order in the years ahead.

This is perfectly clear from the tremendous response, by Elks everywhere, to my appeal, "Let's Get Down To Business."

Early in this administration, we drafted "A Declaration of American Principles." This clear, concise, and sound statement has given us a platform and a standard for effective patriotic action. This is just the beginning of our efforts to preserve, protect, and defend our principles—America's principles—from the attempts of those who want to destroy those principles and demoralize us in order to pave the way for collectivism.

You have shown your awareness of the needs of these times, also, by your wholehearted and enthusiastic response to the call that we re-dedicate ourselves, individually, to the highest moral standards in our public and private conduct. I am sure, from what so many of you have told me

during my travels, that there was a widespread realization of the deterioration of moral standards in our society, and that something ought to be done about it. The drift to decadence will not be stopped overnight, but we have to fight it and keep on fighting it until it is stopped, and the Elks and their families have shown that they intend to.

Speaking of our families, I am especially pleased by the great impetus that has been given to family participation in our Order's programs. Here again, a wider realization of the importance of family participation has been followed by action in so many of our lodges to make it a reality.

Related to this is our program for the improvement of the physical facilities of our lodge homes. Family participation requires added facilities, and this has resulted in a tremendous amount of improvements all over the country. Then, too, we have stimulated a vast amount of modernization by focusing attention on the desirability of maintaining high standards in the physical appearance of our lodges. Here again is manifested the rising spirit of achievement—a desire for excellence that is stirring our membership to action that will lead on to progress.

Our Order has accomplished much during this past year, and I want to express my appreciation to the thousands of loyal Elks who have helped to make this possible. But we Elks will never be content to rest on our oars. We must, and I am confident that we will, continue to promote our program of vigorous Americanism, to strengthen the moral fiber of our people, go forward with lodge betterment, expand our family participation. Let's keep down to business.

William A. Wall, Grand Exalted Ruler

Third Quarter Forecast

By **DR. MARCUS NADLER**

IN THE APRIL ISSUE of THE ELKS MAGAZINE, the author made the following statements:

The lull in business during the first two months of the year does not indicate that business is peaking out or that a decline is in the making. . . . Business activity will resume its upward trend in the second quarter of 1962. The improvement, however, will be only moderate, and a major boom is not in the picture. . . .

Business activity during the first five months of the year developed about as expected. The Federal Reserve Board's index of industrial production rose from 114.8 in February (1957=100 and seasonally adjusted) to 115.8 in March and 117.1 in April. At the time of writing, the May figures had not as yet been published, but to judge from the general level of business activity the index should be somewhat higher.

The improvement in business was marked by a moderate increase in the number of individuals gainfully employed. In April, civilian employment rose to 66.8 million from 66.3 million in March, and unemployment dropped from 4.4 million to 3.9 million. However, on a seasonally adjusted basis the percentage of unemployed in the civilian labor force remained unchanged at the March figure of 5.5 per cent. Thus, so far, little progress has been made in reducing the hard core of unemployment.

The volume of retail trade reflected the general improvement in business activity. Seasonally adjusted sales rose both in March and April, and Easter sales were satisfactory. Wholesale commodity prices have remained practically unchanged since the beginning of the year. On the other hand, the consumer index continued its slow upward trend, reflecting primarily the constant increase in the cost of services as well as a seasonal rise in the cost of food.

On the whole, developments during the first five months of the year were

Dr. Nadler is Professor of Banking and Finance at New York University and is a consulting economist for the Manufacturers Hanover Trust Company. He contributes an annual business forecast to each January issue of THE ELKS MAGAZINE and his quarterly forecasts appear in the April, July, and October issues.

satisfactory, even though unemployment remained a problem.

The Outlook—In an economy like that of the U.S., where the standard of living is high and about half of total consumer expenditures are discretionary in character, psychological forces play an important role. Before analyzing the forces that will be operating in the economy in the second half of the year, it is necessary to draw some conclusions as to how various uncertain factors may affect consumer spending. The most important uncertainties, at the moment, are as follows:

The equity market: Prices of equities declined rather sharply during the first five months of the year. Many people interpret a decline in the stock market as forecasting a drop in business activity, accompanied by a reduction in profits. This interpretation does not seem to be warranted at the present time. The equity market, instead of forecasting business conditions, is adjusting itself to conditions which have existed for some time. Above all, it is reflecting a reappraisal of the price-earnings ratio of common stocks and a reduction to more realistic levels.

The fact that inflation has remained relatively dormant for the past three years was bound to influence the move-

ment of the equity market. So long as the fear of inflation was widespread, many investors preferred to buy common stocks as a hedge against inflation, even though the return on bonds was higher than stock yields. With the forces of inflation quiescent, the need to hedge has disappeared. Similarly, the extremely optimistic expectations held a few years ago as to the trend of business and profits in the 1960s have so far not materialized. The rate of economic growth of the country has slowed down, and a squeeze on corporate profits has developed.

When it became evident that neither economic growth nor profits would come up to the high expectations, it was generally realized that the very high price-earnings ratios were not warranted by objective realities. The steel incident also had an impact on the equity market, partly because it indicated that it will be more difficult to increase prices in the future, and partly because it confirmed the view that inflationary forces are likely to remain dormant in the period ahead.

While, in the opinion of this writer, the equity market does not forecast the trend of business activity, it could have a psychological effect on some
(Continued on page 32)



Elks National Service Commission



Portsmouth, Ohio, Lodge provided an afternoon and evening of entertainment for 500 patients at the VA Hospital in Chillicothe, one of the regular monthly events sponsored by the Ohio Elks for hospitalized servicemen. Pictured are the entertainers and the Elks and their ladies in charge of this particular program.



Some of the entertainers for the "Summer Frolics Show" held at the VA Hospital at Wadsworth, Kans., and featuring Tommy Martin and his Orchestra are pictured with, seated, left to right, foreground, Leavenworth Elks Secy. Cody Ward, E.R. Bob Kalhorn, P.E.R. Emmett Faulconer and Chaplain Larry Kramer.



D. S. Slade, Director of Newton D. Baker VA Center at Martinsburg, W. Va., pins a silver award to the lapel of Martinsburg Elks Veterans Service Committee Chairman Garnett W. Shipley, taking recognition of his 2,737 hours of volunteer service at the Center. The award was made on National Hospital Day during a ceremony taking recognition of volunteers.



Anna-Jonesboro, Ill., Lodge entertained 138 veterans at the Anna State Hospital, when music was furnished by a group of nine young men from Southeast Missouri State College and featured a German Band and Barbershop Quartet. Games were played and refreshments enjoyed. This type of program is put on each month by Elk Committeemen Chairman Joe L. Gollon, Albert Ede, John Tripp, Eugene Hamilton, G. R. Wallace, Charlie Stegalie and E.R. Rodney Anderson.



Among those pictured with the popcorn machine given by the Elks National Service Commission to the Hot Springs, S. D. Center were, left to right, Center Mgr. A. W. Chadwick, volunteer Myrtle Root, Carol Goddard of the Center's Recreation Dept., Alta Callan, wife of a member, Jerry Authier of the Recreation Dept., P.E.R. W. J. Richer and Elks' wives Lois Duncan and Rose Englebert.

Into The Final Stretch



Photographed during the Grand Exalted Ruler's district visit at Cocoa, Fla., Lodge on March 29 are, front, left to right: Exalted Ruler John W. Braxton, District Deputy C. Newt Jones, William A. Wall, Past District Deputy M. R. Buckalew, and Past State Vice-President J. W. Hooper. Rear, left to right, Past Exalted Rulers Felton W. Butler, Delbert Kreps, and George S. Bailey, Past District Deputy Bill Knight, and Past Exalted Ruler Robert Hill.



April 12, Queens Borough (Elmhurst), N. Y., Lodge's installation of 1962-1963 officers—front, left to right: Past Grand Exalted Ruler James T. Hallinan, Exalted Ruler William J. Brown, William A. Wall, Past Exalted Ruler George J. Kleinmeier. Rear, left to right: Southeast District Deputy George L. Olsen, Convention Director Franklin J. Fitzpatrick, Grand Esteemed Loyal Knight James A. Gunn, and Grand Lodge Forum Member John F. Scileppi.



Mr. Wall is shown meeting distaff members of the Hardee County, Fla., High School Band, sponsored by Wauchula Lodge, during visit to the state's southwest and west central districts, March 10.



Oregon State Association Meeting, January 25—a warm welcome at Pendleton extended by local Boy Scouts, and, left, District Deputy W. R. Brown, and, right, Exalted Ruler James A. Rogers.



At a banquet in his honor presented by Lima, Ohio, Lodge, on May 4, the Grand Exalted Ruler is shown speaking to the guests, which numbered more than 100. Left to right, Mrs. William A. Wall, Mr. Wall, Exalted Ruler Ralph L. Wilson, and Mrs. Wilson.



January 24—Mr. Wall addresses Corvallis, Ore., Lodge during fete. The men at the head table, left to right, are Exalted Ruler Neils B. Nordquist, Special Deputy Frank Hise, Grand Exalted Ruler Wall, and Past Grand Lodge Committeeman Clifton B. Mudd.

LETTERS FROM OUR READERS

Due to the thoughtfulness and generosity of Harry T. Phillips, who graduated from Greenbrier Military School around the turn of the century and is one of our most respected and loyal alumni, we have your splendid magazine in our reading room for GMS cadets. Harry lives in your wonderful [Elks National] Home in Bedford, Va.

I am told by the librarian that the magazine is read by many of our men—after I read it and pass it along to the library. So, thank you—and thanks, Harry Phillips.

LT. COL. J. W. BENJAMIN
Greenbrier Military School
LEWISBURG, W. VA.

For many years I have been pleased with your steady improvement in assorted articles, but "Libraries: Boon to Business" (April issue) tops them all. On reading it, I couldn't stop once I began.

C. G. RICHMOND
SEATTLE, WASH., LODGE

For thirty years I have studied the communist question which descended upon this country in the early 1920s. Is it not time to take full heed of our condition and place in world affairs? Eleven countries are now under the control, the absolute control, of communism, and it will make your blood boil to read the report of the House Un-American Activities Committee entitled "Lest We Forget," the story of the rape of Lithuania, Estonia, and Latvia, three little countries on the Baltic.

Those who ought to be aware of the danger our country is in to the extent that it is spending billions to save our government, our institutions, and ourselves from the fatal and deadly menace of communism.

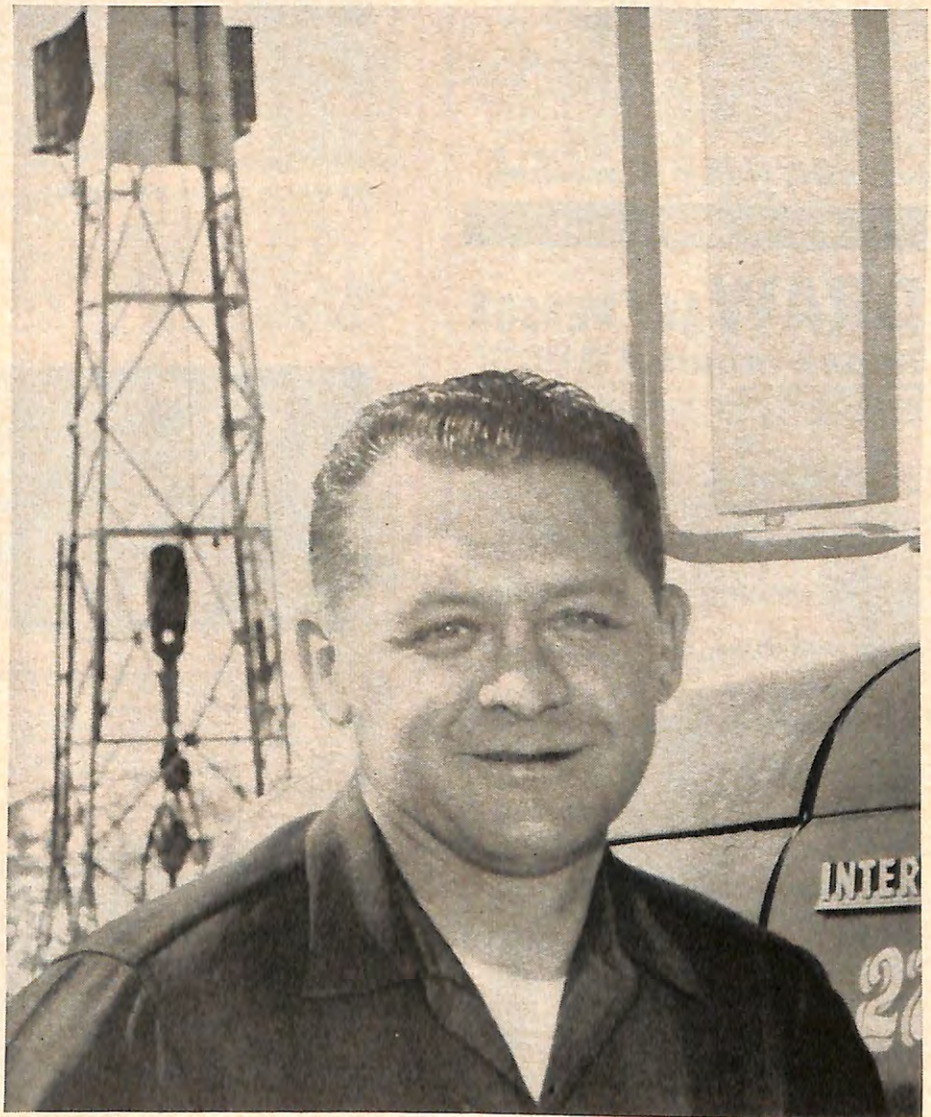
CHESTER F. GANNON
P.E.R., SACRAMENTO, CALIF., LODGE

A couple of months ago I ordered a membership pin and found it to be even nicer and prettier than advertised. A friend and Brother Elk liked it so much that I gave it to him for his birthday. Please send me another.

CECIL N. LEWIS
IZMIR, TURKEY

Brother Lewis is in the engineering department of the Albatross Tanker Corporation of New York. His pin, and all other available designs, are advertised frequently in the Magazine (see inside front cover).

Paraffin Service, Inc., Glendive, Mont., supplies drilling mud and chemicals to oil well drilling crews in the Williston Oil Basin. Paraffin has a New York Life Employee Protection Plan and Nyl-A-Plan, a personal insurance consultation service, to help safeguard the financial security of its employees and their families.



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SAYS AL WELCH of Paraffin Service, Inc. "Our employees appreciate the sound protection our New York Life Plan gives them and their families. They have a feeling of greater security which definitely promotes more enthusiasm and efficiency in their jobs."

Hundreds of firms with four* or more employees find New York Life's Employee Protection Plans help build morale, attract and keep high-caliber people. These plans offer a wide choice of valuable coverages including: life insurance, weekly indemnity*, medical care benefits, and major medical* coverage.

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IMPORTANT EXTRA SERVICE! New York Life offers Nyl-A-Plan, an employee insurance consultation service. A Nylc representative will help increase your employees' appreciation of their group insurance and other benefits including Social Security. He emphasizes the true meaning of your employee benefit program and in many ways helps you to get greater value from your employee benefit dollars.

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Clean Electric Lindane Bug Killer controls, kills insects—actually fumigates 1500 cubic ft. area. Uses no more current than an electric clock. Guaranteed mechanically for 10 years. Multiple units also ideal for business & commercial use. With 10 Lindane Tablets. UL appr. cord & 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.

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THE FAMOUS SEATTLE SPACE NEEDLE makes an unusually attractive table lighter. It's made of tooled steel, stands 10 1/2" high and weighs over one pound. "Space Needle, Seattle, U.S.A." is inscribed on the base. In gleaming chrome plate, \$12.50. In antique bronze, \$15.00. Ppd. Northwest Corner Store, Dept. E, Longview, Washington.

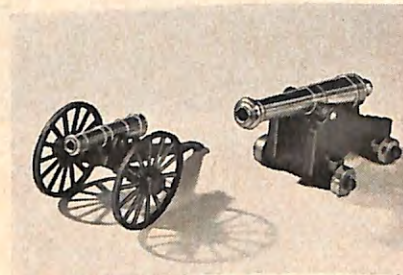


GOLF BALL SOAP—a royal favorite imported from London. You might almost expect to see a golfer tee up one of these realistic soap golf balls. Soap is triple milled, subtly perfumed, contains a generous portion of tallow. Individually gift wrapped in boxes of 12. \$2.95 ppd. per box. Page Products, Dept. EK-7, Box 304 Gracie Sta., N. Y. 28.



PORTABLE CLIP-ON SUN UMBRELLA travels easily—to the beach, out to the patio or on a motor trip. It's lightweight and folds like a standard umbrella. You can clamp it on a chair or table and tilt it in any direction for protection. Gaily striped nylon fabric opens to 4 ft. wide. \$5.98 ppd. Walter Drake, EL-88 Drake Bldg., Colorado Springs, Colo.

ELKS FAMILY SHOPPER



FAMOUS AMERICAN CANNONS. Both precise scale models, these have solid iron cast carriages with heavy brass barrels complete to touch holes, re-enforcing rings, etc. Left: Revolutionary War field howitzer is 5" long; Right: Civil War naval cannon on carriage measures 5 1/4". Each, \$4.95 ppd. Pair, \$7.95. Day Co., Dept. EK-7, Box 311, 229 East 85th, N. Y. 28.



THERE'S SOMETHING ABOUT A DIAMOND—especially this lovely 10-carat Diamond Solitaire Ring that costs \$15,000. But you can have the same solitaire cut in a 1-carat size for only \$395. A 10-day free inspection offer is available. Write for information and free catalog to Empire Diamond Corp., Dept. 27X, Empire State Bldg., N. Y. 1.

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"I noticed results after just a few applications," says Jan Garber, Idol of the Airlines. "Top Secret is easy to use—doesn't stain hands or scalp. Top Secret is the only hair dressing I use." Time-proven Top Secret has been used by famous personalities for years. Send \$5 (Fed. Tax incl.) for 6 oz. plastic container, convenient for traveling, too. Ppd. No GOD's please. Money back if not delighted with results of first bottle! AIBIN of California, Room 74-91, 3100 Vanowen St., Burbank, Calif.



NEW! 13 oz. Giant Size \$9



U.S. MEDICAL CORPS STETHOSCOPE. Anyone who's ever tried buying one of these will recognize this brand new U.S. Medical Corps Stethoscope as a real "find." Ideal for doctors, engineers and mechanics (to spot motor troubles, etc.), educational and fun for children and adults. Good value for \$2.95 ppd. Banner Supply, Dept. EK-7, 125 East 41st St., New York 17.

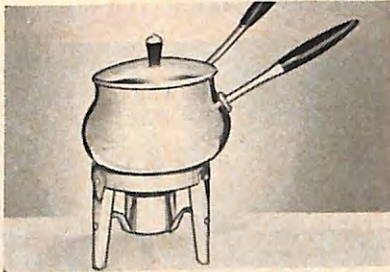
Merchandise shown on these pages can be ordered direct from the companies listed. Enclose a check or money order. Except for personalized items, there is a guaranteed refund on all merchandise returned in good condition within 7 days.



INSTANT GRASS PATCH. This green mulch mixture provides immediate green coverage to brown or thin spots on your lawn. At the same time, the blend of fast-germinating seed and special soil nutrients plants thick new grass which appears in days. Covers 5 sq. ft. \$1.00; 3 for \$2.79. Ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.



WATER WITCHES keep plants watered while you're away. Place one end in a glass of water, the other end in the plant's dirt. Within several hours, the plant will be moist and will be supplied with the proper amount of water for as long as a month. Set of 4 wicks, 88¢ ppd. Handy Gifts, Dept. E, Box 509, Culver City, Calif.



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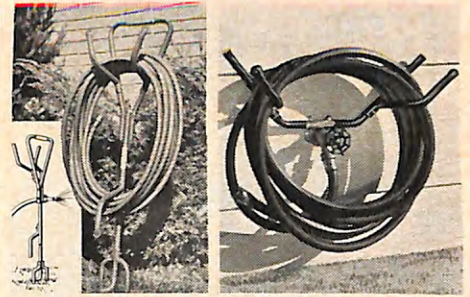
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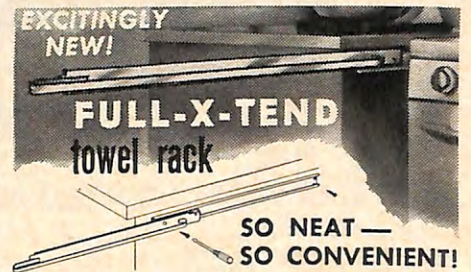


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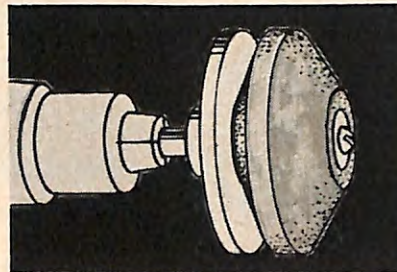
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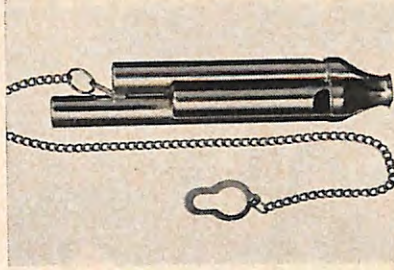
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ARE YOU SET FOR SUMMER?

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

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INTERNATIONAL AUTOMOBILE SHOW

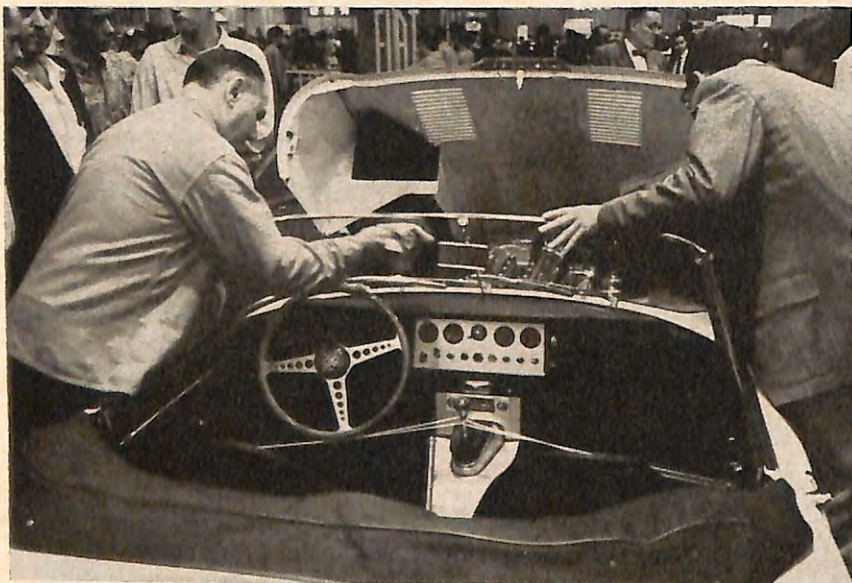


You've seen pictures of most of the cars exhibited at the recent International Automobile Show in New York. Here are some scenes of cars and people you haven't seen before.

PHOTOGRAPHS BY ROBERT MALONE

While an attendant wipes off one side of a windshield, an enthusiast assures him of additional work. No one was permitted to sit in this car.

Right: The classic Rolls-Royce grill is so familiar that people found a mounted Rolls engine far more interesting.



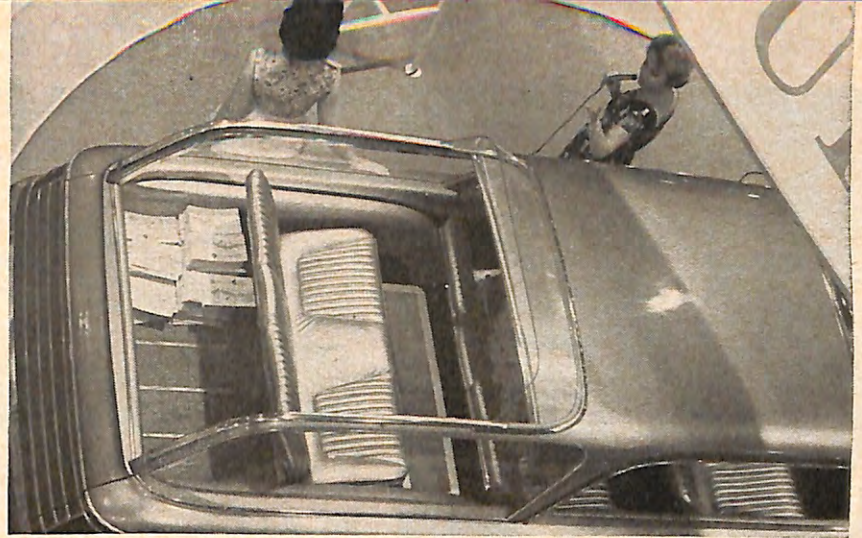
Convertibles are always popular, and apparently two extra doors, found on the Lincoln Continental, are impressive to the teenage set.

Right: An elegant model patiently permits a youngster to "drive" the elegant Cadillac.





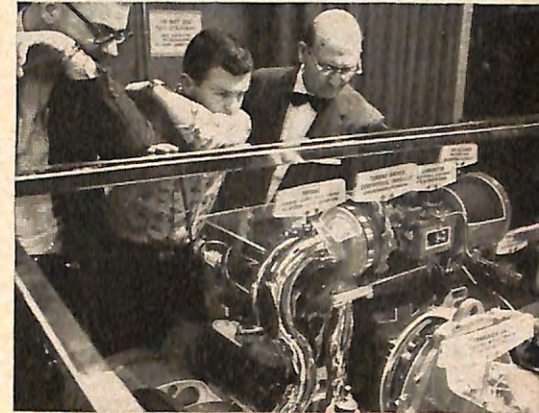
Trying the rear springs of the Jaguar XK-E, two young men ignore a pretty model and the Jaguar sedan she is showing.



A unique entry at the show is Mercury's Palomar, the "flying bridge" making it look more like a boat than a station wagon.



Sports car rear seats are best for small children. This is a Triumph TR-4.



A cutaway mockup of a supercharged engine draws almost as much attention as it would if it had wheels.

A beautiful but bored model rotates slowly in a Studebaker Avanti, most revolutionary of the American production cars shown. Beyond, an upended, cutaway Volkswagen rotates alone.



Several Spring Sessions



E.R. Lawrence Hill of Duncan Lodge accepts the S.W. District Roy Gonders Ritualistic Trophy from State Pres. Gonders of the Oklahoma Elks Assn. The Duncan Team won the District title.

APPROXIMATELY 600 persons, including Grand Exalted Ruler William A. Wall, Past Grand Exalted Rulers L. A. Lewis and Horace R. Wisely, Grand Trustee R. Leonard Bush, Grand Lodge Committeemen Gerald F. McCormick and John D. Frakes, California State Pres. Paul T. Wimple, Nevada State Pres. Robert J. Harris, and Arizona's Gov. Paul Fannin, attended the May 9th to the 13th Convention of the Arizona Elks Association at Mesa.

Mr. Wall, Mr. Lewis and Mr. Wisely addressed the delegates and Gov. Fannin presented to the three dignitaries bound copies of *Arizona Highways*.

Aid to veterans was an important part of the proceedings, and San Manuel Lodge was again the winner in the Ritualistic Contest. At the State Banquet, Past Grand Exalted Rulers Lewis and Wisely presented Youth Leadership and Scholarship awards to the State winners.

W. M. McMillon of Phoenix is the new President of the Association with Dan F. Thompson of Prescott, Wm. D. Bonham of Bisbee and Lowell Marler of Mesa as Vice-Presidents, and Leo C. Gavagan of Phoenix, Secretary.

A VERY SUCCESSFUL Convention of the Louisiana Elks Association was held May 11th, 12th and 13th at Houma, with some 200 persons on hand.

The meeting was honored with the presence of Grand Exalted Ruler Wm. A. Wall, Past Grand Exalted Ruler Earl E. James, Willis C. McDonald of the Grand Lodge Judiciary Committee, Special Deputy Clarence LaCroix and former Grand Tiler Sidney A. Freudenstein who has not missed a single

Grand Lodge Session in half a century.

Mr. Wall and Mr. James delivered vital talks, and Mr. McDonald's speech included remarks on the Louisiana Elks' fine contributions toward the sponsorship of the Southern Eye Bank.

Many reports were given and the Grand Exalted Ruler presented Certificates of Merit to District Deputy J. A. Fontenot, Trustee S. C. Spengler of Alexandria Lodge which won the State Association Plaque for its outstanding lodge activities of the past year, incoming Exalted Ruler J. W. Haygood of Shreveport, Esquire M. C. Leidinger of New Orleans and Exalted Ruler O. E. Blanchard of Plaquemine Lodge.

Hon. J. L. Watkins delivered the address and Mr. McDonald gave the eulogy at the well attended and very moving Memorial Service. Retiring President W. P. Pearce, Jr., and long-time State Secretary E. F. Heller, Sr., shared presiding duties. Both men were commended by Mr. Wall for their fine work during the year.

Elected to head the organization for the coming year were President George J. Lupo, New Orleans; Vice-Presidents J. A. Fontenot, Opelousas, and W. P. Cameron, Plaquemine; Treasurer Ross Brunson, Sr., Alexandria; Trustees S. C. Spengler, Alexandria, W. P. Pearce, Jr., Shreveport, L. B. Page, Baton Rouge, Jacob Clausen, Franklin, and A. S. Johnson, Jr., Jennings; Tiler E. F. Rodriguez, Alexandria; Sgt.-at-Arms J. S. McClean, Houma; Chaplain T. J. Duhon, Jr., Baton Rouge, and again reelected Secretary E. F. Heller, Sr., Alexandria.

GRAND EXALTED RULER William A. Wall and Mrs. Wall, together with Past Grand Exalted Ruler and Mrs. H. L. Blackledge, Grand Inner Guard and Mrs. J. O. Kuhn and former Grand Chaplain Father Francis Zimkosky were honored guests of the Kansas Elks Association at its annual Meeting in Wichita May 3rd through the 6th, attended by approximately 800 Elks and their ladies.

Twenty teams competed in the Ritualistic Contest with the title going to Salina Lodge, and 23 awards, totaling \$5,500, were made to scholarship winners and Youth Leaders. Father Zimkosky conducted the traditional Memorial Service on the 6th.

Social highlights included a costume Riverboat Dance, ladies' luncheon and style show, and the State Banquet at which awards were made to winners of the trapshoot, bowling and ritualistic contests.

The 1963 Convention will be held in Wichita on May 2nd through the 5th, with the following officials leading the organization until that time: President Millard E. Pike, Wichita; Deputy President John T. Kirkwood, Galena; Vice-President R. E. Boxberger, Russell; Trustee Gay Kalbfleisch, Topeka; Treasurer, Forest E. Link, Pratt, and Secretary Fred H. Kelly, Salina.

JOHN L. WALKER, Past Grand Exalted Ruler, was a special guest of the North Carolina Elks Assn. Convention at High Point May 24th, 25th and 26th. Nearly 200 Elks and their ladies were on hand to applaud the various activities reported on at this session. More than 500 boys were guests of these Elks at their Camp last year, with no casualties reported.

Newton Lodge won the Ritualistic Contest and the 1963 Convention went to Raleigh Lodge, with a Fall Meeting at Morehead City November 8th, 9th and 10th.

New officers are President Eugene H. Phillips, Winston-Salem; Vice-Pres.-at-Large Dr. Walter Hill, Raleigh; Vice-Presidents L. G. Dunn, Morehead City, Ken Knight, Winston-Salem, and Ray Winchester, Brevard; Treasurer G. C. Killian, Gastonia, and, once again, Secretary A. A. Ruffin, Wilson.

HARTFORD Lodge won the Vermont State Elks Association's Ritualistic Championship, as well as the New England title, at the May 18th, 19th and 20th Convention of the Association at St. Albans.

The first day was devoted to golf, an auto-boat show, buffet supper and dance. The following day the golf and boat show were continued, with the President's luncheon and a barbecue, open house at the USAF Base, Go-Kart Races and, in the evening, the annual Banquet at which Harold J. Field, Treasurer of the Massachusetts Elks Scholarship, Inc., was the guest speaker.

Memorial Services on the 20th were followed by a ladies' brunch and fash-

ion show, then the 35th annual business session, and dinner.

Over \$28,000 was raised for Silver Towers Camp for Retarded Children, the Association's Major Project, for which it is building a new combination dining and recreation hall.

St. Johnsbury Lodge won the Cribbage Championship, Barre the Bowling Award, and Newport the Membership Award. Windsor Lodge will be host to the May, 1963, Meeting.

Clarence R. Honney of Windsor Lodge is the Association's new President, aided by Vice-Presidents John A. Audley, Burlington, Frederick Gobeille, Hartford, and Armand Beltrami, Barre. Secretary Roger J. Sheridan of Montpelier was reelected, as was Treasurer R. Newton Owens, Rutland; Tiler is S. J. Hoisington, Sr.; Chaplain, Ralph Howard, and Sergeant-at-Arms, John Blake—all of Windsor. Trustees are Gerald Kelley, St. Johnsbury, H. L. Abrens, Brattleboro, W. J. Fisher, Barre, R. R. Vigneault, Windsor, and R. L. Fisher, Hartford. Past President R. J. Quesnel handled the installation of these officials.

DELEGATES TO THE MISSOURI State Elks Association Convention at Clayton May 18th, 19th and 20th voted unanimously to sponsor one mobile dental unit annually for five years to provide dental care to crippled and other handicapped children of the State. These units will be completely equipped by the Missouri Elks at no cost to the State; the personnel, supplies and maintenance will be furnished by the Division of Health of Missouri. The first was ready for duty in June. Other objectives of the project are to render adequate dental services not yet available to handicapped youngsters; to educate the child and family to the need and availability of such services, and to effect all restorative and preventive procedures deemed advisable, as determined by competent professionals.

U. S. Senator from Missouri Edward V. Long was the principal speaker at the State Association banquet, and the organization's new officers, headed by Wayne A. Swanson of Maryville as President, are Vice-Pres.-at-Large O. F. Kerr, Springfield; Vice-Presidents D. B. Tammany, St. Louis, H. A. Bopp, Kirkwood-Des Peres, Wm. F. Gill, Grandview-Hickman Mills, and Galen Marr, Warrensburg; Trustees Gilford Brown, St. Charles, Eugene Keas, Trenton, W. K. Schild, Sedalia, and R. A. Schulze, Washington; Treas. R. Max Frye, St. Joseph; Secy. John Symanski, Maryville; Marshal Louis Glauser, Jr., Columbia; Chaplain E. A. Toulouse, Festus-Crystal City; Inner Guard Glen Kitchell, Springfield, and Tiler Wm. B. Bailey, St. Joseph.



Louisiana Elks Assn. officials are, left to right, foreground, Treas. Ross Brunson, Sr., Vice-Pres. W. P. Cameron, Pres. G. J. Lupo, Vice-Pres. J. A. Fontenot, Secy. E. J. Heller; background: Sgt.-at-Arms J. S. McClean, Chaplain T. J. Duhon, Jr., Trustee S. C. Spengler, Inner Guard E. F. Rodriguez, Sr., Trustee W. P. Pearce.



Grand Exalted Ruler Wall, second from left, accepts a citation from the Girl Scouts of Covered Wagon Region 8 in appreciation of the support given them by the Elks of Kansas. At center background is Past Grand Exalted Ruler H. L. Blackledge.



Puyallup Lodge's Washington State Ritualistic Champions are, left to right, foreground, James Keyes, Est. Loyal Knight; Raymond Langton, Est. Lead. Knight; Peter Brudevold, E.R.; James Reno, Lect. Knight. Background: Wm. Angeline, Candidate; Lance Hove, Chaplain; Clark Helle, Inner Guard; Eugene Hammermaster, Esq., and Coach A. J. Emery, who is a P.E.R. of Tacoma Lodge.



Grand Exalted Ruler Wm. A. Wall was greeted on his arrival at Phoenix airport for the Arizona Convention by officers of newly instituted Tempe, Ariz., Lodge, No. 2251. Left to right are Est. Lect. Knight Nick Bozovich, Loyal Knight Francis Connolly, E.R. Bruce Amos, Mr. Wall and Esq. W. S. Chadwick.

IN THE DOG HOUSE



Summertime is the time to be especially careful about freeloading pests in your dog's coat.

Summer Care and Feeding

By ED FAUST

PHOTO BY WALTER CHANDOHA

THE GOOD OLD summertime may be just that for a lot of people. Here's hoping that it is for you, but what about Fido?

If he could speak there'd be a lot of surprised owners who would learn that the season is anything but a blithesome time for him. Perhaps some of the most astonished owners would be those who believe themselves to be fair, fond, and indulgent masters. Many want to give their pups a fair shake but are not sure if seasonal changes affect them. Others realize that some sort of special care is called for but are unsure just what. The fact is the two seasons that affect the average dog the most are summer and winter, but it's summer that brings this article into print. At the proper time this department will give winter care its attention, but right now let's see what can be done to make our four-legged partner more comfortable when the thermometer starts to climb.

For you who have a long-haired dog and are distressed to hear him pant like a racing engine during a hot spell, don't think you'll cool him off by having him

clipped. You won't. On the contrary, the hair cut will make him more uncomfortable. If he didn't pant he'd be a pretty sick dog. The lolling tongue is simply wet with perspiration, and the harder he pants the more he's perspiring. His long coat is insulation for him. Without it he'd feel the heat to a far greater degree. It's not at all uncommon to see short-haired dogs suffer from heat prostration. For instance, I've seen this happen at some summer dog shows.

In summer more than any other time of the year, the dog's drinking water should get attention. It should always be clean and renewed as often as possible. On very hot days a few cubes of ice added to the water will be appreciated by him.

In the food department the owner should not fret if Fido's appetite falls off. Very warm weather affects many people this way, too, without the least cause for alarm. Actually, most fond dog owners overfeed their pets. At this time of the year, the dog's dinner pail needn't be kept so full. Fats and

starches should be fed sparingly, if at all. Raw meat should be absolutely fresh. This goes for all foods. Any food the dog leaves in his dish should be removed as soon as possible and kept where it will remain unspoiled until the next feeding time. Uneaten food left exposed can spoil quickly and is a sure attraction to flies. Any food kept in a refrigerator should not be given until it reaches room temperature. He'll eat more ice-cold food than he'll drink iced water. Although too much of either won't be fatal, it can give him a star-spangled stomach-ache. Those owners who stick to one food for the dog day after day should consider how monotonous this must be for him. The pup given the same daily diet often becomes a neighborhood panhandler or trash can inspector, if allowed to run loose. Table scraps with fats and starches eliminated are a tasty addition to regular fare.

If the dog is kept outdoors in the summer, ample shade should be provided. If there are no trees or shrubs to afford this, a canvas erected over part of the runway is in order. Fido is a natural sun bather, but he needs shade as a restful alternate. When on his own, he'll dig a hole in the shade of a tree or shrub and use that for a cooling-off place. If he hasn't a runway, he can still be confined outdoors on a dog trolley. (If you want to know how to make one, drop me a line.)

Earlier I should have added that all food and water given outdoors should be set out in the shade. A water dish should never be left standing in the sun.

Summer is the time of year when the battle against fleas and other parasites must be waged continually. Heat breeds those pests as fast as they can be eliminated, and faster. A few leafy boughs put on the roof of the dog's house will help keep it cool. A generous coat of whitewash to which has been added enough coloring to give it a bluish tint should be applied to the inside. But before doing this, the house should be thoroughly scrubbed, using a good anti-septic and hot-water solution on the inside floor, sides, and roof. Old bedding should be burned and new provided. The best bedding in hot weather is newspapers. These should be replenished frequently. Old papers should be destroyed, of course.

You may wonder why blue was advised for inside painting. Experiments have shown that for some unknown reason this color attracts flies less than any other.

These pests sometimes attack Fido's ears in such numbers as to draw blood. When this happens apply a little tallow, axle grease, or camphor to the sore spots. In addition to warring against parasites in the dog's house, Fido him-

(Continued on page 46)

Baseball Magic in Magic Valley

By ROBERT E. HARTLEY

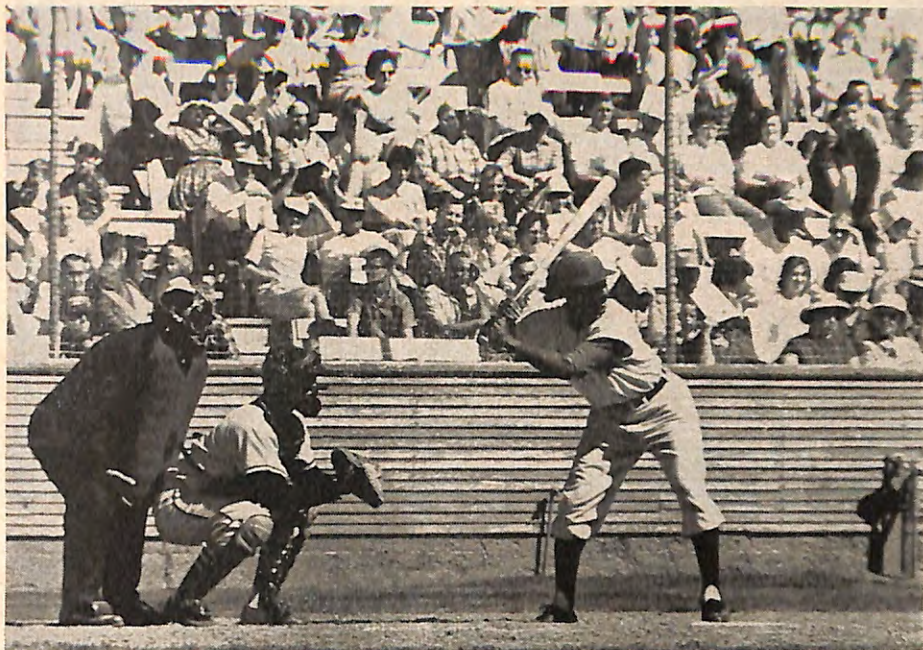
Without fans, professional baseball is dead. That was the fate a few years ago of the Class C club in Twin Falls, Idaho. Yet a group of hard-working citizens pumped life back into the Magic Valley Cowboys last year and captured the Class C attendance crown.

NO ONE could argue that minor-league baseball is as popular as it once was, mainly because of TV's saturation coverage of major-league ball. Whether the minors will survive another 10 years is a debatable point.

But, after having been snuffed out for three years, professional baseball is flourishing again in Twin Falls, Idaho, as never before. The credit goes to a band of optimistic citizens who knew that hard work can bring success.

The road to success had its chuck noles and detours for the determined band of townspeople who were responsible. "It was kind of like trying to get your car started at 20 below zero when you don't have any anti-freeze," said Warren E. (Ben) Jewell, general team manager of the Magic Valley Cowboys. Jewell was one of several Twin Falls residents who had been determined to bring professional baseball back to the southern Idaho community.

In 1958, the Class C Cowboys of the Pioneer League, composed of Idaho and Montana teams, took it on the chin so badly at the box office that the team folded at the end of the season. Only 33,000 fans had turned out for home games during the season. Since other communities had seen minor-league ball disappear for good, it seemed as though pro baseball would soon be only a



Adolfo Phillips, Panamanian left fielder for the Cowboys, at bat during '61 home game with Idaho Falls. A crowd favorite, he is drawing fans again this season.

memory for the folks of Twin Falls.

However, membership—in name only—in the Pioneer League was retained during 1959 and 1960; the board of directors willingly paid the annual assessments in the hope of seeing the Cowboys someday active again.

In December 1959, a newly-elected board of directors began working to make that hope a reality. Feelers were sent out to a number of major-league teams, including the New York Yankees, which earlier in the decade had sponsored a team in Twin Falls.

Claude Engberg of Salt Lake City,

president of the Pioneer League, was well aware of the hard work being done in Twin Falls. At a meeting of the Idaho members of the league in 1960, Twin Falls was encouraged to keep striving toward its goal. Later that year, at a meeting of all the league teams, the league agreed to drop its team in Missoula, Montana, which was then low man on the totem pole.

This left a slot for the Cowboys—if a sponsor could be found.

"We finally made arrangements to really get back in the league for the
(Continued on page 50)



Area businessmen sponsoring promotions helped bring fans to Jaycee Park regularly. Before-game clowning also made the Cowboys popular, such as on "Dairy Night," shown here.

Oklahoma Sports Banquet

THE GREATER OKLAHOMA CITY High School Sports Leadership Banquet sponsored by Oklahoma City, Okla., Lodge, No. 417, was attended by an estimated 350 persons. An annual event of Oklahoma City Elksdom, the banquet pays tribute to a senior boy and girl from each of the 16 high schools in the lodge's jurisdiction, with each student receiving an Elk award. Presentations of these awards were made by Allie Reynolds, formerly of the New York Yankees, and Jim Lookabaugh, former football Coach at Oklahoma State University. Guest speaker was Bruce Palmer, News Director of KWTU, Oklahoma City.

Past Exalted Ruler Glen L. Hambay, Jr., served as Master of Ceremonies and Exalted Ruler Otto P. Adams extended a cordial welcome to the Sports Leadership Awards winners, as well as the students' parents, school principals and athletic coaches. Past Grand Exalted Ruler and Mrs. Earl E. James were in attendance.

This lodge presented Sports Leadership Certificates at the Award Assembly of each Oklahoma City High School during the month of May, with the plaques presented at the banquet.

WHEN Annapolis, Md., Lodge, No. 622, paid tribute to its former Exalted Rulers with a dinner and lodge session, all 24 Past Exalted Rulers were present.

The event had the largest turnout in the lodge's history, with 240 Elks on hand. A special feature was the initiation by the Past Exalted Rulers of a class composed of only fathers and sons. They were Robert C., George and George C. Beneze, and Edward F. and Edward J. Krastell.

Highlight of the evening came when the former lodge leaders presented a

CHICAGO (NORTH), Illinois, Lodge's traditional Easter Bunny visit to children's hospitals is commemorated in this photograph taken outside the Elks National Memorial Bldg. Left to right are Joe Streich, Bob Dries, Grand Lodge Committeeman George Hickey, Art Dittmer, the "Bunny", Patrick Driscoll and Dave Brown. Over 500 hospitalized youngsters received gifts from the Bunny who also staged an egg hunt.



OKLAHOMA CITY, Oklahoma, Lodge honored all these students as Sports Leaders. In the foreground, left to right, are E.R. O. P. Adams, Youth Activities Committee Chairman Bruce Palmer and Past Grand Exalted Ruler Earl E. James.



GRESHAM, Oregon, Lodge's new home was dedicated at gala ceremonies with these participants, left to right, State Pres. and Mrs. Fred Stefani, Mrs. Emmett T. Anderson and Past Grand Exalted Ruler Anderson, and Grand Trustees Secy. and Mrs. E. J. Alexander.



LANCASTER, Pennsylvania, E.R. Carl Migdon, center, presented the Elk of the Year Award to H. Ray Miller, right, at the 73rd annual banquet attended by about 500. Mr. Miller received the award for meritorious service to the community. At left is Ray Scherer, well known NBC White House news correspondent, the principal speaker.



CLAY CENTER, Kansas, Lodge was instituted recently. Pictured there were, left to right, Grand Inner Guard J. O. Kuhn, Grand Lodge Committeeman C. F. Rice, E.R.-Elect E. V. Christleib, Past Grand Exalted Ruler H. L. Blackledge, Past State Pres. C. E. Klein, D.D. R. E. Boxberger and State Pres. L. F. Rathbone.





BUFFALO, New York, Lodge paid tribute to two brothers representing 100 years in Elkdom—72-year-old Karl A. Schwartz, left, and 73-year-old J. Raymond Schwartz, right. Both were initiated in 1912. In 1938 Karl became Secy. of the lodge and still holds that office; he has one son who is an Elk. His brother is a P.E.R. and has two sons in the Order, one in his own lodge, he other in Texas.



PANAMA CANAL ZONE LODGES, Cristobal No. 1542 and Panama Canal Zone No. 1414, through their Americanism Committees, joined in the purchase of a print of the film, "Operation Abolition", and gave two admission-free showings of it—one on the Pacific side of the Isthmus, the other on the Atlantic side. Both were well-received and won much favorable newspaper comment. Pictured, left to right, are Est. Lect. Knight L. Cellucci, Secy. D. A. Waddell, Jr., and P.D.D. T. G. Relihan of Cristobal Lodge; Americanism Committee Chairman W. F. Wilson of Panama Canal Zone Lodge, and P.D.D. W. J. Dockery of Cristobal. The two active groups have printed the Declaration of American Principles in the local papers and conducted an essay contest for high school students on both the film subject and the Declaration.

magnificent elk's head to the lodge which is now mounted in the hallway at the main entrance to its home.

ASSISTED by officials of the Kansas State Elks Association, District Deputy R. E. Boxberger conducted the institution of Clay Center, Kans., Lodge, No. 2253. Sponsoring Abilene Lodge No. 1675 had its officers initiate the Charter Class of 230 candidates and past and present State officers assisted in the installation of E. V. Christlieb and his fellow officers. In addition to the Charter Members, 25 transfer dimits were accepted to membership in No. 2253.

Past Grand Exalted Ruler H. L. Blackledge delivered the principal address, and other speakers included Grand Inner Guard J. O. Kuhn, Grand Lodge Committeeman C. F. Rice and District Deputy V. B. Howey.

JOSEPH B. MULHOLLAND, senior Past District Deputy of the New York Northeast area and second to senior Past Exalted Ruler of Troy, N. Y., Lodge, No. 141, passed away May 1st.

A member of several military, legal fraternal and civic organizations, Judge Mulholland was a former State Deputy Attorney General, former Assistant District Attorney of Rensselaer County, former Judge of the City Court and former Commander of Troy Post of the American Legion.

He had served two terms as Exalted Ruler and was awarded its second Honorary Life Membership for his outstanding service. Active in lodge affairs until his untimely death, he is survived by a brother and two sisters.

THE 15th ANNUAL BOWLING BANQUET held by Rahway, N.J., Lodge, No. 1075, had Past Exalted Ruler Michael Kosty as emcee, and among the guests were Billy Sands, "Private Paparelli" of the Phil Silvers TV Show, Past District Deputy William Flanagan and Exalted Ruler Philip Clos.

Ralph Hook was Chairman for the affair at which the second-place team



ELKS NATIONAL BOWLING ASSN. officials are pictured at the opening of the 42nd annual Tournament in Detroit, Mich. Left to right, foreground, are Past Pres. William Gaffney, Director William Fedison, Housing Chairman Jerry Moore, Grand Est. Lect. Knight S. Glen Converse, Pres. J. G. D'Aprile, Secy. E. N. Quinn, Director Ralph Ware and Honorary Life Members J. E. Holliday and H. J. Allen; background, left to right, Directors J. B. Boyd and Irvine J. Unger, former Grand Tiler, Vice-Pres. Rex Henley, Past Pres. I. C. Beehr and Vice-Pres. Richard Sutton.

of the Central Elks Bowling League was represented by Captain Dennis Garvey and John Mullrone, League Secretary for 30 years.

Highlight of the program came when Michael Bolyoy was honored for his attendance record; in 15 years of bowling, Mr. Bolyoy has only been absent twice.

MORE NEWS about Elk-sponsored Scouts has the spotlight on Star Scout William Doerner of the Troop sponsored by Bridgeport, Conn., Lodge, No. 36, and on First Class Scout James Carlson of Explorer Ship 428 sponsored by North Tonawanda, N. Y., Lodge, No. 860.

When Mrs. R. F. Malhenzie, bathing at Seaside Park Beach in Bridgeport, stepped into water over her depth and became panicky, 12-year-old William Doerner reassured her, tried to keep her afloat. They both went under and the victim swallowed water. Their cries for help were not heard, and William continued to float Mrs. Malhenzie

toward the beach; just as assistance was coming in the distance, Mrs. Malhenzie and her rescuer were able to touch bottom.

When 14-year-old James Carlson and nine members of another Troop were camping, they went for a swim in Lake Erie just before lunchtime with Assistant Scoutmaster Donald Tice standing guard on the beach. Using the Eight Defense plan, the boys paired off and entered the water. Suddenly, a giant wave knocked the swimmers off their feet. As Larry Bialak went under, Richard Laskay realized his friends were in trouble, went ashore for a life preserver to help the others. Returning, he reached Tom Clark and went on to help others. Mr. Tice swam to the aid of the boys and was able to push or pull several to safety. One of these boys ran for help, calling the police and fire departments. After rescuing the boys nearest shore, Mr. Tice

MASSAPEQUA, New York, E.R. Edward Turner presents an award to Miss Lynne Sindlinger. Representing the lodge's Junior Bowling League, the young lady placed 47th out of a total entry of 205,943 contestants in the 15th annual National Tournament sponsored by the American Junior Bowling Congress.



News of the Lodges CONTINUED

worked his way outward until a huge wave and undertow swept him and Larry Bialak under 15 to 20 feet of water.

This was when James Carlson acted; setting out in a rowboat he picked up Douglas Keil and aided in the rescue of another boy. Planes from Port Colburne Flying Club circled the area searching for the bodies of Mr. Tice and Scout Bialak which were recovered later by a volunteer skin diver.

In recognition of the cool-headed handling of both these situations, the National Executive Board of Boy Scouts of America approved a National Court of Honor Award of the Certificate of Heroism to both James Carlson, aged 14, and William Doerner.

THE ALL-CITY YOUTH BAND sponsored by Racine, Wis., Lodge, No. 252, for eleven years, held its annual concert recently and received the gift of three Conn Fiberglass Sousaphones at a cost to their sponsors of \$2,385.

Membership of the band consists of 65 girls and boys of junior and senior high school age recruited from both

public and parochial schools. It has become one of the most widely traveled groups of young players in the Midwest. In addition to appearing on coast-to-coast television, the band has appeared in person in hundreds of cities across the country. They have traveled over 50,000 miles, appearing before approximately two million people. They have never failed to place in the winners' column in any contest. Among their titles is the National Elks, National and State American Legion, National and State VFW, State Lions, State Catholic War Veterans, Wisconsin Spectacle of Music, Chicago Tournament of Music. The Band last year won nine first places in 12 contests.

EARL E. JAMES, Past Grand Exalted Ruler of the Order, was paid tribute by Claremore, Okla., Lodge, No. 1230, when the splendid modern new home of that lodge was dedicated to him.

The weekend festivities got under way with a dance, and the wives of the Elks were hostesses for the open house program which followed the dedication. Col. H. M. Ledbetter was Building Committee Chairman for this undertaking, which will include a swimming pool and patio.

Past President Brooks Bicknell was the dedication speaker, and others who participated, in addition to Mr. James, were State President Roy Gonders, Vice-Presidents Ernie Smart, S. V. Harris and T. D. Ramsey, Secretary-Treasurer A. E. Maupin, State Chaplain Ed Huey, Past President J. R. Meeks, District Deputies Carl Helmers and C. Kenneth Morrow, and Past District Deputy Elmer Tanner.

This was Oklahoma's third Elk home dedication in two months, the others being at Chickasha and Miami.

NEBRASKA ELKDOM'S 22nd Annual Bowling Tournament was held at Grand Island at the Meves Bowl from April 7th to May 6th. Grand Island Lodge No. 604 played host to the bowlers and 24 of the State's 25 lodges were represented with a record entry of 212 teams, 508 doubles, 1,016 singles and 578 All-Events.

Winner in the All-Events was Carl Nicholanson of Kearney Lodge with 1,786. Team title went to Clark's Elks of Omaha with 3,186—a new all-time record, and the singles was won by Dale Wiese of Grand Island with 708. E. L. Keim and O. Rish of Chadron Lodge took the doubles with 1,399.



CHICOPEE, Massachusetts, Lodge's Ways and Means Committeemen wear the purple sweaters and emblems presented to them by their fellow Elks in appreciation of their outstanding efforts on behalf of the lodge.

WASHINGTON, D. C., Lodge honored its retiring Chaplain Andrew T. Jarboe with the initiation of a special class. Left to right, foreground, are D.D. Joseph G. Motyka, Past Grand Exalted Ruler William J. Jernick, E.R. Claude S. Martin, Mr. Jarboe and P.E.R. Wm. H. Cade. Background: P.E.R.'s Joseph P. Gamble, James E. Peake, John F. Stewart and W. H. T. Belt.



SOUTH KINGSTOWN, Rhode Island, Lodge's Girl Scouts Janice Gardner, left, and Nancy di Pretero, accept Flags from E.R. J. P. Folcarelli.

FLORENCE, South Carolina, Lodge's ground-breaking ceremonies for a \$38,000 pool is handled by D.D. Travis Shorter. Looking on are, left to right, V. G. Arnette, Est. Loyal Knight H. O. Hutchinson, Trustee L. T. Burch and E.R. E. H. Wilcox.





WEST HAVEN, Connecticut, Lodge's "Irish Night" honored several civic-minded members. Seated, left to right, are Patrick A. Flynn and Rev. J. A. Heller; standing are honored guests John T. Cox and Walter A. Kelly, Mayor George D. Morrissey and Committee Chairman Arthur J. Kelly.



MASSACHUSETTS ELKS ASSN.'s \$1,000 check is presented by State Pres. W. E. Quinlan, second from left, to Mrs. Daniel R. Harrington for Camp Sea Haven for crippled children. Looking on are, left to right, Grand Lodge Youth Committeeman A. D. Kochakian and Past Grand Exalted Rulers John F. Malley and John E. Fenton.

LODGE NOTES

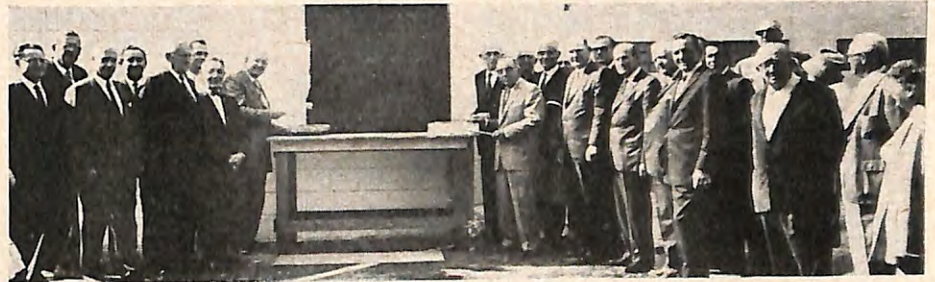
Barberton, Ohio, Elksdom's Secretary and Past Exalted Ruler Dale Conrad hit his peak at the Elks National Bowling Tournament in Detroit, Mich., when he bowled a 300 game, capping a 632 series on his squad. This was the first 300 game bowled on the Great Lakes Recreation Lanes and the third in the 42-year history of the Elks' Tournament. He carries a 183 average and competes in three leagues.

Waycross, Ga., Lodge sponsored Miss Sharon Lee, lovely local High School student, in the Miss Waycross Pageant. The young lady, whose father is a member of the Order, was first runner-up in the contest.

Trustees of Washington, Ind., Lodge planned for temporary lodge quarters in the wake of a \$250,000 fire which destroyed their building recently. Cause of the conflagration could not be determined, but it appeared to have started in a first-floor dining room and lounge area, burning into the second floor before it was discovered. Temporary offices for the lodge were set up in the American Legion home.

State Association President Paul T. Wemple was a guest of Chico, Calif., Lodge not long ago when retiring Exalted Ruler Stan Marshall and his officers initiated a class of 132 candidates in honor of Grand Exalted Ruler William A. Wall. At the same meeting, the members voted by a large majority in favor of purchasing a twelve and one-half acre tract of land for a new lodge home with accommodations for family participation.

No matter which way the election went, Ottawa, Kans., was bound to have an Elk for Mayor. As it turned out, the nod went to Charles Williamson, who took office with two other



TAMPA, Florida, Lodge's retiring E. R. Carl O. Gabbert, left center, is pictured with other officials as he laid the cornerstone for the lodge's new home at which Charter Member Ernest Berger, Honorary Life Member, was the speaker.

Elks, Charles Queen as Finance Commissioner and City Attorney Robert A. Anderson.

Patrick J. McGrath, the oldest member of Sharon, Pa., Lodge, died April 21st at the age of 99. His passing ended his family's claim of three generations in the Order. His son, William J. McGrath, Sr., has been a member of the lodge for nearly 40 years, and his grandson, William Jr., is a Past Exalted Ruler of St. Augustine, Fla., Lodge. Mr. McGrath joined Sharon Lodge in March, 1917, and had been a Life Member for many years.

When Trenton, N. J., Lodge held its Old Timers Night program, pins were presented to the veteran Elks and a fine dinner was enjoyed. Two long-time Elks honored on this occasion were Eberhard Voller, a member since February, 1905, and William Vogel who joined the Order in October, 1908.

The second annual Mother's Day Program of Quincy, Mass., Lodge attracted 150 persons who saw bouquets presented to Mrs. Nellie Fay, 83, the oldest mother present, Mrs. Mary A. MacGillivray, mother of the most children—12, and Mrs. Mary E. Alcott, mother of Chairman George R. Alcott who initiated this program of the lodge last year during his term as Exalted Ruler. Mrs. Alcott is the mother of 11 children. Also honored was Mrs. Cath-

erine J. O'Shea, mother of the lodge's current Exalted Ruler. The program included dancing, refreshments and entertainment provided by members of Norwood Lodge's VA Hospital Committee. Quincy Lodge recently sponsored a party for disabled patients at the Boston Dispensary's Rehabilitation Institute. Ten members served refreshments and entertained the patients, with Hospital Committee Chairman George Fay in charge.

Hardin, Mont., Lodge was instituted in April, 1961, with a membership of 208, now has 275 members. The last initiation conducted by Exalted Ruler Vic E. Setterlund and his Charter Officers was a class of 17 men honoring Grand Exalted Ruler Wm. A. Wall.

A class of 67, honoring 60-year-member and senior Past Exalted Ruler William Eagles, was brought into membership at Albany, Ore., Lodge recently. This is the lodge's second largest class; the largest, 116 men, was the dedication class of 1954.

The members of Tuscaloosa, Ala., Lodge have erected and dedicated a lovely chapel for the use of residents of the Tuscaloosa Rest Home for senior citizens. The Elks have been widely commended for providing this facility, which includes a barbershop and beauty parlor for the convenience of occupants of the Home.

News of the Lodges CONTINUED



RACINE, Wisconsin

... RACINE, WIS., Lodge's All-City Youth Band put on its annual concert when the lodge gave the group these Conn Fiberglass Sousaphones. Pictured are, left to right, Director Tom Rognsvoog, player Jim Anderes, P.E.R. Wm. H. Otto, player Al Granitzke, Bus. Mgr. Lewis Ripley, player Jack Rutherford and Ollie Johnson.



CHICAGO, Illinois

... CHICAGO, ILL., Mayor Richard J. Daley, an Elk, receives the 5,000th family membership in the Cooperative Blood Replacement Plan from Earl S. Dunne, State Deputy of the Knights of Columbus. Looking on are Plan Pres. Dr. K. S. Klicka and K of C State Donor Chairman J. P. Gilbert.



SOUTH BEND, Indiana

... SOUTH BEND, IND., Lodge's P.D.D. Lewis Gerber initiated his son Terry and Paul Waechter, son of another member. Pictured at this event were, left to right, State Vice-Pres. Gerald Powell, William Waechter, Paul Waechter, E.R. B. B. Murmann, Terry Gerber, and P.D.D. Stanley Kocur.



CLAWSON-TROY, Michigan

... CLAWSON-TROY, MICH., Lodge recently broke ground for a \$75,000 home. Pictured, left to right, were Trustees Chairman Harold Evans, E.R.-Elect Burdette Gibbs, retiring E.R. L. J. Evans, Dist. Vice-Pres. F. J. Clancy and Trustee George Coleman.



MINOT, North Dakota

... MINOT, N. D., Lodge's Quarterbacks Club entertained the Class "C" State Championship Basketball team from Makoti High School. At left is Russ Smith, KLPM sports announcer; second from left is Harold Vardsveen, Pres. of the Quarterbacks. At right is Program Chairman Bruce Walker.

SEARCY, Arkansas

COLUMBIA, Indiana

... SEARCY, ARK., Lodge welcomed Past Grand Exalted Ruler Earl E. James as a speaker at its institution. He is pictured at left with County Judge Forrest D. Waller.

... COLUMBIA, IND., E.R. R. L. Stevenson, right, presents emergency oxygen masks to E. B. Freeman, left, and Robert Ahmann, representing the Fire Dept.





TERRE HAUTE, Indiana

. . . TERRE HAUTE, IND., Lodge's County Basketball Championship Dinner honored Gerstmeyer High School. Retiring E.R. Franklin W. Reid, right, presented the award to the three team co-captains as their Coach, Howard Sharp, looked on at left.



FLINT, Michigan

. . . FLINT, MICH., Lodge sponsored the Class D Champions of the City Basketball League's White Division for boys 16 and under. The players who, with their fathers, were guests of the lodge at a dinner, are pictured with lodge Secy. Archie Campbell. They are, foreground, Capt. Rick Quigley, John Gioventu, Pat Quigley; background: Dale McCarty, Dave LeSage and Dennis Kelly. Co-Capt. Bill Mower was not present.



WARREN, Ohio

. . . WARREN, OHIO, Lodge's P.E.R. Harry Crozier, second from left, made the first pledge to the Elks home fund. Fund Chairman Cliff Boyd, P.E.R., accepted it as E.R. Dominic Augustine, left, and Harold Hunter, architect, looked on. The drive, aiming for \$60,000, opened with a dinner when \$16,000 in pledges was received. The lodge is selling its present home for \$95,000 and will build at a cost of \$250,000 including the land, construction and furnishing.



CLAREMORE, Oklahoma

. . . CLAREMORE, OKLA., Lodge's \$50,000 home was dedicated recently. Pictured on this occasion were, left to right, State Vice-Pres. Ernie Smart, Dedication Chairman, E.R. Russ Mullikin, Past Grand Exalted Ruler Earl E. James, State Pres. Roy Gonders, Bldg. Chairman Col. Homer Ledbetter and Past Pres. Brooks Bicknell, principal speaker.

MANDAN, North Dakota

. . . MANDAN, N. D., Elk officers initiated this class for Minot Lodge. Fourth from left, foreground, is Mandan E.R. C. L. Jordan with Minot E.R. B. M. Van Sickle on his left.



Business: 1962

(Continued from page 12)

phases of business. A decline in stock prices may make the owners feel they are poorer than they were before and that they, therefore, cannot afford to buy some goods and services they otherwise would have bought. This applies primarily to luxury goods. Also, at times, a rather sharp decline in prices of equities has an adverse impact on business sentiment, which may find expression in the slower accumulation or even liquidation of inventories as well as in reduced expenditures for new plant and equipment. Obviously, it is impossible to predict what the stock market will do. However, a sharp downward readjustment could have an adverse effect on the attitude of business and consumers.

As in the past, the international po-

litical situation also has a bearing on business sentiment. Barring a Korean-type war, however, it is doubtful that external political developments will have any pronounced effect in the months ahead. People have become accustomed to the cold war and its consequences, and there is a rather widespread belief that a major war will be avoided. However, as experience of the past has shown, a Korean-type war would undoubtedly renew the forces of inflation and also change consumers' attitudes with regard to spending and saving.

Upward Business Forces During the Third Quarter—The improvement in business activity will continue throughout the third quarter, although a lull may be expected during July and Au-

gust. The forces which will contribute to this development may be summarized as follows:

- Home construction is increasing at a satisfactory rate. During the first two months of the year, home starts were at a low level, and it was generally feared that a slowdown in home building would be a drag on the economy. In March, however, home starts were 24 per cent higher than in February, and a further increase of 8 per cent occurred in April. At present there is a tendency to construct more multiple dwelling units and fewer individual homes. In all probability the construction industry will reach new peaks and will contribute to the continued recovery of business activity.

- Personal income has increased steadily and in April reached an annual rate of \$439 billion as compared with \$410 billion a year before. All indications are that personal income will continue to rise, reflecting the high level of employment, the longer work-week, and the constant increase in wages. Furthermore, consumers are generally more willing to borrow to meet their needs and wants than was the case a few months ago.

- Consumers in the U.S. have vast financial assets. In 1961, interest-earning personal assets of individuals amounted to \$510 billion as compared with \$256 billion in 1950. Personal debt has also increased, totaling \$220 billion in 1961 against \$66 billion in 1950. It is evident, however, that the typical American is in a strong financial position, which is further strengthened by the various Social Security and pension programs.

- Consumers will continue to spend large sums on automobiles and other durable consumer goods. Indications are that 1962 will be the second-best automobile year in the history of the nation. Consumers will also spend increasing amounts on services, particularly travel, during the summer months. Consumption expenditures on non-durable goods are not greatly affected by business activity and reflect more the growth in population and rising living standards. The lull in business during January and February was caused primarily by the conservative spending policy followed by many consumers. This phase seems to be over, and in the period ahead consumption expenditures will tend to parallel personal income, which is rising.

- Capital expenditures by corporations will also show an increase. Estimates of expenditures for new plants and equipment in 1962 range from a rise of 8 per cent to 12 per cent over a year

MEMORIAL TO FLOYD E. THOMPSON



With Past Grand Exalted Rulers John F. Malley, Chairman, and Fred L. Bohn, and Grand Lodge Activities Coordinator Bert A. Thompson as the Floyd E. Thompson Memorial Committee, the Grand Lodge dedicated this magnificent monument to the memory of Past Grand Exalted Ruler Floyd Thompson at Roodhouse, Ill. The posting of the Colors was conducted by the officers of Moline, Ill., Lodge. With the local arrangements under the direction of Jacksonville, Ill., Lodge, the program was opened by Grand Esquire Frank N. Wohlleber. It included a prayer and benedic-

tion asked by Acting Grand Chaplain George T. Hickey, the unveiling of the monument and tablet by Mrs. Thompson and her daughter, Mrs. Mary Ellen Thompson Beach, and a tribute to Judge Thompson by the Hon. John F. Malley. Musical selections were offered by a male trio directed by Past District Deputy Ray deSt. Aubin. Pictured, left to right foreground are Mr. Bohn, Past Grand Exalted Ruler John E. Fenton, Mr. Hickey, Bert Thompson, Mrs. Henry C. Warner, Mr. Malley, Mrs. Beach, Mr. Wohlleber, and Mrs. Floyd Thompson.

ago. Whether or not the tax credit on investments will be passed by Congress and how soon the Treasury will liberalize the depreciation provisions of the Internal Revenue Code cannot be predicted. It may be assumed, however, that either of these measures will stimulate business capital expenditures. An acceleration of depreciation allowances will increase the cash flow and reduce reported profits and therefore corporate taxes. The larger cash flow could be a stimulus to capital expenditures by corporations. However, no substantial increase in outlay for plant and equipment can be expected in the immediate future. Industry as a whole is still operating below capacity, and the squeeze on profit margins continues as before.

Similarly, the accumulation of inventories is not likely to play an important role in the business recovery. With the elimination of the fear of inflation, the incentive to accumulate inventories because of expectation of rising prices is removed. Moreover, distributors are aware that there is no shortage of goods and that therefore their orders will be filled promptly. A moderate increase in inventories can be expected nonetheless.

- Government expenditures have risen and will continue to mount in the months ahead. This applies to the purchase of goods and services, not only by the federal government but by state and local governments as well. During the current fiscal year ending June 30, 1962, the federal government will operate with a deficit of \$7-8 billion. It is also highly doubtful that the Government will be able to achieve a balanced budget during the coming fiscal year. Conservative estimates are that the deficit during fiscal 1962-63 may amount to over \$4 billion.

Thus, all major economic indicators point upward, forecasting a continued improvement in business activity. There is, however, no force now operating in the economy that could generate a real boom. The recovery will be moderate and it will be on a sustainable basis.

The Pattern of Business—The pattern of business during the months ahead may be envisaged as follows:

Competition will remain keen. Not only are there idle productive facilities, but the number of unemployed remains large. Under these circumstances one may expect that commodity prices will remain fairly stable. While the cost of services will continue to rise, the forces of inflation will remain dormant during the months ahead.

On the whole one can expect a fair degree of labor tranquility, particularly in manufacturing industries. Labor unions in these industries generally recognize the strong competition confronting

American business and have adopted a more moderate attitude in their demands for higher wages and fringe benefits.

The volume of credit will remain ample, and banks will be in a position to meet all the legitimate requirements of industry and trade. Not only have the Federal Reserve authorities followed a policy of credit ease but the sharp increase in the volume of time and savings deposits of the commercial banks has also provided them with substantial amounts of loanable funds. Money rates should remain more or less unchanged, with any increase that may take place being only moderate in character.

The volume of retail trade will continue to be large, but competition in this field will be keener than ever. The number of shopping outlets is constantly increasing, and in some respects retail trade has assumed an uneconomic character. There is also growing competition between the rapidly expanding discount houses and the old established retailers.

Although the balance of payments of the U.S. continues to show a large deficit, there is no danger that an exchange crisis will develop in the months ahead. Some measures have been taken by the U.S. monetary authorities, in cooperation with other gov-

ernments and leading central banks, to prevent such a crisis. However, since the balance of payments is still adverse and the amount of short-term dollar assets owned by foreigners is very large, short-term money rates in the U.S. will have to be coordinated with those prevailing in other leading financial centers. If short-term rates of interest abroad should rise appreciably, then steps will have to be taken by the Federal Reserve authorities to bring about a similar increase in the U.S. in order to prevent an outflow of funds and of gold. Despite the temporary measures that have been taken, the balance of payments problem remains a serious one, and more basic remedies will have to be adopted by the Government to solve it. Not even a powerful country like the U.S. can afford to have a large deficit each year in its international accounts, such as the U.S. has had since 1958.

Conclusions—The outlook for business during the remainder of the year on the whole remains favorable. After the usual lull in July and August, the economy will resume its upward course. However, the recovery will continue to be moderate, and a boom is not in the making.

- The decline in the equity market reflects primarily a reappraisal of price-earnings ratios and does not forecast a

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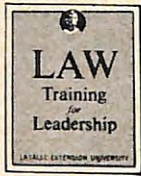
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downturn in business activity. But if the stock market should continue to decline sharply, it could have an adverse effect on consumer as well as business sentiment.

- While employment conditions have improved, unemployment remains a problem. The basic solution lies in a more rapid rate of economic growth. This can be achieved best through increased investment by corporations in new plant and equipment. The proposed tax credit on investments as well as liberalization of depreciation allowances should stimulate business, capital expenditures.
- The economy in the months ahead will be marked by relatively stable prices and by labor tranquility in manufacturing industries. The forces of inflation will remain dormant, and increases in wages in manufacturing will be commensurate with the rise in productivity.
- The supply of credit will be ample, and the banks will be in a position to meet any legitimate demand for credit. Changes in money rates will be moderate. If, however, short-term interest rates abroad should increase substan-

tially, the Federal Reserve authorities will be forced to take action to prevent a large outflow of short-term funds from this country caused by interest rate differentials.

- Although measures have been taken to prevent the acute dollar crisis, the outflow of gold from the U.S. will continue. The balance of payments deficit will continue to be considerable, and so long as the deficit exists it will impose a discipline on the monetary authorities as well as on the fiscal policies of the Government.
- The nation is confronted with many problems abroad which could have an impact on the course of business. The situation in Southeast Asia is dangerous, and other danger spots exist all over the world. An outbreak of hostilities anywhere in the world is bound to have an impact on the economy of the United States.
- The economy of the country is sound. The productive facilities are ample, and no abuses have taken place in any major sector. While the recovery has not come up to all expectations, on the whole the improvement in business in recent months is gratifying

For Elks Who Travel

(Continued from page 7)

The fastest time ever made for the round trip is 3 hours, 54 minutes, and 19 seconds. Impossible as it may sound, that's the record set by 26-year-old Calvin Hansen in 1961 during the annual Mt. Whitney Marathon. This strenuous run has attracted a larger field of starters each year, and competition for the trophies has become very keen, with only four minutes separating the first two finishers last year. The marathoners range in age from 17 to 60. The oldest, Mrs. Katherine Heard, did it in a little under nine hours, and most of the contestants made the run in times that probably would have left their hardy forefathers gasping for breath.

What makes the feat so unbelievable is the altitude. Twenty-one miles in four hours is speedy on flat land. Of course, half the Whitney Run is downhill; on the other hand, half is uphill. And oxygen is scarce at high elevation. The trail starts at 8,367 feet and reaches 14,496 at the summit. Most people feel the lack of oxygen somewhere in that range unless they are acclimatized.

Marathon runner Hansen lives in mile-high Colorado Springs, Colorado. Besides that, he does considerable mountain running, having won the Pikes Peak Marathon for each of the four years it has been held. Not a "natural born" athlete, Hansen moved to Colorado from the east because of poor health and built himself up to

perform his fantastic running feats.

But the average hiker has no time to camp at eight or ten thousand feet for weeks at a time while his lungs learn how to get enough fuel. Still, some conditioning is necessary or altitude sickness will stop him short of the goal. It's symptoms are nausea, rapid heartbeat, headache, depression. Aspirin helps, but prevention is even better—taking the trip in easy stages, allowing some time to adjust to the elevation, and getting reluctant body muscles in shape a few weeks in advance.

The Whitney Trail passes through some of America's most superlative mountain scenery. It starts at Whitney Portal Campground, conveniently reached by good road from U.S. Routes 395 and 6 at Lone Pine, California. The Portal serves as a jumping off base where camping is delightful, supplies are available, and a night there helps one get accustomed to the altitude.

Here is a typical trip to the top and back, an easy schedule, which can be done by a whole family with no particular hiking experience, providing preliminary preparations have been good. Small groups of adults may prefer to be less leisurely.

First afternoon: Hike 2½ miles to Lone Pine Lake, a choice camping spot in good timber. Have a leisurely supper and a roaring campfire, avoid needless exertion in the rare atmos-

A BAKER'S DOZEN OF SPECIAL POINTS OF INTEREST WITHIN A 100-MILE RADIUS OF MT. WHITNEY

phere, and get a good night's rest.

Second day: Start slowly on the 4½ miles to Trail Camp, well above timberline and all uphill. Stop in plenty of time to bed down in the rocks before dark and to fully enjoy the magnificent view. It's cold. The sky seems closer, clearer, than ever before.

Third day: Leave heavy gear in camp and begin the dash for the top with only camera and lunch. Even without the heavy pack, the 150 switchbacks to the Sierra Crest make for slow progress; it's three to four hours to the top. Suddenly, like peeking over a wall, the vast panorama of Sequoia National Park appears to the west, but it is an anticlimax to the summit itself, where the little stone house on the top of Mt. Whitney looks inaccessible in the distance. Breathing gets difficult, lunch is forgotten. Finally—there is no higher place to climb, the trail ends, the United States lies below.

Going down leaves more time to enjoy the scenery. Depending on the weather and how they feel, hikers return to Trail Camp where equipment has been left and camp there overnight, or they continue farther. The morning of the next day is enough to return to the base at Whitney Portal and still relax along the way.

There is nothing quite like admiring the grandeur of a spot reached only by days of hard hiking, especially when it's as close to the sky as you can walk. It isn't the solitary aspect of the back country, at least on this trail, that is so enticing—you might meet 300 people on the way. The crowds add to the fun. Perfect strangers exchange cheery greetings. The going-uppers hopefully inquire "How much farther?" The going-downers, always blessed with short memories, offhandedly reply, "Oh, it's easy."

But why does anyone put up with the physical exertion and a certain amount of discomfort that it takes to climb Mt. Whitney? Anywhere from ten to fifteen thousand perfectly sane people, depending upon the length of the good weather season, start the ascent each year. For those who make the top, there is a tremendous sense of achievement, and for all there is a thrill hard to match in any other outdoor spot. It's the closeness to nature, it's the pure mountain air, it's the complete absence of everyday cares, it's the challenge of doing something both different and difficult. But it's even more.

Janell, age eleven, began to get altitude sickness at 14,000 feet, but she slowly, a bit painfully, stuck it out to the very top. As she proudly put her name in the register, she managed a weak smile. Then asked why she forced herself to go on, she replied, "Daddy, I just had to that's all."

▶**SEQUOIA NATIONAL PARK:** 385,419 acres that include great groves of giant sequoias, the world's largest and probably oldest living things against a backdrop of magnificent High Sierra scenery. Open all year 'round; food and lodging available. Adjoining *Sequoia* at the north is *Kings Canyon National Park*.

▶**BAKERSFIELD:** Hub of rich farmland of year-round harvests and site of some of the world's largest vineyards.

▶**KERN RIVER CANYON:** Tumbling mountain streams and waterfalls, hot springs, resorts. *Lake Isabella*, impounded by a dam on *Kern River*, offers boating, water-skiing, swimming, fishing.

▶**MARIPOSA GROVE OF BIG TREES** in *Yosemite National Park* contains world-famous *Wawona Tunnel* tree and the *Grizzly Giant*, one of the oldest and largest trees in existence.

▶**DEVIL POSTPILE:** A national monument, this natural wonder was formed by a 40-foot-thick flow of hot lava that spurted out of the earth and split into perfect pillars as it cooled.

▶**BISHOP:** Headquarters for fishing in *Pine* and *Bishop Creeks*; *Bishop Park*, streams, and glacial lakes in the area are up to 10,000 feet in elevation.

▶**BIG PINE:** Road from here leads up to a closer view of the *Palisade Glaciers*, southernmost glacial example to be found in the Northern Hemisphere. The gleam-

ing white mass of "living ice" is two miles long and a mile wide, cut by crevasses hundreds of feet deep and honeycombed by crystal grottos.

▶**INDEPENDENCE:** Jump-off point for *Kearsarge Valley*, which is the starting point for pack trips into *Sixty-Mile Basin* and other fishing waters. Visitors are welcome at nearby *Mt. Whitney Trout Hatchery*.

▶**DEATH VALLEY:** 25 to 50 miles wide by 100 miles long, its bottom is over 200 feet below sea level while the mountains ringing it range from 5 to 10 thousand feet in height. Almost completely devoid of vegetation, the valley floor's rocks, sand, and salt are found in many colors.

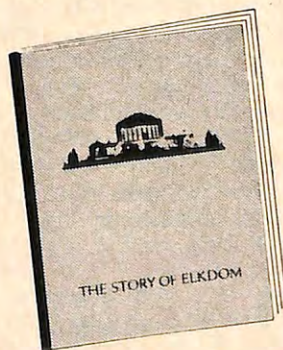
▶**DANTE'S VIEW:** 6,000 feet high—from here on a clear day, one can see both *Badwater* (280 feet below sea level) and *Mt. Whitney*.

▶**DEVIL'S GOLF COURSE:** A salt flat of crusty holes left from what was once a lake that filled the valley.

▶**FURNACE CREEK:** Popular resort; nearby is *Golden Canyon* that looks as though yellow paint had been brushed on; near *Death Valley Junction*, the "paint" is splashed on *Funeral Mountains* in broad stripes of green, brown, and pink.

▶**ZABRISKIE POINT:** Overlooks strange, deeply-sprinkled yellow hills; *Scotty's Castle*, built around the fame of *Death Valley Scotty*, is a resort open for tours.

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BRIDGE DEFENSE: Partnership Play

Last time I devoted almost the entire article to the opening lead. Picking the right opening lead is an art in itself. The only clue that you have to guide you, besides your own thirteen cards, is the bidding. I pointed out that you should usually lead an unbid suit and not hesitate to lead from an honor, and that a trump lead is the exception rather than the rule.

Now I am going to discuss the most interesting aspect of defense—partnership play.

Good partnership is just as important in defense as in bidding. It is all a matter of passing information back and forth. The basis of good partnership defense is the proper use of signals and the proper use of certain important conventions.

Most bridge players have learned that the play of a high card is a “come-on,” a signal meaning please play that suit again, while the play of a low card is discouraging, a signal saying please don’t play that suit again.

Some bridge books used to say that the play of a seven or higher was a come-on signal. That is very often true, but a word of caution here: A seven or even an eight, nine, or ten may actually be a discouraging card; a three, four, or five (or on rare occasions even a deuce) might be an encouraging card.

A good defensive player doesn’t just look at his partner’s card and then jump to conclusions as to whether it is encouraging or discouraging. First he studies all of the spot-cards in his hand and dummy, then makes up his mind.

Here are some examples.

A. You lead the king of diamonds from A-K-5-3.

Dummy has 7-6-4.

Partner plays the 8.

Declarer plays the 2.

Partner’s eight not only is *not* encouraging, it is his lowest card and therefore is discouraging. You know it is his lowest, because between your hand, dummy, and the trick itself you can see all lower cards. (You dismiss the possibility that the eight might be a singleton, because then declarer would have started with five to the Q-J-10 and probably would have bid the suit.)

B. Once again you lead the king of diamonds, this time from A-K-9-7.

Dummy has 10-8-6.

Partner plays the 4.

Declarer plays the 5.

This time partner’s play of a lowly four is a most encouraging come-on. The three and two are both missing, so it is almost sure that your partner has at least one of these cards. Therefore your partner has played his highest available card with which to start a high-low signal. Partner’s diamond holding might have been any one of the following:

- (a) Q 4 3 2
- (b) Q 4 3
- (c) Q 4 2
- (d) 4 3
- (e) 4 2
- (f) 4

On the first three he is doing the best he can to signal that he has the queen, and on the others he is signaling to show he can ruff the third round of diamonds.

C. You lead the ace of diamonds from A-9-7-6-4.

Dummy has Q-10-8.

Partner plays the 2.

Declarer plays the 3.

Partner’s play of the two may be a discouraging card, but don’t be too sure in this case. There are only three diamonds unaccounted for, king, jack, and five. The deuce might have been the best your partner could do to give you a come-on signal. He might have held:

- (a) K J 2
- (b) K 2
- (c) 2

With any of these holdings, he wants you to play diamonds again, but all he can do is play the deuce and hope you will figure it out.

Good defensive players signal on every hand to try to aid partner in his defense. *No matter how poor your hand, you can still help your partner.*

Here is an example. You hold:



Partner opens the king of diamonds and dummy has 9-6-5. You should play the eight of diamonds, or at least the seven. Yes, you should signal your partner to continue diamonds. If you played the two, it would show no interest on your part for another diamond to be led and would suggest you wanted partner to shift to another suit.

Whatever suit partner shifts to would probably cost a trick. A diamond continuation, even with your poor diamonds, will not cost a trick but rather almost surely will be the best defense.

On some hands you cannot be sure what your partner’s first play means. This will be clarified by your partner’s play on the second lead of the suit. If your partner’s second card is lower than his first, he confirms that it was a come-on signal. If his second card is higher than his first, he means “no signal intended, please play another suit.”

This high-then-low method of signaling is just as definite and means just as much when partner plays a three, then a two, as when he plays a nine, then a two.

I have met many players who thought it was wrong to start a high-low with an honor card. Actually, it is permissible to start a high-low signal with a ten, or even a jack.

Here are a few examples. Partner has the A-K of diamonds and leads the king. Your diamond holding is:

- (a) Q 8 3
- (b) 4 2
- (c) 10 2
- (d) J 5
- (e) Q 3
- (f) Q J 10 2

(a) The play of the eight first, and the three next, will show ability to win the third trick.

(b), (c), (d) With any of these holdings you play high-low to show ability to ruff the third round.

(e) Just play the three. You don’t sacrifice the queen, which might win a trick on its own. If your partner does continue with the ace, and your queen falls, he will know you started with a doubleton.

(f) A special signaling situation. The play of the queen on your partner’s king says, “I can win the next trick in the suit.” Usually it shows the jack and gives partner the option of underleading his ace to put you in, if it seems best that you should lead to the next trick. Of course, the queen might be a singleton; but then if the ace is underled you will trump, and your partner will still have control of the suit.

Another basic theory of good defense is not to “break” too many different suits. Generally let the declarer do his own guessing about how to play his side suits. Don’t help him. There are many suit holdings with which declarer, left to his own devices, might lose a trick that he wouldn’t lose if you lead the suit for him.

Once you start a suit, unless a switch to another suit seems called for, stick to the same suit. An old bridge cliché that contains just as much truth today as in the early days of bridge is, “When in doubt, return your partner’s suit.”



NORTH



WEST



EAST



SOUTH

Both sides vulnerable, South deals. The bidding:

SOUTH	WEST	NORTH	EAST
One Heart	Pass	One No Trump	Pass
Four Hearts	Pass	Pass	Pass

South one heart: A strong opening bid.

North one no-trump: Enough to keep the bidding open but far too weak to bid his club suit at the two level.

South four hearts: A slight overbid; many players would consider this only a 17-point hand. But the long, solid major suit makes it worth closer to 20 points.

HOW EXPERTS SHOW NUMBER OF CARDS IN A SUIT

The best players use a special convention to show how many cards they hold in a suit that declarer is playing. This is called the "distributional echo."

The convention is this: In following to a suit led by declarer, a high card and then a low card (a high-low) shows that that defender has an even number of cards in the suit (two cards, four cards, etc.). A low card followed by a higher card shows an odd number of cards in the suit (three cards, five cards, etc.).

This information is terribly important to both members of the defensive team, because it helps them to count the declarer's hand. Once the defenders have a good idea of declarer's distribution, the defense becomes much easier.

This convention was the key to the defense in the illustrated hand.

West opened the queen of diamonds, and, of course, East played the encouraging seven. South won, knocked out East's ace of trumps, ruffed the diamond continuation, and drew trumps.

Now South led the club two, West played low, and dummy's king won the trick, East playing the club nine. This was the start of a high-low to show an even number of cards in the club suit, in this case a doubleton.

South made his best deceptive play. He led a diamond from dummy and ruffed it, then led another low club.

But West knew from East's earlier play of the club nine that East probably had a doubleton club, so West refused to take this trick. Even if East's nine had been a singleton, West could not lose his ace by ducking the club trick.

Having failed to establish dummy's clubs while he still had an entry to dummy in the club suit, South had to break the spade suit himself. He lost two spade tricks plus the two aces and went down one.

If West had not been warned by East's signal, he might have taken the second club. Then South could have discarded both of his losing spades on dummy's clubs.

Suppose South had held only two clubs instead of three. It would then have been necessary for West to take his club ace on the second round or lose it. But in this case also, West would have been protected by the convention. East would have played his lowest club first, showing an odd number of cards in the suit, which in this case would have to be three. West would now know that he must put his ace up on the second round and that South would have no further club to lead to dummy.



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Three Million Inventions

(Continued from page 9)

cyclotron, radio, gyro compass, cotton picker, gas refrigerator, power steering, insulin, Cinerama, chrome plating, quick freezing of foods, magnetic tape recording, penicillin, cellophane, Kodachrome—and enough others to fill several pages of this magazine.

True, some of these ideas made the grade before the elaborately equipped industrial research laboratory, with its "team" approach, loomed as large as it does now. Even so, recent studies show that in technical areas as well as the gadgetry field the "loner" continues to hold his own. After all, patentable ideas always spring from the mind of an individual human being, whether he's working alone at a bench in his cellar or in a glass-and-aluminum tower with dozens of other people.

There is plenty of indication that individuals everywhere could be much more inventive, to their own gain and the nation's. Dr. Vannevar Bush, wartime director of the Office of Scientific Research and Development, which spawned the atomic bomb, estimates we have "a million amateur scientists" in this country who are more than just dabblers. For instance, one of our sister agencies in the Department of Commerce, the Weather Bureau, depends upon 3,000 volunteer meteorologists. All such people are potential inventors.

To help stimulate amateur scientists and anybody else who wonders "what to invent," the Department of Commerce's National Inventors Council publishes a constantly updated list of "Inventions Wanted by the Armed Forces and Other Government Agencies." You can get a free copy from Washington or any Department of Commerce field office.

I want to stress in this article that the inventor working alone—such as Edwin H. Land, who developed the Polaroid camera, for example—continues to come up with important inventions in the age of the team-approach to invention, even though industry is heavily betting on teamwork to solve many urgent research problems, and rightly so. My purpose is to offer practical advice to the individual on how to apply for a patent. At the same time, I would be less than honest if I failed to spell out the increasingly serious situation which we at the Patent Office find ourselves confronted with.

It is a situation that hinders the progress not only of the individual inventor but of the business and industrial community as well, and, therefore, of the nation as a whole. It could even affect our survival. It would be the height of irony if the information needed to insure our nation's survival already lay buried under a paper mountain in Washington while, unaware of the fact, scientists worked frantically to find it. Yet just such duplication of effort could happen unless we find a way to sift through the 125-year accumulation of recorded know-how within the U.S. Patent Office more rapidly, economically, and accurately. Professional inventors and businessmen have already learned—the hard way—that any attempt to track down technical information is growing steadily more difficult.

Why should this be so? For one thing, the sheer accumulation of technical data today is overwhelming. In the chemical industry alone, the publication of new knowledge has doubled in less than a decade. The wide-ranging automobile industry's record on

this score is almost as astounding. New technical knowledge is being put into print at a rate that is just plain explosive. Every year the sheer bulk of newly published data forces us to find another 3,000 square feet of storage space—no mean feat in record-jammed Washington.

Well, why, you might reasonably ask, concentrate everything in Washington? Can't technical libraries across the country serve to relieve the strain on our "central clearinghouse" and to expedite the location of answers needed in a hurry? Yes, indeed. Such libraries are indispensable props for the unwieldy colossus of know-how which we here at the Patent Office find more difficult to administer every day. But libraries are only props; they cannot begin to do more than supplement the dissemination of the wealth of information concentrated in Washington. Even at that, these props also show signs of staggering under the weight of their own specialized information build-up, when relied upon for locating and distributing precise chunks of information.

Let me give you some idea of the extent and complexity of the services we labor—literally—to render the American business community. Every Tuesday noon we publish the *Official Gazette of the U.S. Patent Office*, which lists in detail an average of 1,000 patents that have been issued during the preceding week, along with trademarks and related information. The *Gazette* is subscribed to by more than 6,000 industries, whose research personnel and key technical executives use it to follow the areas of technical advancement—broken down by class and sub-class—which are pertinent to their activities. The subscription rate is \$30 a year, or single copies cost 75¢. With the paper, as for most other services, we are happy to break even.

In addition to compiling and publishing the *Gazette*, the Patent Office fills orders for 125,000 copies of patents a week, or some 25,000 a day, which cost the purchaser 25 cents a copy. Many of these are standing orders from industrial firms, trying to stay on top of progress being made in their special fields. A patent generally consists of only a few pages, but we also have what we call "jumbos"—fantastically complex patents which fatten out to a thickness of a couple of inches. Our biggest jumbo patent, for an accounting machine that automatically records toll and tax charges for directly dialed long-distance telephone calls, invented by a Bell Laboratories engineer, weighs a hefty 4½ pounds! We have outside printing contracts for



George D. Hastings

George D. Hastings, one of Elksdom's most prominent and devoted California members, died recently. Born in Westfield, Mass., on July 31, 1896, Mr. Hastings moved to Glendale, Calif., in 1911 and received his education there, and served four years in the Navy during World War I. He became a member of Glendale Lodge No. 1289 in 1917, and held membership on almost every committee of that lodge, becoming Exalted Ruler in 1937. Two years later he was appointed District Deputy, and in 1941 was elected to the office of Grand Esteemed Leading Knight.

Following a heart attack in 1942, while he became less active in other areas he always continued his deep interest in Elksdom, particularly his own lodge, of which he was an Honorary Life Member.

Mr. Hastings worked for the city of Glendale for 41 years, the oldest employee in length of service, and was head of the Commercial Division of the Department of Light and Power for the past 32 years. He had served several years as liaison officer for Glendale and the Tournament of Roses.

brief routine patent copies; however, a copy of the biggest jumbo would cost anyone interested in obtaining one at least \$100. We only break even on this service, too, but we're content to do all we can to help business and industry keep abreast of new developments.

Publishing the *Gazette* and filling orders for patent copies, however, are only a small part of our operations. In our search room, which is the most complete storehouse of technical information on earth, we welcome and assist upwards of 150,000 individual inventors, patent attorneys, and engineering representatives of industry a year. That means an average of more than 600 visitors a day, five days a week. It doesn't include those who visit us evenings and on Saturday mornings, when we keep our cavernous search room open for their convenience. By 10 A.M. of an ordinary day in the Patent Office search room, you cannot find an empty seat anywhere. Our job is to do everything we can to guide these visitors to the files that will help them find what they're looking for. This is no mean task when you consider that our files contain more than 3,000,000 U.S. patents, at least the same number of cross-references, and more than 6,000,000 foreign patents. In other words, more than 12,000,000 separate patent files.

All this may serve to explain why I speak with considerable alarm of the possible breakdown of Patent Office services that threatens the private citizen-inventor, the industrial community, and the nation. The demand for information is becoming just too much for any human agency to cope with. A breakdown of this nature, however, must be prevented at all costs. Although automated information retrieval may well hold the ultimate solution to this problem, we haven't yet been able to explore fully its possibilities. In the meantime, experts, trained to locate information by means of traditional file systems, are hard to come by. We have an excellent staff of about 1,000 men and women, but we must recruit continually to maintain this force. Why? Because low government salaries promote a heavy turnover—at the Patent Office, a disturbing 20 per cent among examiners. With the President's recent emphasis on the need to improve federal pay rates, we should in time be better able to keep good people and to attract greater numbers of them.

Money and manpower problems, which have kept pace with the problems arising from the information build up, have kept us hopping—and hoping—for solutions. Over the years, the Patent Office has quietly bucked inflation by maintaining some of the



James M. Shanly

One of the Order's most venerable members, James M. Shanly, passed away March 31st at the age of 92. A native of Minnesota, Mr. Shanly came to the California Bay Area as a child.

After joining Oakland, Calif., Lodge, No. 171, in July, 1893, James Shanly compiled a remarkable and outstanding record of devotion and service to Elksdom. He was elected Exalted Ruler of his lodge in 1904, and was the organizer of Alameda Lodge, instituted in 1906. He was named District Deputy in 1908 and served as Secretary to the late Raymond Benjamin, then Grand Exalted Ruler, in 1914. In 1916 he was elected Grand Esteemed Lecturing Knight and the following year held the office of Grand Esteemed Loyal Knight. He was Senior Past President of the California Elks Association, having held that office in 1919.

From 1911 to 1916 Mr. Shanly served on Alameda Board of Education and was Alameda Councilman in 1932. He had operated a typesetting business in San Francisco for many years, retiring with his wife to live in Auburn over 20 years ago.

same fees it charged back in George Washington's day. Today the fee for filing a patent application is still \$30. We charge an additional \$1 for each claim above 20, and another \$30 when the patent is issued. A proposed new fee bill would raise these fees substantially. Even with new rates, however, we couldn't hope to pay all the expenses of the Patent Office on the basis of fees alone.

Far more serious than operating costs, though, are the problems stemming from the information build-up. We now have to search claims by private and industrial patent applicants through 300 categories and 57,000 sub-categories.

Perched atop this priceless stack of know-how are the patent applications that we receive at about the rate of 85,000 a year. From this figure, approximately 55,000 individual and team inventors will be issued patents three years or more after the date of filing. It takes that long to sift through our records and make reasonably sure that the applicant's invention isn't too close to another already patented invention. If it isn't, then the new patent, along with all its attendant records, is added to our bursting files.

Thus, when we try to restore the relationship with the entire scientific, technical, and industrial community which the Patent Office was originally set up to serve—namely, that of an information clearinghouse which can supply fast, accurate answers at low cost—we come close to bogging down altogether. Experts, such as Dr. Gilbert W. King, research director for International Business Machines, have been looking into this problem for us. In time, we hope to bring to bear on at least certain areas in our vast information storehouse the blessings of automatic data processing and retrieval by computer. We have already launched

some practical experimentation along these lines. If it promises to pay off for the long pull, we will try at the same time to relieve the strain for the immediate future—and also the strain on the seating capacity and elbow space in our public search room—by microfilming and putting in libraries throughout the country all 3,000,000 of our patents for the convenience of inventors, industrial researchers, and their lawyers.

I say *if* automatic data processing and retrieval by computer pays off. In a real sense, it *has* to pay off. Otherwise, our patent-sustained economy is in for some rough weather. Meantime, we strive constantly to do our work with ever-greater efficiency. That means, above all, more thoroughness, so that a court will not hold a patent invalid because we didn't find some data about a previous similar invention.

Dr. King has pointed out that in the 17th century, it was possible for a man to keep track of all developments in science, "but today even the fragments into which all subjects have been split are vast, and a scientist is hard put to keep up with the research published on a small segment of a single field." Furthermore, with the swift increase of information services, vital data gaps in industry and defense are more numerous all the time, and harder to fill. For example, a mathematician today might rather work out a theory from scratch than put up with the headache of trying to find out if it has already been worked out. Physicists often will perform expensive experiments before sweating through the literature for results probably already achieved.

Dr. King believes that "half the effort of the world's scientific and technological people now goes into duplication of effort"; Senator Hubert

Humphrey estimates that the U. S. electronics industry alone wastes over \$200,000,000 a year duplicating research. Other industries may well be keeping pace.

In the light of these findings, which confirm my own ongoing studies as Commissioner of Patents, I am convinced that our survival itself depends not only on prowess at the summit level but also on the effective marshalling of our productive capacity and inventive genius. In this effort, the patent system must play an even more powerful part than in the past.

"The patent system," said Abraham Lincoln, "added the fuel of interest to the fire of genius." But if that system were to collapse under its own weight, neither fuel nor fire would have much meaning. There would be no chance, then, for a citizen who had put his brains to work to enjoy the protection of the law, for a specified period, while reaping a financial return on his inventiveness, either by direct manufacture and sale of his invention or by leasing the right to make and sell it to others on a royalty basis.

There would be no point in my urging would-be inventors, as strongly as I know how, to steer clear of patent lawyers or patent attorneys who advertise or who offer low rates. You can figure out for yourself—but unfortunately too many people don't bother to—that anyone who asks for only \$10 or so to conduct a preliminary search is going to give you just what you pay for. How much of any *really* professional person's time do you imagine you can get for \$10?

Qualified patent attorneys, who are barred from advertising their services in any way, will usually make a good preliminary search on a simple invention for under \$100. If it turns out you are on the track of a patentable idea, your registered attorney is then in a position to help you properly prepare the drawings, specifications, and claims you need to apply for a patent that will stick. Their knowledge of where to look during the preliminary search, plus their experience in wording claims so precisely that they set forth neither too much nor too little, makes these reputable men and women worth their fee many times over.

The independent inventor should be aware of another possible pitfall. Assuming that your invention is patentable, a patent of itself will not guarantee you a financial return on your invention. The patent simply assures you that no one else legally has the right to make or sell your invention. To make money from an invention, you must either use, make, or sell under your own patent, or license or sell the patent to someone else. Before you sink money into the expense of getting a

patent, you ought to analyze the market potential of your invention. Patent attorneys usually counsel their clients on this aspect of patenting, as well as on the legal and technical aspects.

One precaution that may be hard to swallow but is a real money-saver: If your attorney assures you that your idea is not patentable, take his word. He knows what he's talking about, and he's trying to save you money.

In spite of snowballing information retrieval problems, there fortunately is a point in underscoring all these common-sense considerations for inventors. With the progress being made on faster, cheaper, more accurate methods of locating elusive but vital information, I am confident there will continue to be. For the sake of fellow Americans like a 16-year-old youngster in upstate New York, there just has to be.

This fellow wrote us that he was coming to Washington to check out two ideas he had: an improved roller skate and a darkroom device. You don't

have to be 21 (or even a citizen) to take out a patent, much less travel to Washington in person, but we wrote back that we'd be glad to show him around if he did come.

He came, and we showed him around; the welter of data was a shock to the enthusiastic young inventor. The experience was also rewarding, however, for he went home with a bushel of exciting new ideas which our files had suggested to him. Many were in the public domain, which means their patents had expired and anybody could use them.

We haven't heard from the young man again, but we expect to—from him and from a lot of other brainstorming Americans. If you are one of them, be sure to get in touch. Here at the Patent Office, and throughout the land, Department of Commerce people are happy to hear from inventors. We feel that to a unique degree they represent the American tradition of always seeking better ways to do things. • •

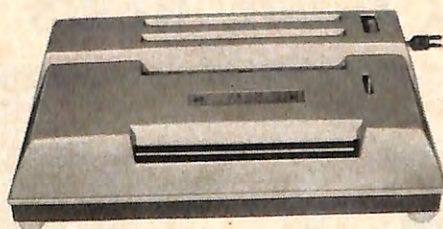
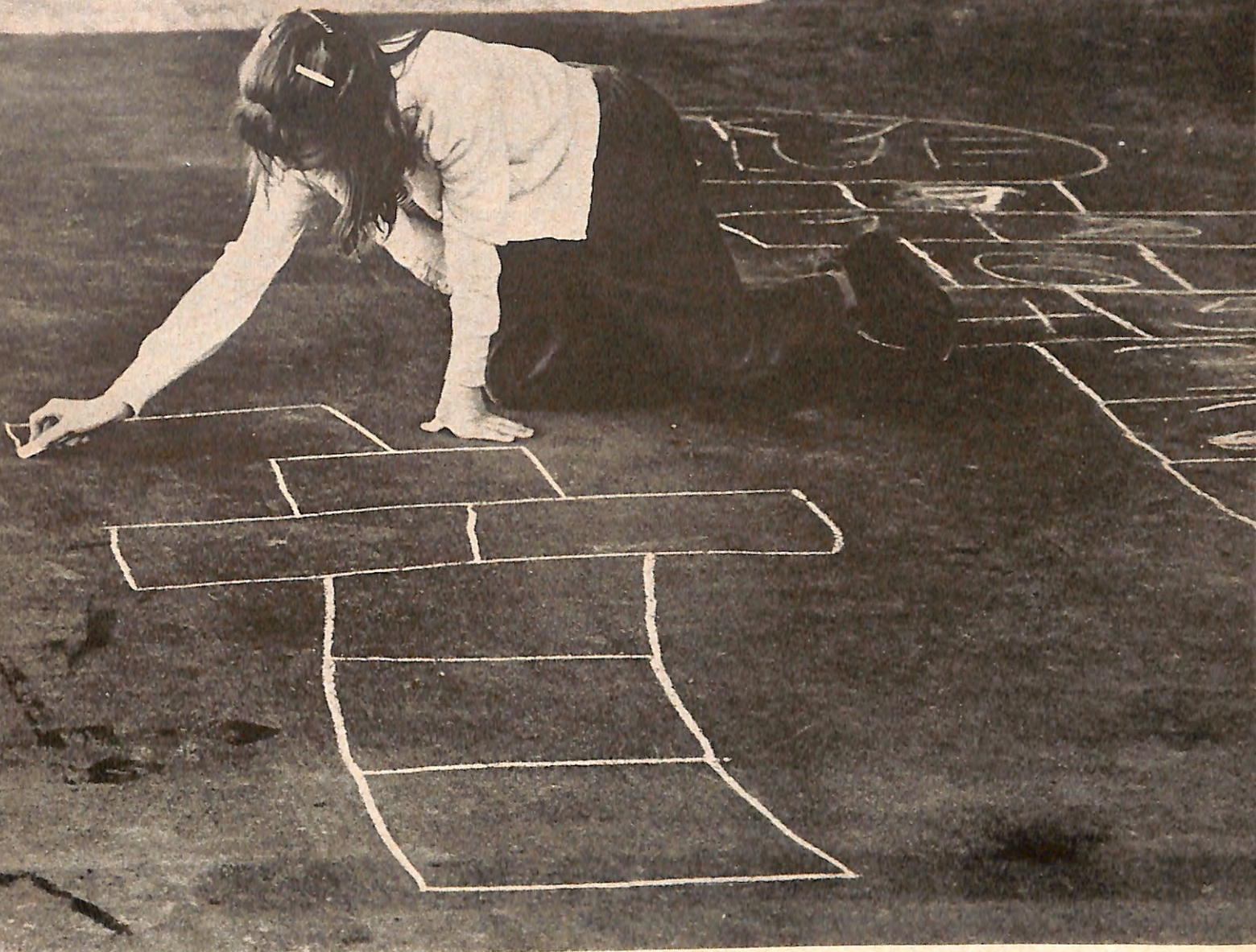
Vice-President Johnson Awards Bonds To Youth Leadership Winners



The 1962 Elks National Youth Leadership Contest was climaxed on May 14 when Vice-President Lyndon B. Johnson awarded \$1,000 U. S. Savings Bonds to first-place winners Lorraine R. Foster, 17, Barrackville, West Va., and Norman E. Fretwell, 17, of Joplin, Mo. Witnessing the presentation in the Vice-President's office in the Capitol were Grand Exalted Ruler William A. Wall and E. Gene Fournace, member of the Elks Grand Lodge Youth Committee and head of the competition. Money for the bonds is supplied each year by the Elks National Foundation.

In his presentation remarks, the Vice-President said to Lorraine and Norman: "Yours is a generation which must develop the . . . skill to tackle the growing problems of a world shaking off the shackles of ignorance, disease, and poverty. It will take imagination and stamina. It will take youth and vigor. . . . So you can see how glad we are for all the earmarks—such as this Elks Contest—of leadership in the new generation."

Miss Foster's future plans were not announced. Mr. Fretwell, who has an appointment to West Point, will enter the Academy this summer.



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How to Hide a Fishing Hole

(Continued from page 10)

fishing." So we went to Booneville, turned *right*, drove about a mile and started fishing. My partner not only caught a wallop of a trout, but he had the gall to stop on the way back and show it to the poor man. I think he knew every spot on that big trout. He tried to smile and offer congratulations, but it wouldn't come. We left him looking like he had been licking envelopes all day.

Hiding a fishing hole is a very real problem to most of us fisherfolk. It isn't often that we run across a mother lode. When we do, we can't help bragging about our catch. It wouldn't be any fun if a fellow couldn't talk it up a little, but then the deluge begins. "Where did you get them?"; "Is it far from here?"; "Can you drive to it?"; "Were there other fishermen around?"; "Who?"

Being a fisherman myself, I know how they feel; so I'm as courteous as possible. I look one direction and point the other. Or I counter with a question of my own: "Did you ever fish in Maine right after ice-out? Well, you a have a treat coming. Now I'll tell you . . ." If they persist, I'll change the subject to the relative merits of a floating plug versus a sinking one. Occasionally I'm cornered and forced to give specific instructions, such as:

"At Plymouth Five Corners, turn left. After you pass a red barn, take another left. Then you bear generally right until you come to a leaning birch tree.

A quarter mile this side of the birch take the left-hand fork and stop at the bridge. Follow the brook until you come to a boulder, then take the next branch. That will lead you directly to the pond. I don't know it's name—I call it Round Pond—but you can't miss it."

Some fishermen employ a more devious method than the direct-question approach: "I know a little lake that has the biggest crappie you've ever seen. Some of them are a foot-and-a-half long, and I know where they live. You and me will have to go up there soon and get a mess." Or, "Come over to dinner tomorrow night. Mabel can cook the best venison you ever put in your mouth. And, I'll tell you something, I have a bottle of 18-year-old bourbon in the cellar. We'll break it open and celebrate."

These are the types to beware of.

Since we fishermen are essentially honest people, it isn't always easy to keep a fishing hole secret and a clear conscience at the same time. Through years of practice I have developed various techniques, even though none is wholly satisfactory.

For my own protection, I have learned how to simulate a dejected look. I shake my head as slowly as possible when people ask if I've had any luck. When I have a four-pound bass hidden under the floor boards of the boat, I look so sad that other fishermen don't even bother to ask. I've carried this so far that friends are be-

ginning to stop me on the street to ask about my health, or if the bottle finally got my Aunt Agatha.

And, if the neighbor fisherman sees me hauling gear out to the car, I always put it back and then start off in the opposite direction. After detouring around I arrive at my destination a half-hour late for the rise, but it's worth it. Then I park off the highway, back into the brush as far as I can go. The car may get stuck and acquire a few more scratches, but that's unimportant.

Once, even after I had successfully hidden the car, I was met face-to-face by a fellow enthusiast. "I've never fished here before. Is this a good stream?" he asked anxiously.

"It's good for morels," I answered.

"For what?"

"For morel mushrooms," I continued. "Didn't you ever taste morels? There's nothing quite like them, and there's a poplar grove up here that's usually loaded with them. That's why I brought a creel."

"Why did you bring a rod?" he asked.

"Once I caught an eight-incher on the way," I replied, "but there are so many chubs around that I would hardly think it wise to come here just to fish."

Another method I use, and by far the safest, is never to fish my favorite place at all. I never even go near it. I save it, like money in the bank. I know it's there, and I rejoice in the comforting knowledge of the big fish to be caught there, fish that are growing bigger with each passing season. I saved one such hole so long that I never did fish it; last summer it was torn up to make room for a new highway.

There's another place I've been saving for more than 10 years. If I ever really get hard up for a place to fish, I know I have it to fall back on. No one else has bothered it. I wouldn't even tell my best friend about it. Then, the other day, my best friend broke down and told me about it.

If you must go fishing, thereby running the risk of exposing your favorite spot, there are several precautions you must exercise. First, fish several other spots as well, whether they are good or not; then, when the curious ask where you go, you can honestly name the poorest of the group. There are a half-dozen rivers within reach of my home, all of which I fish for this reason, and I have chosen what I consider the dearest of the lot as the victim. For several years I have been smugly telling people that I fish there. Recently they have thanked me for the tip and have told me stories of the excellent catches they have made. I obviously made the wrong appraisal, and I'll have to hurry to get in on a good thing while it lasts.

Another precaution—which isn't easy

ELKS NATIONAL HOME NEWS



Brother Carl J. Christiansen, president of the Peerless Equipment Co. (Joplin, Mo.), recently donated a feed maker to the Elks National Home in Bedford, Va., for its farm. Home Superintendent Thomas J. Brady, left, learns operations of the machine from Peerless employees Fred Bradley and Page Powers.

but which is reliable—is to throw back all the big fish and keep the little ones. By this method you can show off your catch without danger of compromise. An alternative, but too deceitful for my taste, is to put a false bottom in a creel under which to hide the good ones.

The very best fishing spot near my home—certainly my favorite—is one that can't be hidden. In plain view from a well-traveled road, it is impossible to fish there without being seen. I have tried fishing at night or very early in the morning, but neither is satisfying. At night I get so confused, I can't catch anything, and I've discovered that vacationing fishermen get up just as early as I do. They are the worst hazard of all. They drive by at a snail's pace, rods sticking out of every window and their eyes riveted on me. When they shout, "Any luck?", I shake my head sadly, but occasionally I have a fish hooked when a carload of them comes around the bend. This is a difficult situation. Fortunately my reflexes are good. The moment I see or hear a car coming—if I have a fish on the line—I tuck the rod under my arm, the tip pointed directly at the fish, and light my pipe as casually as possible. A good fish will jerk me around a bit, and he always gets off before the car creeps by, but that's incidental.

But I do get caught, now and then. Sometimes I'm so intent on landing the fish that I let a car slip up on me with my rod bent. Since I pride myself on being alert, this is embarrassing, but I make the best of it. I jiggle the rod as though I were hooked on the bottom. If the car stops anyway, I release the fish under water, no matter how large; then I hold my hands about five inches apart, put on my most dejected look and say, "Sunfish." If they don't leave then, I hastily add, "But I understand that someone caught a bass around here only last week—an 11-incher!" That does it.

For 30 years I managed to keep an entire river secret. This was a major project. It's difficult enough to hide one hole in a stream, or a little backwoods pond, or a small brook, but this was one of America's major trout rivers. It was the best of them all in my opinion. I had the good fortune to fish there when I was a boy (the man who showed it to me made me swear on a copy of *The Compleat Angler* that I would never divulge the secret), and I returned time and again through the years. More and more fishermen discovered it as time went by, but it was none of my doing. It eventually became so well known, in fact, that I was forced to admit that I had fished there on occasion, but I did so without enthusiasm. I still knew holes that the general populace hadn't found, and I hardly thought it my duty to encourage

others to seek them out. And if I ever mentioned the river by name, I made sure to link it with the names of a half-dozen other major trout rivers.

Now, finally, I can speak of it alone and specifically. I can spell out its name in headlines. By far the finest trout river in America was the Madison River in Montana.

A couple of years ago I was buzzing merrily along the highways of North Dakota humming a happy tune, because I was once more headed for my favorite stretch of water on my favorite trout river. Since my particular version of humming tends to distress me, I switched on the car radio. "Bulletin!" it shouted. "A violent earthquake has shaken the Hebgen Lake area of Montana. An entire mountain has been dislodged and has slid into the valley of the Madison River. It is not known as yet whether Hebgen dam survived the shock. The ranches below and the town of Ennis, Montana, are being evacuated as rapidly as possible." I switched off the radio, slowed down and took the next road south toward the Snake River. My secret fishing hole on my "secret" Madison River was either buried under tons of earth or was bone dry due to the landslide which choked the valley. For 30 years I had suffered qualms from my guileful attempts to hide that hole, and now

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Montana	Helena	July 26-27-28
Virginia	Richmond	Aug. 11-12-13-14
West Virginia	Parkersburg	Aug. 15-16-17-18
Md., Del., D.C.	Cumberland, Md.	Aug. 23-24-25-26

an earthquake, no less, rewarded my cunning.

However, occasionally I take a vacation at a remote camp far in the back country. Then at last I fish with abandon. If I land a big pike, I make certain that everyone sees it. I parade it around and take pictures of it from all angles, right out in the open. I even tell my audience exactly where I caught it (if it happens to be my last day there). When I get home, I drag out the pictures and make all my fishing friends look. I even draw maps. All they have to do is jump in a car, drive fourteen hundred miles, fly in another three hundred, hire a guide, and travel another thirty miles by canoe. I even detail the exact cove down to the exact weed bed where I found the biggest fish. More than that, I tell them the name of the guide, so they can run up there and check on me if they want.

There are times when a fisherman is honor-bound to tell the truth, the whole truth, and nothing but the truth. • •

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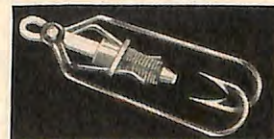
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In the Dog House

(Continued from page 24)

self should be examined at frequent intervals, and, if found to be infected, he should be dusted with a good flea powder. There are several excellent preparations available at most drug stores. Flea powder should not be applied to puppies too liberally.

Internal parasites are other enemies that multiply during the summer, seemingly more than at other times of the year. Your druggist also has a number of good, advertised remedies to destroy these. But you'll have to examine the dogs' feces. There are different medicines for different varieties. Best of all, if you suspect that your dog is infected, and nearly all young dogs and puppies are, you can save yourself an unpleasant job and be sure it is done right if you bring your veterinarian into the picture. A dog that has been given one of these medicines usually isn't a pleasant house companion. The places he uses outside for his rest room should be cleaned as soon as possible for sanitary reasons as well as to ward off reinfection.

Hot weather and violent exercise make a bad combination. The wise owner will not permit his dog to become too athletic at this time. If left alone, Fido knows when to rest, but

outside influence will affect his judgment. Long ago someone mistakenly took the expression "dog days," which is traceable to ancient Egypt, to mean that this was a dangerous time for dogs, a time when Fido is likely to go off his trolley. This is sheer nonsense. In fact, more dogs have gone mad during other times of the year than when the weather is particularly warm. Hydrophobia is one of the rarest of diseases. Incidentally, it can be contracted by any warm-blooded animal, including man, of course. Actually, Egypt's dog days were those days during which the Nile overflowed—an event welcomed joyously as an assurance of good crops to follow. In ancient Egypt, this period coincided with the rise of Sirius, commonly called the dog star. This period, so significant to the Egyptians, occurs during our summer months.

Now Fido has been known to fling a fit, not at all an uncommon canine occurrence. But a fit is as different in effect from hydrophobia as a hang nail is from blood poisoning. Although it usually creates a lot of commotion at the time, a dog's bite is no more dangerous than any similar wound that requires simple sanitary attention. How-

ever, the dog afflicted by rabies may run wildly and snap at anything in his path. Then again he may not. There are two forms of this disease, the active and the passive. The latter is the more dangerous because it is not so apparent. A dog afflicted with this form of the disease seeks dark corners, shuns noise and people, but will bite without warning if molested. A common fallacy is that the mad dog avoids water. Not so. If thirsty, he'll drink as long as he is able to move his jaws. And contrary to popular belief, a rabid dog does not foam at the mouth. He drools a stringy saliva.

The dog in a simple fit is not a pretty sight but not a panic-provoking problem to the person who keeps his head and doesn't get rattled. If possible the dog should be captured and confined. If a small dog, a coat might be thrown over him. Being confined and left alone in a quiet place is about the best thing the owner can do for the dog. If the fit persists, then the veterinarian should be brought into action. If he can give the dog a sedative, which he usually can, that's all that pup needs at the time. Further treatment later, however, may be necessary, depending upon the cause of the fit.

I might add, however, that if you have any reason to suspect that a dog that has bitten you has rabies go immediately to the nearest veterinarian for an anti-rabies injection. If bitten by a strange dog, whether he seems mad or not, go immediately for treatment of the wound. The police should also be promptly notified so they can capture the dog for quarantine.

Most dogs are bathed too often, which is bad for their skins as it depletes the oil, causing dryness and opening a way for body rash. But when the dog days are here, dunk the dog as often as you like. He will enjoy it. These need not be formal baths with soap. Better that the soap be used only when cleanliness is called for. Too much soaping is usually a reason for dry skin. Just plain, cool water will refresh the dog. If you have a yard and a hose, give the pup a gentle hosing. Some dogs enjoy this. One of my favorites would make a game of it by fighting his watery opponent all over the yard. Unless the day is very warm and your dog can dry in the sun, he'd best be dried by you right down to his B.V.D.'s and not permitted to lie around indoors, where there are drafts. After a soaking, a little mild play with Fido will stimulate his circulation and hasten the drying of his coat. It's something you'll both probably enjoy.

If you have a question about dogs, drop me a line at THE ELKS MAGAZINE, 386 Park Avenue South, New York 16, N. Y. I'll be glad to help you—but no medical questions, please. ● ●



"What hurts is that I have such a dandy sense of repartee and I don't dare use it."

THE ELKS MAGAZINE

It Was Too Dark

By **GEORGE KELL**

DETROIT SPORTSCASTER AND FORMER MAJOR LEAGUE STAR

During my American League career, I set a few records and watched quite a few others set them. I was also involved in a 24-innings, 1-to-1 tie in which there was one of the best cracks by an umpire it has been my privilege to hear in all my years in baseball.

This was a game with the Tigers back in 1945, when I was with the Philadelphia Athletics. In this particular contest, I went to bat ten times and failed to get any kind of a hit. 0 for 10—that has to be some kind of a record, too.

Russ Christopher pitched the first eleven innings for us, and, when he came to the bench at the end of the eleventh, he told Connie Mack that he was through for the day. Mr. Mack replied, "Why son, I have no one warmed up. You'll have to go one more."

"Can't do it, Mr. Mack," said Russ

with some firmness, and he was on his way to the clubhouse.

Joe Berry, known as "Jittery Joe," warmed up quickly. He came on and pitched thirteen innings of shutout ball. Les Mueller pitched the first nineteen for the Tigers, then Diz Trout came on for the last five.

At the end of the 24th inning, Bill Summers called time, saying it was too dark. In those days the lights could not be turned on to finish a day game.

Mr. Mack beckoned Bill with his rolled-up scorecard and said, "Bill, I think we can play some more—it's not too dark yet."

Bill's answer was, "Mr. Mack, you've been sitting down all afternoon while I was standing at home plate. I say it's too dark to play."

The game was called immediately. —As interviewed by Harold Rosenthal.

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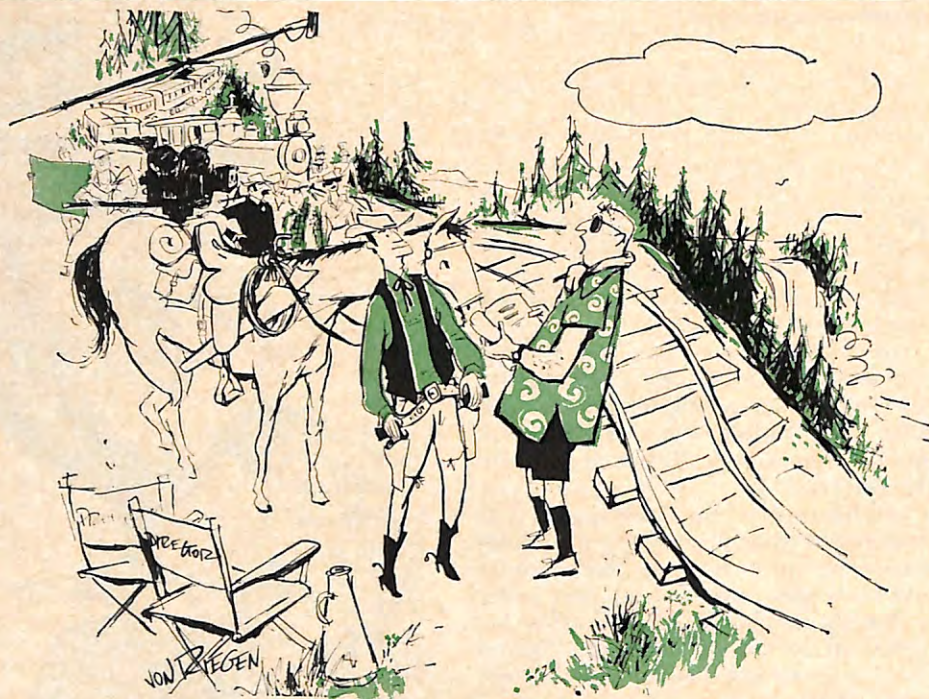
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"Now, in this scene you jump off the runaway train engine, roll 400 yards down a gravel slope, fall into a churning waterfall, and are dashed into the rocks of the rapids below. Of course, we'll use a couple of stunt men."

THE ELKS MAGAZINE

Boating's A Pleasure

(Continued from page 5)

If Hank had a single doubt about spending so much money just for pleasure and fun, it was completely dissolved when he first set foot on the deck of his own boat. At that moment he experienced an intensity of feeling that he had never known before—a consciousness of being truly at home, not only with his wife and children, but with his time and society as well. With the breeze on his cheek and the sun in his eyes, he knew that boating would pay dividends in health, joy, and satisfaction for the whole family. Here ties of family unity could be strengthened through the interdependence of one upon the other in both stress and play. Here teaching could become guidance and the mastery of a skill satisfaction beyond price.

It took Hank no time at all to learn how *little* he really knew about boating.

First came trailing the boat, launching, and picking it up again. Hank soon discovered how wise it was to stop often to check his hitch and tie-down straps. He learned to plan his driving well ahead to avoid emergency stops and starts, and to drive at a moderate speed. It soon became obvious why he shouldn't try to launch the boat in a high cross wind or pick it up under such conditions. Working the tilt-bed on the trailer, cranking the winch—these soon became second nature. After a while Hank and Helen developed a

team-work system which was a constant source of satisfaction to both of them. Helen backed the car and trailer down the launching ramp, and Hank eased the boat into or out of the water smoothly and carefully.

Maintenance was an acquired skill, too. The neophytes found that a good wash-down at the end of an outing helped keep the boat "ship-shape and Bristol-fashion" without constant repainting. They learned to accept the nicks and bangs that inevitably go with boating, but they also became adept at camouflaging them with a touchup of sandpaper, paint, and varnish. Hank had purposely bought a wooden boat so that young Hank would have a chance to earn his rank as "mate" by putting some elbow grease into its upkeep. "That's the only way anyone ever really learns to appreciate a boat," the father told his son—and to his surprise, he didn't get an argument. The two Hanks worked happily together, and there could be no doubt that they had great pride in their craft and in their steadily growing craftsmanship.

Winter storage required some special techniques. A well-supported cover was a necessity. After they had pulled up the floor boards and stowed them in the basement, they cleaned the boat carefully and put on a prime coat of paint for protection against cold and damp. The trailer bearings were given

a thorough grease job, and then the outboard motor was taken to an authorized sales and service agent for winterizing and tune-up.

The boating season was over, but the *Jenny Jane*—for that is what Marcia had christened her—had become a beloved member of the Edwards' family, and she would feature in all their plans for the coming summer.

That winter at lodge meetings and community gatherings Hank found himself swapping yarns with other boat owners. Most of these men, like Hank, had begun with a modest boat, and although none of them owned a yacht, or ever hoped to, many were now skippers of larger craft. From each of them, Hank realized, he would gather valuable information that could help him get that extra something from recreational boating.

"Find the coves and inlets, streams and creeks, and explore them," Jack Rosner advised him. Acting on this, Hank bought the United States Coast and Geodetic Survey Charts with the thought of planning excursion trips to any of the larger lakes he found charted that were within weekend range of his home.

Through Harry Martin, another lodge member who had been a boating buff all his life, Hank also mastered a new skill that winter—marlinspike seamanship. This skill is usually considered part of a deep-water sailor's stock of lore because it's the art of working with rope. Hank was eager to learn this art because he knew that aboard any boat there's always a certain amount of work to be done with ropes. (Now he was beginning to call ropes "lines" as all respectable seamen do.)

Winter seemed to pass with maddening slowness that year, but finally the wind lost its bite, the daffodils came in hosts, and it was spring—which for all summer sailors like Hank means fitting-out time.

It didn't take long to get the *Jenny Jane* ready for launching. At haul-out time the previous fall, Hank had been a hard taskmaster.

During those crisp days of autumn when they were hauling out, Hank had insisted on removing all lines and gear for storage, and on ventilating and drying the boat thoroughly in addition to giving it a protective coat of paint. Now when he removed the cover, he found no dry rot or fishy odor.

He checked the caulking, noticed that the seams had opened up slightly—which didn't worry him because it's normal for the planks to dry out during the winter lay-up. Since there was no caulking hanging from the seams, he knew that when the boat went into the water for the first time, the planks would swell and squeeze the seams shut. A little high-grade marine enamel

on her hull was just about all she needed to make her water-ready.

The first overnight camp-cruise that the Edwards' family took was to a secluded cove on a nearby lake. Since this was to serve as a sort of shake-down cruise to test Hank's newly acquired skills as well as some previously agreed upon camping techniques, only simple foods were taken. For breakfast: pre-scrambled eggs stored in a Mason jar and just enough bacon for four servings; midday snack; rolls and luncheon meat; and dinner; canned stew and canned fruit. These, together with cheeses and crackers, milk in an unbreakable cardboard container, and soft drinks in cans were stowed aboard in a light camp-cooler with lots of ice.

Clothes consisted of shorts for everyone, one change of underthings, towels, swim suits, sneakers—all packed in one canvas duffel. The remaining bare essentials were a small tent, blanket rolls, sweaters and jackets, raincoats, flashlights, plenty of matches in water-tight containers, an extra jug of gasoline and one of water, camp hatchet, sheath knife, pot, frying pan, plastic spoons, paper plates—and last, but definitely not least, a can opener. This basic equipment proved to be completely adequate for "roughing it" overnight.

The weather was wonderful—they'd given close attention to the forecasts, of course—and everyone had such a good time they found themselves planning their next cruise before they were halfway home.

During Hank's vacation that summer they traveled 300 miles to a large lake and spent a whole week on the water aboard the *Jenny Jane*. The trip called for elaborate preparations because they not only planned the car trip as part of the cruise (as it should rightfully be), but made provisions for one night on the road during which they would sleep on the boat just as if they were on the water. This was planned to "get the bugs out" just in case they should ever get caught on the road at night and be forced to camp that way.

As that vacation drew to a close, Hank envisioned a future one—a long trip to the seacoast on which they'd take the boat and trailer as an extension of their normal traveling equipment. After all, he reasoned, all luggage and equipment could be stowed in the boat; it's just a matter of extending what most people think of as normal boat use. With these thoughts in mind, Hank saw a brand new horizon for the boating Edwards' family. He felt they could go anywhere they wanted to go—horizons unlimited, courtesy of the *Jenny Jane*.

Although Hank had learned a thousand things in the short time he had owned his boat, the experiences of that summer taught him that he still had a

long way to go before he could consider himself a fully qualified skipper.

Hank had only one chance to use his Government charts that summer, because most of the lakes in his area were too small to be thoroughly charted out. However, that one experience had been enough to point up the difficulties in reading the elaborate, abbreviated symbols that are so familiar to the seasoned pilot.

He decided to study piloting, but realized he didn't have to extend his studies to navigation—not yet, anyhow. Piloting—the ability to follow an established course from point to point on inland and coastal waters with known piloting aids—that was what he wanted to learn. Navigation—the art of finding one's position in the seemingly trackless ocean—well, that was certainly far beyond his present needs.

Toward the end of summer, while young Hank and Marcia water-skied and Helen sunned and swam, Hank set about learning how to box his compass by point names—north, north-north-east, north-east, east-north-east, east, and on around—and by azimuth number.

He learned that the little numbers dotting his chart stand for the average lowest depth of water, and that buoys and lights are clearly marked as to type, color, and purpose. Gradually Hank's chart became as useful to him on the water as his road maps were on land. He investigated the intricacies of radio telephones, too—not for his present boat, but as a part of his fund of general boating knowledge.

Piloting and navigational aids—the buoys, spars, lights, and beacons that mark the boatman's way—began to lose their mystery for him. Black buoys, called cans, had odd numbers and marked the left side of Hank's channel going in; the red buoys, called nuns, had even numbers and marked his right-hand channel limits. Often, in Hank's waters, these buoys were simply spars like the horizontally-banded poles which marked obstructions underneath the surface. Lights guided Hank into harbor at night, red flashing ones on the left side of his channel, white or green flashing ones on the right. For a clear shot down the channel, Hank knew enough to line up the fixed range lights on their skeleton markers.

With the mastery of each new skill, Hank's enjoyment of boating became more intense. There were times when he actually felt that he had grown in stature as a person since he'd become a skipper. At first he had thought of recreational boating merely as one of the last all-family participation sports, but after owning a boat for a while he came to realize that boating is also one of the few sports that heighten the individual's reliance on his own capa-

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If you own a new car dealership, *The Elks Magazine* would like to know. We believe your answer will help us convince automobile manufacturers of the soundness of investing some of their advertising dollars in *The Elks Magazine*. We also believe that should they do so, it would aid *your* business too.

So, if you are a franchised automobile dealer . . . please let us know by completing the questionnaire below and returning it as soon as possible.

Thank you for your assistance.

762

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COMPANY ADDRESS.....

CITY.....ZONE.....STATE.....

MY NAME.....TITLE.....

LODGE.....NO.....

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bilities. And there was one other thing that every member of his family had noticed time and time again—the innate courtesy of real boatmen, not only when they're underway in crowded areas, but at dockside and anchorage as well. They also noticed an occasional lack of courtesy among those few who owned boats but cared little for mastering skills beyond throttle jockeying.

Men who had given freely of their time to help Hank when he was a novice watched in pride as he acquired the knowledge and experience that are essential to a good boatman. They know that in time Hank will himself become a mentor, a counselor. He will be sought out for a word of advice on repair, a better way of doing things—and they feel confident that his advice will be both reliable and wise.

In the meantime, however, there is still much for Hank to do. He plans a wide range of reading that will include the excellent monthly boating publications as well as the pamphlets distributed by the United States Coast Guard. He also intends to join the U. S. Coast Guard Auxiliary at his earliest opportunity to avail himself of its excellent courses in boat handling, piloting, navigation, and safety.

Probably Hank will also want to join a unit of the U. S. Power Squadron some day because he knows these organizations (which are open to membership for all boaters) are fine, friendly guides to happier use of our country's waterways. But right now Hank is enjoying to the full all the things about recreational boating that serve to heighten the individual's reliance on his own capabilities. The freedom he feels aboard his own boat completely refreshes him. When the *Jenny Jane* is underway, Hank *knows* he is his own man, and he is able to enjoy the priceless relaxation that comes with feeling at peace with the world—fast-paced, turbulent world though it may be. • •

Baseball Magic

(continued from page 25)

1961 season," Jewell said. "And we were lucky to get the Philadelphia Phillies as a major league sponsor. They were the only ones to offer an agreement."

The Cowboys' board of directors found out quickly, however, that the real negotiating was just beginning. Now they had to sell the entire community on the return of the Cowboys.

As club officials look back now, they realize they were bucking a trend that started to develop all over the country in the late 1940s—the gradual demise of spectator interest in minor-league baseball in favor of bowling, water sports, golf, and a host of other activi-

ties. But the principal villain was television. In 1949, there had been a total of 58 minor leagues, spread throughout 47 states, that were recognized by organized baseball. Just about the time the Cowboys were hoping to become active again, television had whittled the minors down to 24 leagues. Minor-league baseball was having a tough time competing against TV's unlimited, free big-league coverage.

Some people completely opposed bringing Class C baseball back to Twin Falls. They reasoned that it falls far short of major-league caliber; only one minor-league level—Class D—is lower. Most Class C teams are located in middle-size towns; it was hard for some of the local people to forget that Twin Falls (pop. 20,000) would be the smallest Class C community in all of minor-league baseball. Other Pioneer League cities in Idaho are Boise, Pocatello, and Idaho Falls; Billings and Great Falls in Montana.

But the staunch Cowboy boosters argued that the team would draw fans from the large surrounding area known as Magic Valley, and to help make the people in the region feel involved in the fate of the Cowboys, Magic Valley was tacked onto the team's name.

Money was needed as a backlog against the heavy pre-season expenses that were incurred before ticket money started rolling in, and to cover the players' salary guarantee, required by the National Baseball Association.

To get it, two retired citizens played a major role, acting as co-business managers. M. E. Dolling and J. Ted Davis pounded pavements and doors, pleaded and promised, and—after some trying experiences—finally sold the necessary advance advertising.

Most of the advertising revenue came from ad space that was sold in the souvenir scorebook. Space was also sold to advertisers on the billboards bordering the Jaycee Park's outfield, and broadcasting rights for Cowboy games were sold to the local radio station.

Dolling and Davis encountered plenty of sales resistance. Many potential advertisers refused to pump money into a venture they predicted was a cinch to fail. Some skeptics maintained a proper distance. Others reluctantly joined the slow-moving bandwagon, although realizing that they might be throwing away money. As it turned out, however, a majority of the citizens and businessmen in the area were willing to help.

Typical of those who donated time and effort was a woman who was one of the town's most loyal baseball fans through the years. During the period when the town had no baseball, she consistently supported its return. And when the decision was made to bring baseball back, she really went into ac-

tion, selling many tickets as well as advertising. Receiving no pay for her labors, Ethyl Hunt feels she was amply compensated by seeing baseball return to Twin Falls.

President of the club in 1961, Ben Jewell devoted many hours to planning promotions, giveaways, stunts, and special entertainment to lure paying customers to the ball park, such as the Kiwanis "Russian" ball team, which challenged the Cowboys to a few comic innings before one regularly scheduled game. Other successful promotions included a "razz the ump" night (with the umpires' prior approval) and manager and player appreciation nights. Lucky ladies, on evenings throughout the season when they were honored, hauled home loot such as free passes and merchandise. Radio station KEEP, which had the contract for broadcasting games, gave the team free plugs every chance it got. The local sportswriter went as far as he could to build public enthusiasm for baseball, which seemed to have had few fans for three years.

Their result of these efforts is history. During the 1961 season the Cowboys attracted 62,000 fans to 65 home games, realizing more paid admissions than any other Class C baseball team in the country. Baseball had come back to Twin Falls—with a bang!

What was the secret of the Cowboys' drawing power? That's easy: their spunk. During each game they put up a fierce battle, and the folks in the stands loved it. People who started the season as occasional spectators soon became loyal rooters.

In the Pioneer League the season is divided into two halves. The winners of each half are then matched at season's end in a league "world series." The Cowboys made a dismal showing the first half, finishing in last place. But, fighting mad, they made a run for the roses during the second half and finished just one game out of first and a crack at the series. As the season drew to a close and fans flocked to Jaycee Park, the attendance tally soared.

A near-perfect season was climaxed last December. At the National Baseball Association Convention in Tampa, Florida, the Cowboys took the Class C attendance trophy and—far more important—the Larry MacPhail trophy, awarded to the team for its outstanding contribution to the promotion of professional baseball. Ben Jewell proudly accepted the awards.

But the success story of 1961 is no guarantee of future success. Although the organization grossed some \$131,000 during 1961, it showed a net profit of only \$8,000 when all expenses were paid.

"We thought we had it licked, until we were reminded of outstanding bills

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NO. K-3 TABLE FULL-FINISHED MASONITE TOP STAIN-RESISTANT

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

from past years," Ben Jewell stated. "We had to pay those because we wanted a clean slate for the start of the '62 season."

Jewell's job still isn't an easy one. After submitting the lowest salary bid, he found himself running the show singlehandedly. He's been selling advertising, planning promotions, and negotiating with the Phillies, who renewed their agreement with the Cowboys.

"Several advertisers who went with us last year already have said 'Let someone else advertise this year; we did our part last season.' It's tough, because we don't believe in pressuring. We have to swallow our pride and move on to the next store." Despite the difficulty, Jewell expects to equal his advertising sales this year.

And through it all he maintains a dogged optimism.

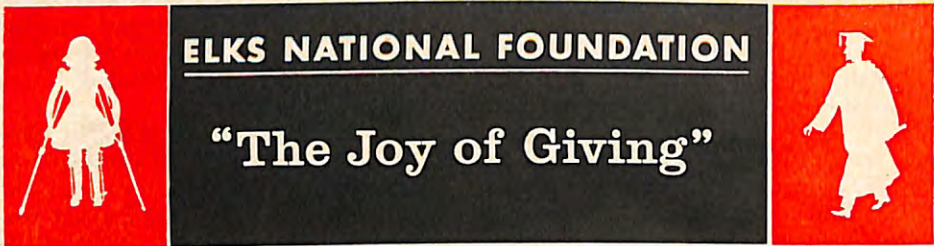
"I'm convinced we'll do better this season, and we'll show we can lick this second-year jinx. We had players last season who could draw crowds. They never were in first place when it counted, but they were always close enough to make it interesting. They finally lost out by a narrow margin. I had a baseball man tell me that's the only kind of club to have. If you win there's only one way to go, and that's down. If you fall short then the fans are saying 'Wait'll next year.' It works."

Radio and newspaper publicity, of course, helped to get the fans to the park. The type of youngsters playing on the team was an important factor, too. Averaging about 19 years of age, the whole team played hard.

Magic Valley fans really cheered for their home-run king, Bobby Sanders, who sent 40 out of the park during the season, establishing a post World War II record for four-baggers. In addition, two players from the 1961 Cowboys have leaped ahead in the Phillies' organization. Firstbaseman John Shockley is playing on the Class A team in Williamsport, Pennsylvania, this season. The second leading hitter in the Pioneer league for 1961 with a .364 average, he was voted the league's outstanding rookie of the season. The Phillies' Buffalo, New York, AAA team now boasts former Cowboy pitcher, Joel Gibson. Both Shockley and Gibson are considered hot prospects for major-league fame.

"No one would leave in the bottom of the eighth if those kids were behind 9 to 3, because they knew they could still explode and win," said Ben Jewell.

Baseball's back in Twin Falls and Twin Falls is proud of it. It will take hard playing and hard work behind the scenes to keep it there, perhaps, but a hard-earned victory has been won. Maybe minor-league ball is due for a reprieve after all. ● ●



More Tuition Grants



An Elks National Foundation grant of \$500, endorsed by Dubois, Pa., Lodge, recently enabled Miss Mary M. Larsen to complete a course of study at D. T. Watson School of Psychiatrics. She is shown here administering to a handicapped child at the Clearfield (Pa.) Easter Seal Society, where for the past two years she has been taking care of more than 75 children. Miss Larsen also works at the Philipsburg State Hospital.

Miss Patricia Mastroe discusses her plans for graduate work in cerebral palsy at New York State University, Buffalo, with P.E.R.s Charles L. Morgan and Steve Durish of Endicott, New York, Lodge. The Foundation helped Miss Mastroe finance her senior year at the university with a \$600 tuition grant.



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 JOHN F. MALLEY, CHAIRMAN, 16 COURT ST., BOSTON 8, MASS.

Red Lies Flood South Vietnam

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.

A FIERCE PROPAGANDA BATTLE is now being waged between communists and anti-communists in South Vietnam. The outcome of this battle may determine ultimate freedom or slavery for that war-torn country. Right now the communists are ahead.

Take a look at what communists are saying. The communist propagandists portray the United States as the "imperialist villain." Hanoi (North Vietnam) radio (March 12), for example, broadcast that "American troops have been taking a direct part in killing the people in South Vietnam."

Further, the Reds are telling South Vietnamese that as soon as the "American-Diem clique" is defeated, unity, peace, and progress will come to Vietnam. They do not talk of Marxism-Leninism or of dictatorship of the proletariat. Rather, they tell the people that the future under communist rule will hold freedom of speech, of the press, and of religion, and freedom from dictatorship.

To show that the communists are on the side of good against the "evil American-Diem clique," communists in Red China, North Vietnam, and even North Korea are expressing support of the Viet Cong against the "imperialists." The Red aim is to agitate the people into fighting against those who would safeguard their freedom in order to secure political power for the Reds who would establish a ruthless tyranny over them. Up to now, this strategy has been working.

One suggestion, made by the Philippine Government, is to tell the communist-led Viet Cong guerrillas that if they lay down their arms, they will be received with friendliness instead of hostility.

The policy of the late Philippine President Ramon Magsaysay was "all-out force against the guerrillas" plus "all-out friendship for the villagers." In this campaign, land and rehabilita-

tion were offered to guerrillas who surrendered.

While this approach alone might not win the propaganda battle now being waged alongside the guerrilla war in South Vietnam, it points up the fact that propaganda and non-military action can be developed into campaigns with specific objectives just as guerrilla and conventional warfare is, and with the same objective—victory.

Straws in the Red Wind

ANTI-RELIGIOUS ACTIVITIES are on the rise in the Soviet Union. Soviet officials not only are increasing their dissemination of atheistic propa-

ganda through the schools, press, radio, television, museums, theater, and the arts; they also have had a number of Protestant ministers and Jewish rabbis arrested, a number of Jewish synagogues have been closed by police order, and an anti-Semitic quota system has been set up to prevent many Jews from enrolling in universities or working in high Soviet government offices.

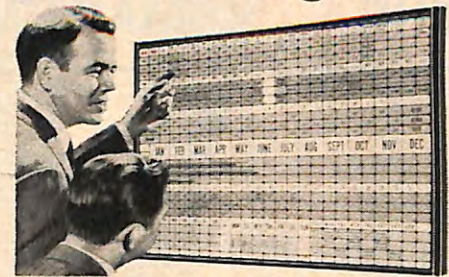
GUATEMALA, now seething with unrest, has not been cheered by the news that former Guatemalan President Juan José Arevalo plans to run for re-election in Guatemala in 1963. It was under Arevalo that the communists began to grab control of Guatemala, though today he is willing to state that "Soviet imperialism is totalitarian."

PROPAGANDIZING world communism is Nikita Khrushchev's principal job, according to no less an authority than Khrushchev himself. In a speech in the Kremlin Palace (March 16), Khrushchev declared: "You and I, our Communist Party, the fraternal communist parties (which include the Communist Party of the U.S.A.) and our practical construction of communism are the yeast of the world for... insuring the victory of communism." He added, "The West propagandizes the victory of world capitalism. . . . Why deprive me of the same right to propagandize world communism?"

The All-American Conference to Combat Communism 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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NAME.....
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TIMELY LEADERSHIP

William A. Wall's amiable and gracious manners are delightful personality traits which have endeared him to thousands during his term as Grand Exalted Ruler. They are not something that he assumed merely for that purpose but are the genuine Bill Wall. Without doubt, these attributes contributed to his rise to the Grand Exalted Rulership just as they have been important in his discharge of the responsibilities of that high office. Yet they are a poor measure of his real worth to the Order of Elks, and of the great service he has rendered as Grand Exalted Ruler.

When he said "Let's get down to business," he meant it, and he backed up his appeal with specific proposals to give that slogan direct and practical effect through the physical improvement of lodges, increased provision for family participation, closer attention to the fiscal operations of lodges, more careful scrutiny of membership practices, the sponsorship by every lodge of an Elk project that will contribute something of real value to the community.

Grand Exalted Ruler Wall did not just wish for these desirable ends. He worked for their attainment, and with tremendous success. As a result of his own personal efforts, to which he rallied the enthusiastic support of the members of his administration, literally hundreds of Elks lodges have taken on a new look during this past year. They have been cleaned up and painted up. New furnishings have been provided. In many cases the members have pitched in to do much of the work themselves. This itself is a demonstration of what can be accomplished by developing the "pride of

membership" that the Grand Exalted Ruler has stressed so effectively.

There have been other important gains. Our lodges have got down to the business of really taking stock of their facilities and programs to see how they measure up to the modern demand of family participation. Many of them found themselves sadly lacking in this vital respect and have begun programs of remodeling and, in many cases, providing new lodge facilities offering the fraternal and recreational capabilities that the Elk family of 1962 want because they want to be together.

These are splendid achievements, but probably the greatest contribution of Grand Exalted Ruler Wall was his timely and forthright summons to a moral re-awakening among our people. He went right to the heart of the matter when he said the greatest danger confronting our country from within was the erosion of moral standards for personal and public conduct. He put the responsibility squarely where it belongs—on each of us—to arrest this erosion by setting an example for personal integrity, honor, courage, hard work, and faith in God.

This concept was later incorporated and expanded in the Order's magnificent "Declaration of American Principles," a statement which should be studied by every Elk and his family and made a part of their daily lives.

In both spiritual and material ways, Grand Exalted Ruler Wall has given the Order of Elks and America responsive and responsible leadership at a crucial time.

We Lose Two Distinguished Leaders

Past Grand Exalted Ruler James G. McFarland died on April 27. On May 2, Past Grand Exalted Ruler Howard R. Davis passed away. Thus in the space of five days, the Order of Elks lost two of its distinguished leaders, men who had devoted the greater part of their lives to the advancement of Elkdom and to making it the great fraternity that it is.

Brother McFarland was well endowed with the attributes of leadership, and he employed them unstintingly for more than half a century on behalf of his lodge, his state association, and the Grand Lodge. Among these attributes were great intellectual powers and deep spiritual convictions. His manners marked him instantly as a gentleman. He was a commanding figure of distinguished presence, and he was a powerful and dynamic speaker.

Watertown, S. D., Lodge was but two years old when this young lawyer was initiated in 1905. Right from the beginning, Brother McFarland manifested that "Let's do" spirit that became his motto as Grand Exalted Ruler 18 years later. Only five years after taking his obligation, he was elected Exalted Ruler of a lodge with a membership of nearly 1,200 members. Brother McFarland believed that the Elks was "the most effective organization for real good that any man can join." It was this belief that inspired him to devote so much of his time and talents to this Order, especially to those programs of service to others, busily engaged though he was building a law practice and serving as prosecutor, legislator, and in other civic posts. Many men

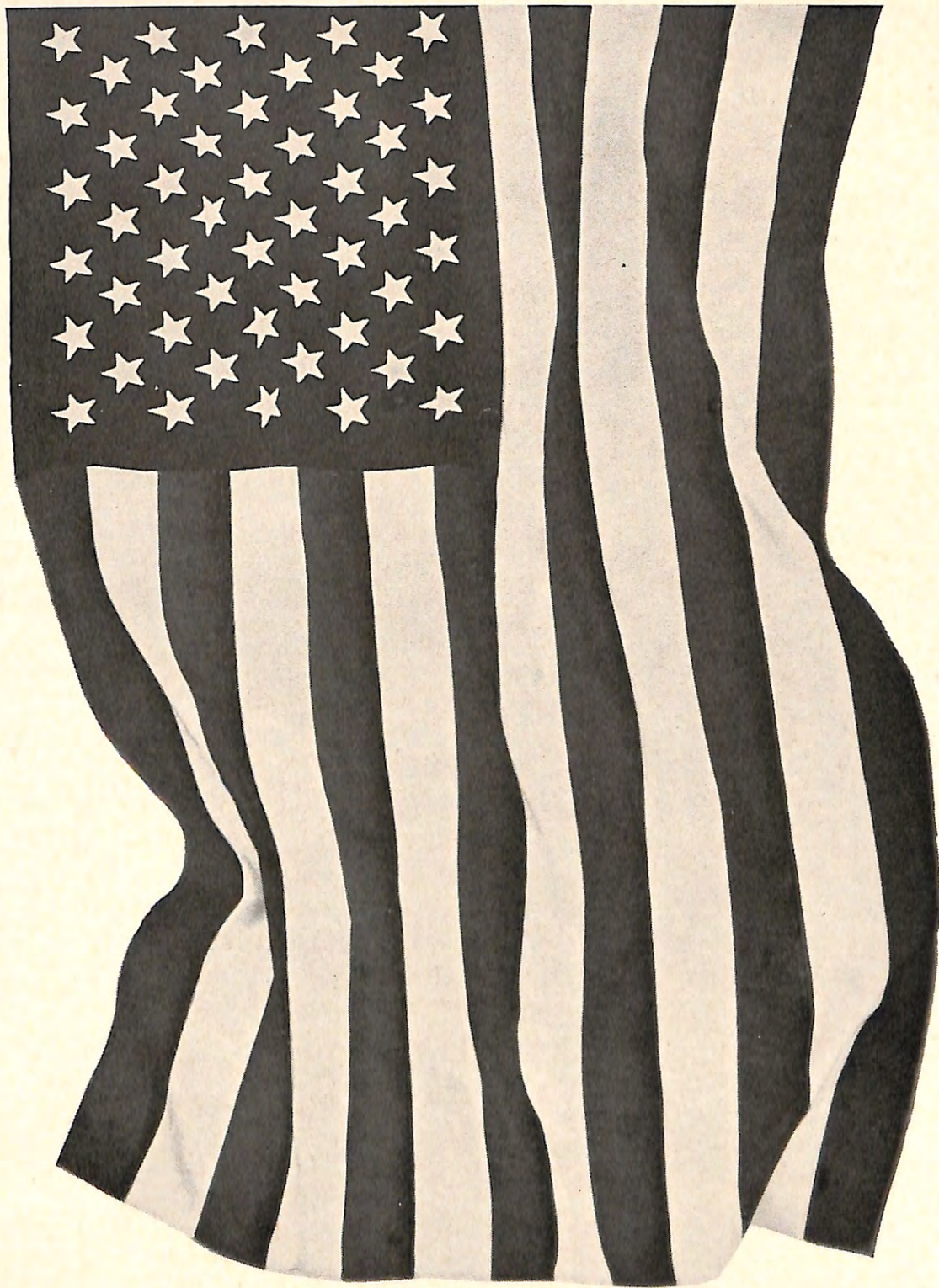
are marked for leadership, but few fulfill the promise so abundantly as Past Grand Exalted Ruler McFarland.

One of the most glorious chapters in the history of Elkdom was written under the leadership of Howard R. Davis. Only a few days after his election as Grand Exalted Ruler in 1951, he received a telegram from Defense Secretary Lovett urgently appealing for help in procuring blood badly needed for our soldiers wounded in repelling the communist hordes in Korea. Similar appeals went to heads of many organizations, but there was none that responded the way that Grand Exalted Ruler Davis did—with action.

He went to Washington, conferred with Secretary Lovett, and promised him that the Order of Elks would mobilize behind our fighting men. He set up the Elks Armed Forces Blood Campaign, under which our lodges enlisted blood donors, established blood donor centers, and scheduled visits of Red Cross bloodmobiles. The result was the Order of Elks, in about eight months, collected nearly 600,000 pints of blood, 20 per cent of the total national goal.

Brother Davis faced many problems in organizing this program, something that had never been undertaken before. But once resolved, his dogged determination and tenacity never relaxed. His was a remarkable demonstration of leadership that aroused our membership to tremendous and successful effort on the nation's behalf.

Past Grand Exalted Ruler Davis' contributions to this fraternity were many and of a high order. They won him a lasting place of honor in our annals.



OR WOULD YOU RATHER WAVE GOOD-BYE?

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