

THE
Elks

MAGAZINE

AUGUST 1962



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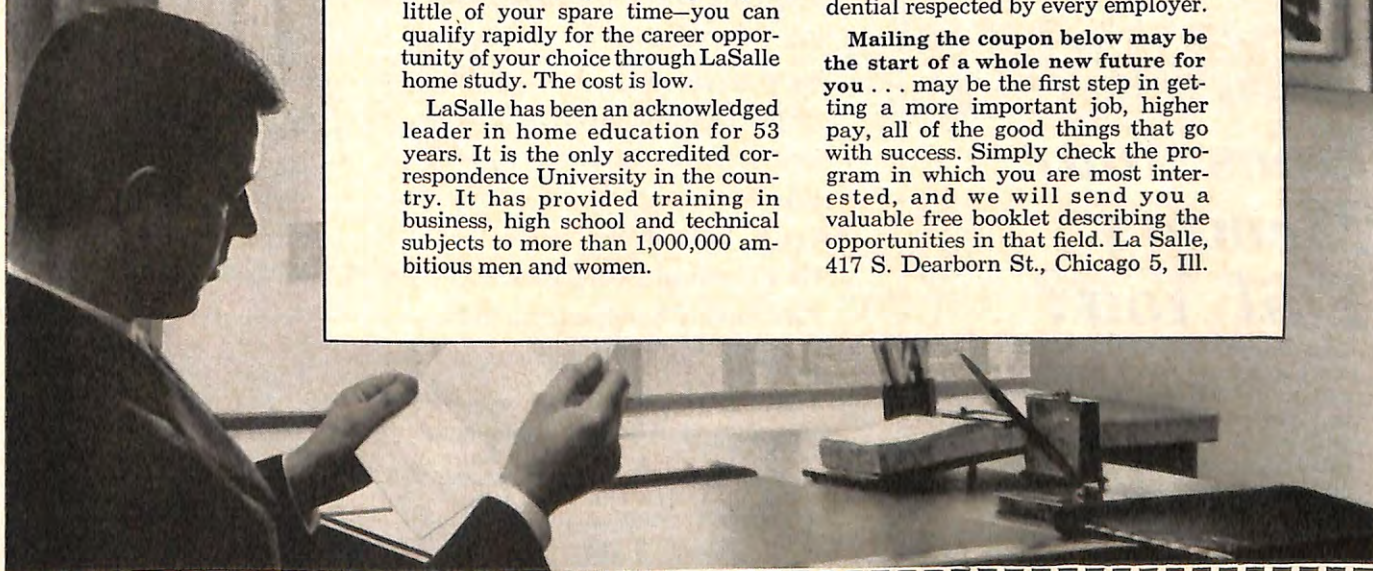
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THE ELKS MAGAZINE

VOL. 41 NO. 3

AUGUST 1962

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

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EDITORIAL OFFICES, 386 Park Avenue South, New York 16, N. Y.

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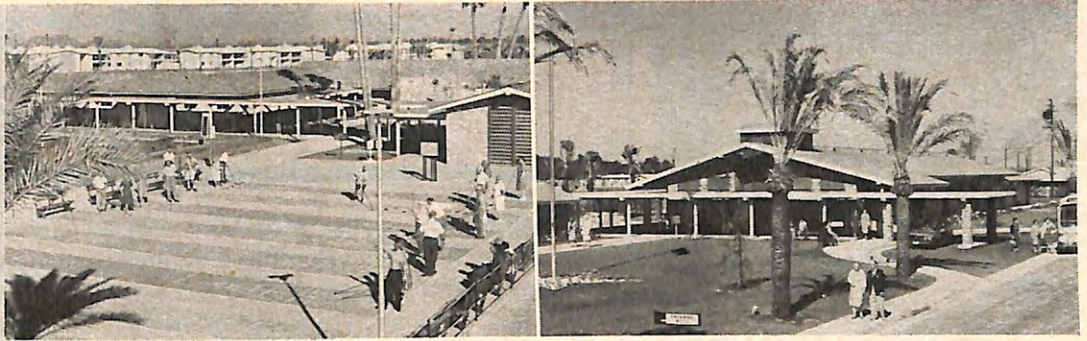
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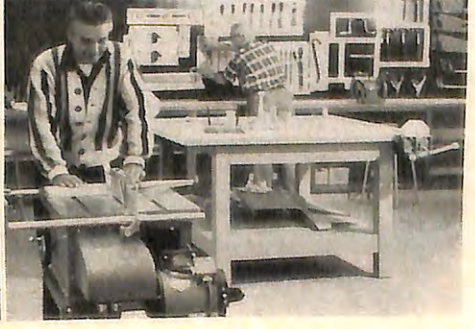
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COMMENT

FROM THE EDITORS

SOMETIMES we like a bargain, such as those offered us by the discount stores, and sometimes we prefer buying from an old-fashioned establishment—especially if the service is plentiful and fellow customers' elbows less so. Fortunately for us, we still have the choice. The discount house, like the supermarket before it, is a phenomenally successful fact of retailing life, however. Times are changing, and rapidly. Businessmen and shoppers alike should be interested in "The Case of the Booming Bargain Counter," beginning on page 6.



Jim Haughton, author of the article, is an ex-newspaperman who is currently on the staff of a national magazine and who majored in economics and business administration in college. In doing the article, he spent four months talking to dozens of people, collecting a stack of research

data, visiting the library, and writing. He is also a typical consumer, boasting wife, daughter, dog, and mortgage.

ONE DAY when Ted Trueblood was a boy of 13 or 14, out in Idaho (he was born in Boise), his father encountered the young outdoors enthusiast tying flies on the back porch. Remarking that there was work to be done, the elder Trueblood added: "Fishing is a good hobby, but remember, you can't make a living at it."

Ted later learned that his father was almost right. Non-commercial fishing pays off only in relaxation, fun, and satisfaction. But cash is another possibility for those who can fish successfully and then write about it with knowledge, wit, and craftsmanship. Even then, it's not easy. Ted sold his first fishing story in 1931 when he was 18 years old, but the successes that followed were few and far between. He went to the College of Idaho, did some newspapering, tried other jobs, and at one point spent a year working for the Idaho Fish and Game Department. "It was the worst job I ever had," says Ted. "I thought I'd get to fish a lot, but everytime the trout started rising I'd see some idiot violating the law and I'd have to stop fishing to arrest him."

He was fishing editor at *Field & Stream* in New York when he wrote his first "Rod and Gun" article for us in 1946, and he is still an associate editor



for them, contributing a monthly column as well as alternating with Dan Holland in writing "Rod and Gun" for us. He now bases his typewriter in Nampa, Idaho, however.

WE INADVERTANTLY omitted our cover artist's name from the July issue. The "sprinkling in the rain" scene was by Woodi Ishmael.

Tom Wrigley writes from Washington



AN ASTRONAUT FUND is under consideration by the National Space Administration. Into it will go public contributions and also monies received by astronauts for special articles, speeches, etc. Benefits from the fund, under the plan, will be paid to wives and children of spacemen who die or are injured in line of duty. Pilots of X-15 rocket planes, who risk death everytime they zoom into the upper atmosphere at more than three times the speed of sound, will be included.

OUR ANNUAL CRIME BILL, as estimated by Director J. Edgar Hoover of the Federal Bureau of Investigation, now runs to \$22 billion a year. His records show a murder, rape, or assault to kill, is committed every three minutes. A major robbery occurs every six minutes. Against this record, law enforcement officers declare that present sentences passed out in the courts are ineffective as a crime deterrent.

YOUR VETERANS ADMINISTRATION is largest by far of all independent government agencies. It has more employes than ten of the federal departments. Its files list 30 million names. One of its functions is to take care of 400,000 children who receive VA benefits.

MOST POPULAR PAMPHLET in Government is "Housing For The Elderly." Its 16 pages contain only questions but it has important information for all persons over 65. Over 15,000 have been distributed and Public Housing Commissioner Marie C. McGuire already needs an added supply. There are now 17 million Americans over 65. The booklet is free.

JACKIE IN WAX is now on exhibition in the National Historical Wax Museum. The replica of the First Lady admittedly is not perfect, but it is the best a sculptor could do working from photographs. There is also a likeness of President Kennedy which is very good. The Museum is a center of at-

traction to Washington visitors. One of the best exhibits is the wax figure of former President Eisenhower.

BETTER FOOTBALL HELMETS will be worn by players this fall, thanks to space-flight scientists. They will give better protection and be more comfortable. Incidentally, Aerospace Industries Association says better coffee also is possible due to improved filters which have been developed for space flights.

MORE SPACEMEN are needed and among the applicants accepted may be the first American astronauts to fly to the moon. The National Space Agency wants at least ten more spacemen. It has some 250 applications, but qualifications are so rigid there may be a new call for recruits. Thus far, some applicants come from the armed services, but the majority are civilians. From the group finally accepted, will come spacemen who will orbit the earth for a week in a two-man spacecraft. Some of them will be fired in an Apollo rocket scheduled to land on the moon before the next decade.

PREPAID DENTAL insurance is enrolling millions of Americans, Dr. Quentin M. Smith, of the U. S. Public Health Service, reveals. Some two million Americans have taken the insurance, and the total may reach 15 million within ten years. Dr. Smith said private dental programs now cover more than 200 different groups. This new idea in Blue Cross insurance is particularly attractive to families with three or more children. Dental bills for such families may run to \$85 or more for an average year.

NEW WHEELCHAIR CLUB is rolling in Washington. It is composed of veterans and is a chapter of the Paralyzed Veterans Association, which has 2,500 members in the United States. Local goal is a membership of 100. One objective is more ramps instead of stairs. The wheelchair vets cannot get jobs in places where there are stairs, but no

ramps or elevators. They have trouble shopping, and in getting in and out of restaurants and places which have steps at the entrance.

ANYBODY WANT a streetcar? D. C. Transit System, now converted to buses still has 300 nice big ones. It sold 74 to Yugoslavia and sent 100 to Spain. Recently a Fort Worth, Texas, department store bought five to shuttle customers between the store and its parking lot a mile away.

TWELVE NEW BUILDINGS have been approved by President Kennedy covering a 10-year \$415 million program. The new federal buildings will line Pennsylvania Avenue, making it the great avenue envisioned by Pierre L'Enfant, the master architect. The program is the result of the President's Committee on Office Space appointed eleven months ago. At the present time Washington has 291 buildings occupied by the Government. Of these over 60 are obsolete, and nearly 50 are temporary structures put up in war time.

CAPITAL CRUMBS. Washington Cathedral received \$250,000 from an anonymous donor toward constructing a library for rare religious books. . . . A bill before the Senate would provide Federal Medical Care for 11,000 self-employed fishermen. . . . The National Art Gallery hopes to borrow the famous Mona Lisa portrait from France for display here. . . . Washington Hospital Center considers building a 300-bed hospital on its grounds for the chronically ill and aged. . . . Labor Unions in the U. S. now have over \$1.25 billion in assets, Labor Secretary Goldberg reports. . . . Just three months more and there will be a whoop-de-do Congressional election, and things here are already hot, including the weather.



Self-service, packed counters, few frills, and charges for the extras—these plus low prices have been the hallmarks of discount merchandising. But changes are in the offing. Already, E. J. Korvette, Inc., has opened a store (left) on plush Fifth Avenue, New York City, which boasts fancy decorations, crystal chandeliers, escalators, and wide aisles.

PHOTOS FROM A. DEVANEY, NEW YORK



The Case of the BOOMING BARGAIN COUNTER

By JIM HAUGHTON

The consumer's quest for a bargain has prompted a revolution in retailing. Discount stores are making money and proliferating—for the time being. Here's the story, pro and con

DISCOUNTING, the sassy step-child of retailing, moved into the upper strata of selling this spring. The status jump came in May when E. J. Korvette, a discount house, opened a spacious eight-floor department store on New York City's most famous shopping strip—Fifth Avenue—at a location formerly occupied by a venerable old-line retailer of posh home furnishings.

This fancy address was a far cry from the plain, reduced-price appliance and luggage shop Eugene Ferkauf opened 13 years ago in New York, which blossomed into a six-figure business within its first year. It was also a step up from his first department store started five years later in suburban Long Island. Korvette's move to Fifth Avenue was a graphic indication of discounting's fabulous growth throughout much of the United States, Canada, and even overseas—mostly within the past decade and a half.

The discounters have moved ahead at such a rapid rate since their breakthrough in the late '40s that their growth has become a cause of concern, envy, or both, to the traditional retailers in dozens of fields. Department stores, supermarkets, shopping center merchants, specialty shops, neighborhood businessmen, and Main Street merchants alike watch, sometimes feel, occasionally join, and at times reply to the new competition.

And it is sizable competition, even

though the discounters are not spread evenly across the country. In May, Dun & Bradstreet released a census of the discount retailing market, reporting "... 1,684 discount main stores or headquarters locations operating a total of 4,050 store outlets of all types. In addition, there are 234 operators of leased departments, and these operate in a total of 905 stores. Moreover, D & B finds 87 buying organizations for discounters and 127 real estate or leaseholding companies in this specialized field."

The discount fever runs the full gamut of retailing. There are huge stores—some twice or three times the size of football fields—selling everything from "paper clips to mink coats," as a Washington, D.C., mart advertises, to those specializing in appliances, records, drugs and vitamins, clothing, toys, luggage and leather goods, food, or auto supplies. A few California and Canadian discount stores even sell domestic and foreign autos.

Some of the new discount stores being built today are providing features and comforts to match the most modern department stores and specialty shops; others continue to operate in strictly utilitarian fashion and with a minimum of services.

Discount stores—or low-margin, high-volume retailers, as they're called in

(Continued on page 46)

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"Tomorrowland" provides a futuristic face for Disneyland—one of a variety of faces.

FOR ELKS WHO TRAVEL

Lands of Escape

By JERRY HULSE

Travel to foreign lands is one way to escape from workaday life. Another is to visit a fantasy land. West Coast and East, the two most famous are Disneyland and Freedomland.



Disneyland visitors can enter the world of make-believe—via drawbridge—at Sleeping Beauty's Castle in "Fantasyland."

ON A HOT, humid afternoon seven years ago in Anaheim, situated in California's orange grove belt, some 25 miles from downtown Los Angeles, the cherished dream of that king of dream-makers, Walt Disney, was realized. While thousands eagerly watched—some having waited since dawn—the king threw open the gates to Disneyland, a place where, in his words, “age can relive fond memories of the past, and youth may savor the challenges and promise of the future.”

Many had scoffed at the pre-opening hoopla generated in newspapers and magazines, wherein Disneyland has been touted as the greatest cure-all of 20th centuryitis since the advent of the tranquilizer. Skeptics insisted that Mr. Disney's kingdom would be merely a carnival with Hollywood frosting, a place where the voice of Pluto would be heard across the land, above the jolly tune played by the Disneyland cash register.

But what they saw when they stampeded through the gates with the rest of the kids—some with gray in their hair and a tremble to the hand—was a distinct surprise. There wasn't a roller coaster within miles of the place. No ferris wheels. Not even a shooting gallery. Instead, strolling into this land of fantasy was much like opening the pages of a storybook, designed to fulfill childhood dreams, and mingling with the parade of delightful characters who live inside.

First-day visitors saw a real castle in which Snow White lives and the Seven Dwarfs romp; Capt. Hook was stalking the paths of Never Never Land; Mickey Mouse frolicked with the pint-sized guests who presented themselves that day. And later, long after the sun had set and Donald Duck had gone home to roost (or whatever ducks do at night), the disbelievers, along with the dyed-in-the-wool Disneyites, took leave. And rather reluctantly, I might add. I know, for I was there.

From the minute the gates were first opened, Disneyland was a success. A huge one. Walt had gambled \$17 million on the idea that people everywhere are seeking escape. And that is exactly who Disneyland is intended for—escapists, those who want to momentarily turn their backs on the humdrum, problem-filled world. But by no stretch of the imagination can Disneyland be labelled as representative of California. Rather, it is an oasis of escape on the outskirts of a big, sprawling, two-fisted, and very real city.

The success of Disneyland was so phenomenal that within three years it helped to prompt the creation of another world of escape clear across the country in New York City. The second escapist's refuge, in which Disney has



Freedomland's version of San Francisco, which suffers periodically from "earthquakes," is reached by the "Santa Fe Railroad."



Firemen battle the Great Chicago Fire every hour at Freedomland. The blaze is ignited by modern means, not Mrs. O'Leary's cow.

no financial interest, is Freedomland. Like its inspiration, Freedomland is totally unrelated to the character of the city that hums with the business of everyday life just beyond its boundaries. Later we'll visit Freedomland, but first we must point out that no one will ever come up with anything quite like Disneyland. For one thing, the entire undertaking reflects the special magic and vision of its mastermind—the inimitable Walt Disney.

Only seven weeks after opening, Disneyland welcomed its one-millionth visitor. A year later the meter on the turnstiles had hit the five million mark. Among the early visitors was Chief Justice Earl Warren, who told Disney: "Everywhere I travel in the world people are asking me about Disneyland. I had to see it for myself, so I could answer their questions."

Now in its seventh year, Disneyland recently welcomed its 30-millionth guest. As a measure of its success, Disneyland today lays claim to being the biggest tourist attraction in all Western America, perhaps the entire nation. It is not surprising, therefore, to note that 50 per cent of all visitors are non-Californians. The 30 million visitors—a figure equal to one-sixth the total U.S. population—came from every state in the Union and from more than 100 countries. In addition to the commoner, for whom this kingdom was created, Disneyland has played host to presidents and princes, kings, and queens—nearly every important head of state who has visited America, save one—Comrade Khrushchev. And even he huffed and puffed and threatened to blow the place in, all because se-

(Continued on page 19)

Starting Off with Maine

MEETING AT RUMFORD, May 25th, 26th and 27th, 300 Elks, many accompanied by their wives, voted that the Maine Elks Association continue the awarding of two \$600 nursing scholarships to high school graduates and saw the following elected to office: President Frank A. Ruby, Bangor; Vice-Presidents G. A. Palmer, Biddeford-Saco, R. C. Messier, Great Works, Joseph Winner, Lewiston, and Wm. A. Tippins, Millinocket. Edward R. Twomey, Portland, was elected Secretary-Treasurer for the 35th term. These officials were installed at ceremonies which preceded the impressive annual Memorial Services.

Past Grand Exalted Ruler John E. Fenton and Chairman Edward A. Spry of the Grand Lodge Trustees were special guests at the meeting, and both were featured speakers at the State Association's annual banquet.

Reports at this session were most encouraging. The lodges of the State gave over \$1,700 to the Elks National Foundation during the year, and two scholarships of \$600 each are available to graduate students to help their expenses at nursing school. Work at the various Veterans Hospitals of the State continues, with dances, live entertainment and bingo parties provided, in addition to three off-station bowling trips each month, and nine deep-sea fishing trips enjoyed by 40 veterans on each outing, totaling 360 servicemen.

Houlton Lodge won the 1962 Ritualistic Championship.

OVER 1,000 Ohio Elks and their wives returned to their homes May 6th after concluding a busy four-day Convention of their State Association in Columbus. N. A. Bartram of Youngstown had been elected President, and serving with him until the 65th Annual Convention are Vice-Presidents Lawrence Derry, Barnesville, Elwood Reed, Bowling Green, and George Walker, Willoughby; Trustee is Walter Springmyer, Cincinnati, and continuing as Secretary-Treasurer, is Robert Antram, Alliance. Sam Fitzsimmons of Van Wert is Chaplain, Richard Smith, Canton, is Sergeant-at-Arms, Robert Moulton, Galion, Inner Guard, and Leo Ward, Lancaster, Tiler.

Woody Hayes, Ohio State football coach, was elected to the Elks Football Hall of Fame, and Roy Terrell of



Dignitaries gathered for the Ohio State Convention included, left to right, foreground, retiring Pres. M. W. Feigert, Grand Exalted Ruler Wm. A. Wall, incoming Pres. N. A. Bartram, Past Grand Exalted Ruler Dr. Edward J. McCormick and Grand Lodge Committeeman Herschel Deal; background: former Grand Chaplain Rev. Fr. R. J. Connelly, Grand Lodge Committeeman J. W. Plummer, Chairman Nelson E. W. Stuart of the Lodge Activities Committee of the Grand Lodge, Past Grand Exalted Ruler Fred L. Bohn and Grand Lodge Convention Director Franklin J. Fitzpatrick.



In Gallup for the New Mexico Convention were, left to right, retiring State Pres. G. T. Hennessee, Grand Exalted Ruler Wall, Past Pres. and Convention Chairman Guido Zecca, Grand Est. Lead. Knight Robert E. Boney, Past Grand Exalted Ruler Horace R. Wisely and host E.R. Peter J. Racki.



Past Grand Exalted Ruler "Chief White Feather" H. L. Blackledge, left, and retiring State Pres. "Chief Red Feather" Bernard Dougherty, State Trustees Chairman, center were inducted into the Sioux Indian Tribe at the Nebraska Convention in Chadron.



During the Georgia Convention, its P.E.R.'s Assn.'s first Scholarship in the areas of Speech Correction, Mental Retardation and Education of the Physically Handicapped was awarded to Miss Eathel Bowie. Left to right are Dr. Stanley Ainsworth, Chairman of the Exceptional Children Program at the Univ. of Georgia, Miss Bowie, Committee Chairman H. M. Rosenthal and Dr. Charles R. Rowe, Pres. of the Georgia P.E.R.'s Assn.



For the first time in its 34-year history, Hartford Lodge won the Vermont State Ritualistic Championship and the Ricley C. Bowers Memorial Cup. Left to right are J. E. Hathorn, Est. Loyal Knight, P. H. Spillane, Esq.; A. P. Brown, Lect. Knight; G. E. Aulis, E.R.; J. R. Loughlin, Chaplain; P.E.R. F. M. Gobeille, Coach; R. T. Bromage, Lead. Knight, and Roger E. Blake, Jr., Inner Guard.

Piqua was cited as Elk of the Year. Lima Lodge won the Ritualistic Contest and a Fall Reunion of the Association was set for September 14th, 15th and 16th in Cincinnati.

Grand Exalted Ruler William A. Wall was the principal speaker at a luncheon on the 4th, and Chairman Nelson E. W. Stuart of the Lodge Activities Committee of the Grand Lodge delivered the address at the Memorial Services the same day which paid tribute to the late John K. Maurer, Past State President. Many reports were heard and a Secretaries' Clinic opened activities on the 5th. At a luncheon honoring top students of the State, Ohio's Youth Leaders were honored and other awards totaling \$8,500 were presented.

Among the dignitaries attending this fruitful conclave were Past Grand Exalted Rulers Dr. Edward J. McCormick and Fred L. Bohn, Grand Secretary Lee A. Donaldson, Franklin J. Fitzpatrick, and Grand Lodge Committeemen Herschel Deal and James Plummer.

Highlight of committee reports was that made by Chairman L. E. Strong of the Veterans Committee. Programs were presented monthly in six VA Hos-

pitals with more than 1,000 entertainers used. A sample show was presented to the Convention delegates on the evening of May 4th.

PUBLIC CEREMONIES and a Memorial Service which included a eulogy to Past President Stephen McGrath delivered by Ronald J. Dunn, a member of the Grand Forum, opened the 50th Annual Convention of the New York State Elks Assn. at Buffalo on May 16th.

On the following day, the Association's new leaders were installed by Past Grand Exalted Ruler George I. Hall. They are President J. Harold Furlong, Schenectady; Secretary (reelected) Wm. R. L. Cook, Queens Borough; Treasurer Wm. C. Petzke, Elmira; Vice-Presidents Erich Kupfer, Little Falls, Michael Desalvo, Babylon-Bay Shore, J. A. Gunn, Greenwood Lake, M. W. Titus, Plattsburgh, Lewis Manfred, Watertown, Allen Austin, Sr., Cobleskill, E. P. Hogan, Brewster, J. E. McTamney, Owego, Wm. J. Steinbrecker, New Hyde Park, E. C. Alger, Hornell, Lew Horschel, Buffalo, and Samuel Fiandach, Irondequoit. Trustees are J. M. Crimmins, Utica, Thomas Cozet-

ti, Huntington, Louis Wasner, Red Hook-Rhinebeck, R. A. Wiley, Ticonderoga, P. A. Buchheim, Albany, J. J. Morton, Olean, and S. A. Zokaitis, Lancaster.

Past Grand Exalted Ruler James T. Hallinan addressed the first business session and presided at a Scholarship Session during which 42 scholarships and six Youth Leadership awards were presented to young people selected in the State Contest, the top students having previously been luncheon guests of the Association. This was followed by a Clinic for Exalted Rulers and Secretaries conducted by Grand Esteemed Loyal Knight James A. Gunn and in which Past State President Franklin J. Fitzpatrick participated.

Youth Activities Chairman James B. Hanlon awarded trophies to nine lodges in three membership categories, reporting that a total of 267,000 youngsters had benefited through the Youth Programs sponsored by New York's lodges and the State Association.

In the various contests held during this meeting, Watkins Glen Lodge walked off with the Ritualistic Title, followed by Corning, Lancaster and Oneida in that order. Norwich was first, Binghamton second, Schenectady third and Oswego fourth in the Golf Tournament held at Fort Erie in Canada. Social events included trips to Niagara Falls and Canada with luncheon and entertainment at Niagara Falls Lodge for the Elks' ladies, a banquet at which Past Grand Exalted Rulers Hallinan and Hall spoke and at which 50-year members of the Order from New York were honored. The President's Ball was enjoyed on the final evening.

A feature of the Meeting was the presentation of a scroll to retiring Treasurer Claude Y. Cushman, taking recognition of his 17 years of service to the Elks of the State as their chief fiscal officer.

These Elks will meet in New York City on May 16th, 17th and 18th, 1963.

AN ESTIMATED 800 Georgia Elks and their ladies attended the 61st Annual Convention of their Elks Association in Savannah, which closed on May 19th with a banquet and grand ball.

Elected to head the organization for the coming year were President H. L. Williamson, Albany; Executive Vice-President John S. Andrews, Dalton; Tiler Ben Perry, Buckhead (Atlanta), and Secretary-Treasurer Roderick M. McDuffie, East Point.

Five-year Trustees for Aidmore, the Crippled Children's Hospital maintained by these Elks, are Robert G. Pruitt, Buckhead, Jack McGibbony, Covington, Virgil Taylor, East Point, Hubert Moore, Toccoa, Oscar Borchhoff, Rome, J. Clayton Burke, Atlanta,

Roy Millwood, Gainesville, Dr. O. S. Gross, Vidalia, and Dr. R. C. Shepard, Lafayette. Named to three-year terms were J. W. Loop, Douglas, Dr. K. D. Grace, La Grange, B. J. Reeves, Griffin, and Henry Fox, Thomasville. Chairman Pruitt reported that over \$150,000 had been contributed for the operation of the Hospital by both Elks and their ladies in the past fiscal year, during which time 725 children had been admitted.

The Association adopted a budget of \$9,720 for the coming year, of which \$1,500 is a contribution to Aidmore from the Elks National Foundation.

Dalton Lodge's Ritualistic Team won first place in the annual State Contest.

DURING THE NEW MEXICO Elks' Convention in Gallup April 26th, 27th and 28th, the host lodge's team captured the State Ritualistic Championship, with Farmington in second place, Albuquerque in third and Santa Fe, fourth.

Regarding the Association's Major Project, its fine cerebral palsy program, reports revealed 343 active cases at the first of the year, with a total of 937 involved in the program during its ten-year existence. Las Cruces Lodge has donated \$1,500 which will be used for the teachers' workshop this Fall. Two physical therapy units are operating in the State.

Grand Exalted Ruler William A. Wall and Past Grand Exalted Ruler Horace R. Wisely and their wives were on hand for this session, enjoying the Past State Presidents' reception and dinner on the 27th, as well as the many other social events planned by their hosts.

New officers of this organization are President W. R. Davidson, Carlsbad; Vice-Pres.-at-Large Warren Orten, Los Alamos; Vice-Presidents R. L. Berardinelli, Santa Fe, and E. L. Thielking, Roswell; Treasurer E. H. Jahraus, Albuquerque, and five-year Trustee Gerald Cornelius, Albuquerque.

WILLIAM H. HEISER of Falls City was elected President of the Nebraska State Elks Association by delegates to the May 18th, 19th and 20th Convention in Chadron. Serving with him are Vice-Presidents Chester O. Marshall, Kearney, Fred L. Petersen, Fremont, and William Dunn, Ogallala; Secretary Paul D. Zimmer, Falls City, Treasurer Elmer L. Bradley, Columbus, and Trustees Bernard Dougherty, Chairman, Scottsbluff, Bernard DeLay, Norfolk, Ed Hopkins, Chadron, Lloyd Levander, Hastings, and Max Stanley, Omaha. Walter Hampton is Chairman of the Benevolence Commission.

Past Grand Exalted Ruler H. L. Blackledge attended this session, pay-

ing tribute to the Elks of his State for the progress they had made during the year—particularly in connection with their ten per cent gain in membership, the institution of Cozad Lodge with 559 members and the new homes of Scottsbluff and Falls City Lodges. Seventeen of the State's 25 lodges competed in the Ritualistic Contest with the first four places won by Kearney, Scottsbluff, Lincoln and Falls City Lodges, respectively.

Tribute was paid to retiring Treasurer Fred C. Laird who had served the organization in that office for the past 25 years. Memorial Services honored former Presidents J. M. Fitzgerald and W. W. Wenstrand who had passed away since the last session.

Next year's Convention will open May 16th in Grand Island.

EARL E. JAMES, Past Grand Exalted Ruler from Oklahoma, was the installing officer for the Arkansas Elks Association's 1962-63 officers at the Convention in North Little Rock April 21st and 22nd. They are President Hugh W. Martin of the host lodge; Vice-Presidents James M. Vaughan, Hot Springs, and R. E. Johnson, Jonesboro; Treasurer Sam Milazzo, Texarkana; Secretary John F. Blodgett, North Little Rock, and Tiler Daniel Springer, Jonesboro. Retiring President Dr. Ben Saltzman of Mountain Home became Trustees Secretary. Mr. Blodgett was General Chairman of the Convention Committee, with Charles F. Lilly of Jonesboro as Co-Chairman.

Approximately 350 Elks and their wives attended the Meeting which also marked the official Arkansas visit of Grand Exalted Ruler William A. Wall who delivered a well-phrased address to an appreciative audience. Many of the group, headed by the Walls and the Jameses, traveled by chartered bus to Conway to inspect the Arkansas Children's Colony, the Arkansas Elks' major project.



Florida's State Youth Chairman Ross E. Boyer, right, presents State and Grand Lodge Awards to Miss Bernadette Grall, State Youth Leader. At center is retiring Association Pres. George C. Nichols.

WILLIAM A. WALL, Grand Exalted Ruler was the guest of honor at the 56th Annual Convention of the Florida State Elks Assn. in Jacksonville May 24th through the 26th. With 440 delegates present, attendance exceeded 1,500; all were welcomed by Mayor Hayden Burns. The opening session, at which President George Nichols presided, was highlighted by an address by the Order's leader. Of special interest to the delegates were the report of Chairman Chelsie J. Senerchia of the Re-Evaluation Committee, and that of Chairman J. Pierce Smith of the Harry-Anna Crippled Children's Board of Directors who have approved plans for a new Administration Building for the home.

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State Youth Leader Alan V. MacDonald, third from left, is rewarded by Youth Committeeman Wm. F. Jennings of the sponsoring Lynn, Mass., Lodge, left. Flanking the young man are his parents, with Rt. Rev. Msgr. C. T. H. Sherlock and D.D. J. F. Clancy, right.

FIDO'S FLEAS

By ED FAUST

WALTER CHANDOHA

TIME WAS when a substantial number of letters addressed to this department were from readers whose dogs were afflicted with parasites, either internal or external and frequently both. Naturally, most of these letters were from people who had never kept dogs before, or who had only limited experience with them. The experienced owner knows what to do on this score and does it. The long-time owner isn't likely to let a severe parasitic condition develop, but, if that happens, he will do the sensible thing: put Fido in the professional hands of a veterinarian.

But ever since this column began to carry the closing paragraph in which I invite the reader to write me for advice on dog care, excluding medical questions, I've received very few letters on the subject of parasites.

No doubt many regard parasites as a medical problem; strictly speaking, it is. Unless a dog is badly infected, however, the average dog owner who can follow directions implicitly is usually able to secure medication or follow procedures that will successfully rid his pup of these unwanted boarders. Good judgment must be exercised, however. Home treatment for advanced parasitic conditions, as well as other serious canine afflictions and illnesses, is something that I've advised against strongly time and again in this column. It's a sorry return for the animal's affection to risk its life just to save a veterinarian's fee.

When he becomes sick, our four-legged friend is at a grave disadvantage, because he can't tell us where it hurts. Even the most skilled veterinarian frequently has to guess when diagnosing. But a vet's far more likely to come up with the right answer than the average owner, who possesses no training in this area.

In passing, I'd like to take my hat off to the veterinarian. By and large, the public is totally unaware of the amount of schooling and training a veterinarian has to undergo before he or she—yes, quite a few women are practicing professionals—is qualified to hang out a shingle.

I was prompted to refer to this column's customary closing paragraph by a letter I recently received from a reader in which he expressed doubts about writing to ask for advice about the parasitic problem. He seemed to think I would be reluctant to help him



When your dog scratches, the itch probably comes from an external parasite. These—and internal parasites, too—should be removed.

out, but I replied, telling him what to do. And I'll do the same for anyone who writes in about a dog afflicted with fleas or worms. But, once again, I'd like to caution that dogs that are really sick should be treated only by a veterinarian.

Perhaps no dog goes through life without sometime having fleas, lice, or ticks, or playing host to internal termites. The dog is peculiarly susceptible to such pests. The flea-infested dog has a hard life, particularly during the summer months. Discomfort from the heat is one thing. But add to this the constant aggravation of itching and pain, and you have a very unhappy, tormented pooch.

The flea is probably the most common parasite that attaches itself to Fido; certainly it's the most persistent and difficult to get rid of. Although wingless like its cousin, the louse, the flea can jump incredible distances.

What's more, it is known to be a carrier of the tape worm, and it's thought to be responsible for that persisting canine nuisance—summer eczema. Incidentally, the latter isn't contracted only during the summer; it gets its name because this condition becomes more pronounced during hot weather.

Chances are no matter how vigilant you are, you'll never rid your dog of fleas for very long. All you can do is keep them under control. One vital step in that direction is to keep your dog's sleeping place absolutely clean. Bedding that he uses should be washed, disinfected, and aired regularly.

Bathing the dog with a good dog soap also helps but is no cure-all. Be sure to cover the dog's eyes when bathing him; if Fido ever gets soap in his eyes, this painful experience will make him very skeptical in the future about the benefits of soap and water.

(Continued on page 27)

FOR MORE GAME—SHHH!

By **TED TRUEBLOOD**



Getting within camera range of game such as these mule deer is a matter of approaching into the wind—without making a sound.

IN DEFENSE against the late-summer sun, I've taken to a comfortable chair on the porch, a cool drink in hand. When will this heat let up? How long until autumn? The fall is a great season, especially for a hunter. As thoughts on the subject flash by, I recall an incident that happened a couple of seasons ago. It points up perfectly the thing I want to discuss here, in the hope that it will help a few readers to bag a few more deer.

The dull light of the gray October dawn had barely outlined the surrounding rocks, stumps, and scrubby junipers when I left camp. Even though it was still too dark to shoot, I knew it was going to be a morning made to order for hunting. Two inches of fresh snow covered the ground, and there was no wind.

For a quarter mile I walked quickly along the trail, then paused—where a little brook crossed it—to test the wind again and decide which way to hunt. The air was still; I could go anywhere that fancy took me. I looked through the scope and discovered that I could see the cross-hairs against the snow, but not against a tree. My timing was just right. I had wanted to reach this spot barely before it was light enough to shoot. I was already far enough from camp to see a deer; now I could start hunting with the best part of the day before me.

After briefly considering the other possibilities, I turned down the stream. Leaving the trail, I walked a few yards and stopped to look carefully in all directions. I was no longer trying to get somewhere. I had reached the area where a deer might be spotted. Nothing could possibly be gained, and much might be lost, by impatience or haste from now on.

The bottom of the stream was flat, between steep hills. There were occasional patches of grass, a few big standing trees, and some clumps of willow and alder, and there were also many windfalls. Even if I had wanted to, walking fast in the still-dim light would have been difficult, but I had no desire to hurry. My sole concern now was to move without making a single sound and to see everything, both along the meandering brook and on the hillsides.

At the end of half an hour, I had scarcely gone a quarter mile, during which I had not taken more than four or five steps at a time, putting down each foot as carefully as possible. I had spent more time standing still and looking than I had walking.

Then I heard an odd noise. Something seemed to be threshing the brush ahead. I heard the sound just as I was in the act of stepping over a log, so I eased my foot down on it and listened, motionless.

There's a strange thing about spotting game. You look and look without seeing anything. Then, suddenly, right where you have been looking all the time, there's the quarry, plain as day. I'm sure every veteran hunter has had this experience, which happened to me then. As the threshing continued, I looked down the bottom and on the slopes, straining my eyes to see into the shadows, which were still quite dark under the (Continued on page 28)

Elks National Service Commission



This photograph commemorates the presentation of leather to the VA Hospital in Topeka, Kans. Left to right are Hamilton, Mont., Elk S. W. Jackson, volunteer worker Dr. Joseph Smelser, Physical Medicine and Rehabilitation Services Chief, Topeka E.R. P. H. Helberg and Acting Mgr. of the Hosp., Harry Urban.



Astoria, Ore., Lodge's E.R. Francis Wilson and P.E.R. George Skipper look on with interest as Veterans Committeeman Jack Kussman, left, and P.E.R. Walter Lofgren, State Committee Chairman, right, pack up playing cards donated by members of the lodge for servicemen in veterans hospitals.



State College, Pa., Elks display deer hides collected by members for tanning and presentation to VA Hospitals in Lebanon and Altoona, Pa., an annual event. Left to right are E.R. C. F. Ekdahl, Inner Guard Vincent Fudrow, Est. Lead. Knight J. L. Shultz, Chaplain J. L. Grone and Chairman C. E. Porter.



The tenth Anniversary of West Haven, Conn., Lodge's bingo parties at the VA Hospital was celebrated recently. Left to right are E.R. T. A. Rocheleau, Committeeman Steele MacCullem, P.E.R. F. J. Fellali, State Veterans Committee Chairman, and Hospital Recreation Chief R. T. Nichols.

Pre-Convention Stops



Grand Exalted Ruler William A. Wall is welcomed to Florida's South District at Pompano Beach during a spring visit. Left to right: Retiring State Association President George C. Nichols, District Deputy Herbert Payne, Grand Exalted Ruler Wall, and Pompano Beach Lodge's Exalted Ruler, Robert Arnold.



The Grand Exalted Ruler pays an official visit to Roanoke, Va., Lodge, May 8, following a meeting of the Board of Grand Trustees at the Elks National Home in Bedford. At a dinner in his honor, Mr. Wall is flanked, left, by Past Grand Exalted Ruler John L. Walker, and, right, Exalted Ruler Charles D. Fox III.



At his home lodge, West Palm Beach, Florida, Mr. Wall participates in the lodge's installation of 1962-1963 officers, April 4. Seated, left to right: Past District Deputy and secretary to Mr. Wall Almer I. Tedder, Retiring State President George C. Nichols, Mr. Wall, Past Grand Exalted Ruler George I. Hall, District Deputy Frank C. Dooley, and Grand Lodge Activities Committee member J. Alex Arnette. Standing, left to right: P.E.R. Carl Kettler, P.E.R. James R. Vaughn, Past District Deputy Edward Poland, P.E.R. Karl Klaeger, P.E.R. John Riggs, P.E.R. Steven Sewell, and Past State President George Carver.



Toledo, Ohio, Lodge is host to Mr. Wall: Left to right, Grand Secretary Lee Donaldson, P.E.R. John C. Cochrane, National Convention Chairman Franklin J. Fitzpatrick, P.G.E.R. Dr. E. J. McCormick, Mr. Wall, Northwest Ohio District Deputy R. R. Granstaff, E.R. Bernard E. Quigley, Est. Loyal Knight Irwin Cohen, Past State President Martin Feigert, and P.G.E.R. Fred Bohn.



Mayor Patrick Kingston, Prescott, Ontario, Canada, shakes hands with the Grand Exalted Ruler at Ogdensburg, N. Y., Lodge, April 13. Others shown, left to right: Peter Dunn of Oneida, N. Y., North Central District Deputy Al Bush, Past State President Francis Hart, Grand Forum member Ronald Dunn, Exalted Ruler Jack Cornell, and Past Exalted Ruler Ted LaVenture, Jr.

For Elks Who Travel

(Continued from page 9)

curity-conscious Los Angeles police refused to let him visit there.

I recall another well-known Disneyland fan, Mohammed V, the late king of Morocco. Working then as a general assignment reporter for the Los Angeles Times, I was assigned to cover his visit. Upon arriving in Los Angeles, his excellency followed a standardized, pre-arranged itinerary, which included visits to the film studios, an aircraft factory, supermarkets, and plush Beverly Hills. Throughout the L.A. tour he voiced impatience to get on to Mr. Disney's kingdom. Finally, with a siren-screaming motorcycle escort, the entourage of the little king sped off to Disneyland, where for two hours he conducted himself with the dignity expected of royalty. Later, though, after his police escort had seen him back to his suite in the Ambassador Hotel and we reporters had gone home, Mohammed V smiled to himself, exchanged his robes for mufti, gave his guards the slip, and, incognito, returned to Disneyland. He spent the entire evening, comfortably exploring this magic kingdom. One might deduce from this incident that even a king finds it necessary, at times, to seek escape.

Disneyland continues to change and grow; the number of attractions has more than doubled since opening day, as has Disney's investment, which has spiraled from the initial outlay of \$17 million to a whopping \$44 million. Among the dazzling additions are Tom Sawyer Island in Frontierland, a freeway for midget cars in Fantasyland, a 1790 sailing vessel—which joined the Disneyland navy on Frontierland River, the Grand Canyon Diorama (largest in the world), a submarine fleet, a Monorail system, a replica of the Matterhorn (complete with two bobsled runs), flying saucers. There are myriad other new attractions and marvels, but this list should convince you that Disney was serious when, on opening day, he vowed that his kingdom would grow through the years.

Disneyland is a delight, as no other place I know. (It is open daily until Sept. 17 this year, when the off-season schedule calls for closing on Mondays and Tuesdays.) But if you are planning to go there, I suggest you take along cash, track shoes, and an oxygen tent. The latter will come in handy to revive you after a day spent chasing the kids across Disneyland's 160 acres.

The average visitor to Disneyland spends about \$4.50, which includes the \$1.60 adult admission (\$1.20 for children), the remainder going for the various rides, refreshments, souvenirs. And, s'help me, it's worth every penny.



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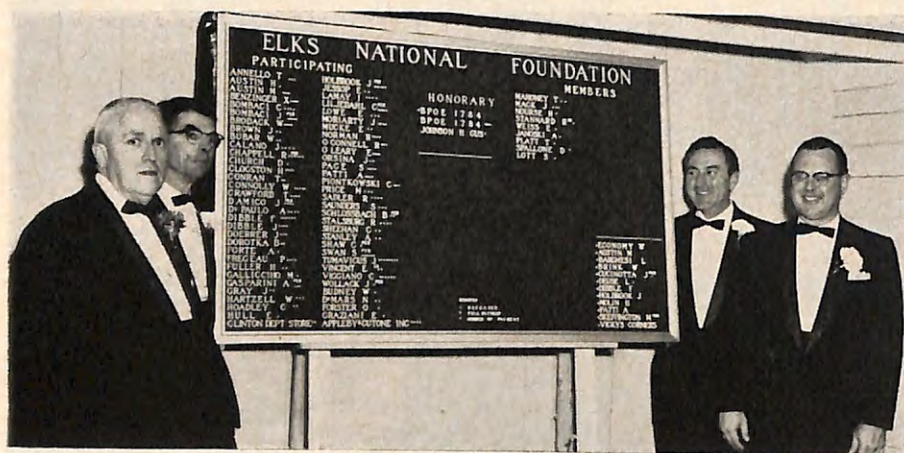


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Boosting the Foundation



Proudly displaying Westbrook, Conn., Lodge's new Elks National Foundation membership roster board are, left to right, State Chairman George English, Lodge Chairman and Treasurer James W.

Dibble, P.E.R. Robert E. Chappell, and Exalted Ruler Elmer Vincent. Boasting 15 per cent current Foundation participation, Westbrook Lodge is shooting for a 5 per cent increase by January of next year.



Mrs. Nedra Naylor, representing the ladies of Farmington, Mich., Lodge, presents a check for \$100 to the Elks National Foundation—initial payment on an Honorary Founders' Certificate and the first

such gift from Michigan Elks ladies. Past Exalted Ruler Al N. Tillin, Southeast Michigan Foundation coordinator, accepts the gift. At the right is Farmington Lodge's Exalted Ruler, Louis E. Abbott.

A little while back I mentioned being at Disneyland on opening day. This is what happened: In a twinkling, I brushed aside the gossamer curtain that separates the present from the past to find myself strolling contentedly down Main Street, U.S.A., in those slow-paced days which were characteristic of life in America around the turn of the century.

After a while, I climbed into a horse-drawn carriage that joggled me through town. Passing a couple of ancient, squeaking surreys with the fringe on top, I reflected that this was like being caught in a time machine. In front of an old-fashioned general store, I asked the driver to stop. Inside I bought some penny candy and exchanged small talk with some other equally beguiled visitors around a splintery crackerbarrel and a pot-bellied stove. Later I sipped a soda in an old-fashioned ice cream parlor—one with marble-topped tables and lace curtains.

In this once-upon-a-time setting, time propels you backward and then crazily forward even faster than a jet. For at Disneyland, it's possible to move in an instant from the earthbound 1800s into Tomorrowland via a flight through space—or into Frontierland to see the American West as our forefathers saw it. In Adventureland visitors sail down a river past snapping alligators and aborigines in warpaint, then hurry off to Sleeping Beauty's moated castle in Fantasyland.

Some visitors come for a day; others stay for a week, utilizing the lineup of elegant motels on the highways which border this kingdom. A word of caution to the kids: Watch out for the adults! They are the real escapists, outnumbering you by about three to one. No wonder it has often been said that Disneyland is such a success that Walt should open one for kids.

The idea did, in fact, catch on elsewhere. Outside the Japanese city of Nara there's a place called Dreamland. Another in Boston is known as Pleasure Island. But by far the most successful, after Disneyland, is New York's colossal Freedomland, a multi-million dollar enterprise that rose three years ago on a 205-acre spread in New York City's Bronx. A one-time Disney employee, C. V. Wood was the brains behind Freedomland. Mr. Wood now specializes in the building of amusement parks throughout the world.

Shaped like a giant map of the United States, Freedomland will be open daily until Labor Day, after which it will be open on week ends, until closing for the winter at the end of October. Unlike Disneyland, Freedomland's admission price of \$3.50—adults and kids alike—entitles visitors to every ride and attraction in the park. When you consider that it takes an average

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of 7½ hours to take in everything, the price isn't steep at all. Nevertheless, if one stops to eat during this tour, he is very likely to match the \$4.50 spent by the average Disneyland guest.

The world's oldest boy, I couldn't pass up Freedomland on a recent junket that took me through New York. In the remarkably short time of 30 minutes, I spun all the way from Little Old New York to San Francisco without leaving the Bronx. My transportation was a scaled-down, 1909-model Cadillac, and en route I chugged past Pony Express riders, gaped at Chicago burning (it happens hourly), and watched, fascinated, as Oklahoma shuddered under a howling tornado. San Francisco was in the grip of its famous earthquake when I arrived, so I high-tailed it back toward the East, slowing down for a relaxful ride on an old steam tugboat across the Great Lakes.

Freedomland also boasts a historical theme, which is carried out by the dramatization of significant events of the past. Among the scenes: an awesome, tragically silent battlefield heaped with fallen blue and gray uniformed soldiers.

A few vital statistics about Freedomland: eight miles of navigable waterways and lakes, 10,000 trees, capacity for handling up to 90,000 visitors a day, and parking space for 10,000 cars. Special features include a circus, a state-fair-type midway, fishing, quilting bees, sack races, watermelon and pie-eating contests, and dancing in the Moon Bowl to such name bands as those of Benny Goodman, Count Basie, and Lionel Hampton. Numbered among the 2,200 employees are a 250-man police force and a couple of hundred strolling performers, ranging all the way from clowns to gunfighters who realistically shoot it out on frontier streets. In the "Great Plains" area visitors are whisked by stagecoach across the Rockies, or in the "Old Southwest" they jog along on the backs of burros. The Freedomland circus, featuring leading acts from the bigtops of Paris, London, and Munich, gives performances several times a day in a new 5,000-seat arena.

This island of escape can be reached by car, subway, or bus.

Art K. Moss, Freedomland's managing director, who during his 47-year career has been a talent scout, press agent, movie cameraman and director, night club entrepreneur, and advertising executive, described his job as the watchdog over Freedomland this way: "Movie producer Darryl Zanuck once told me a producer is only as good as his writers, cameramen, and the others who surround him. It's no different here. But we have so many facets here that I sometimes feel more like the mayor of a city." • •



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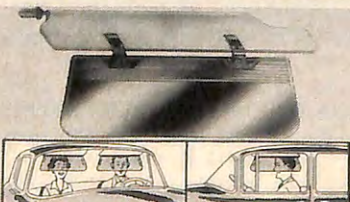
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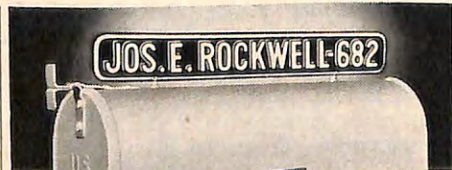
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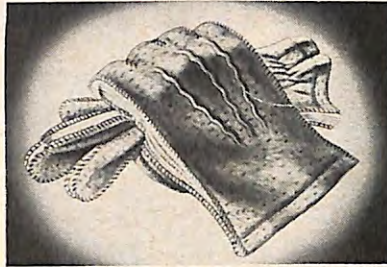


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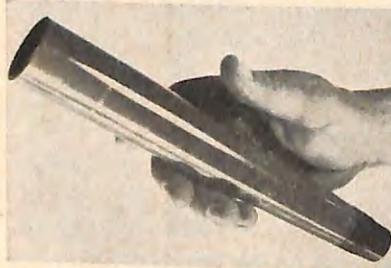
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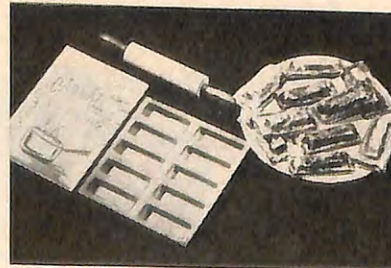
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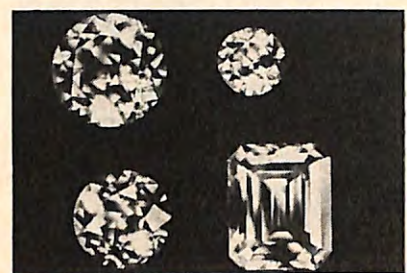
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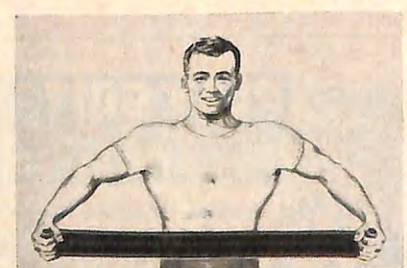
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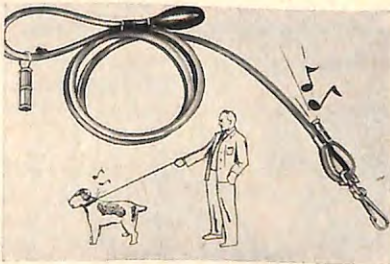
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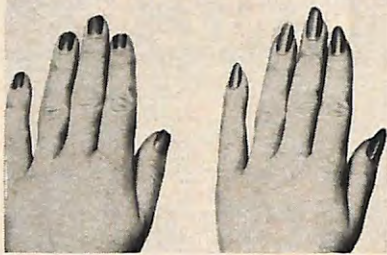
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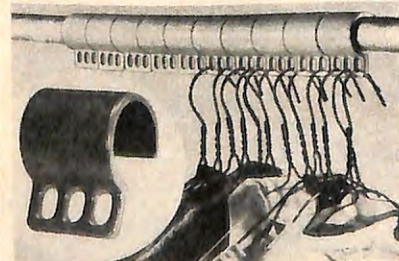
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In the Dog House

(Continued from page 15)

A good procedure to follow is to wet the dog's body but leave his head dry; the fleas will congregate on his head in an effort to escape the water. After washing his body, drown the fleas on Fido's head.

From time to time a good flea powder should be rubbed well into the dog's coat. A powder that contains rotenone is an excellent choice. There are also several DDT combinations available that are good. When powdering your dog, follow it up by a thorough combing of his coat. For a long-haired dog, don't use a comb with very fine teeth, as you may tear out hair and snagging will make Fido rebellious. Stand the dog on a few sheets of newspaper on which combings and any remaining fleas can be caught. If the dog's coat is very long, then you may have to clip it. Don't clip too closely, however; leave about an inch of coat. Afterwards, be sure to burn the papers. You'll notice that not only will the pests be found on the paper but also eggs, which the fleas have scattered in Fido's coat. This fact underscores the necessity of keeping a dog's sleeping quarters and bedding thoroughly clean.

Fleas are constantly depositing their eggs, which drop off wherever the dog goes. Although the larvae will hatch anywhere, once hatched, the young fleas immediately seek out a dog's coat in which to continue the life cycle. Their hardiness is one reason why it's next to impossible to keep a pooch permanently free from fleas. Flea larvae are souvenirs that an infested dog leaves everywhere—on carpets, furniture, even grass and shrubbery.

Before leaving the subject of control agents, I'd like to add that pyrethrum powder is another sure-fire flea killer. Your druggist has it as well as one or more of the better-known, good flea powders. Commercial preparations have the virtue of being the products of skilled professionals who have conducted extensive experimentation. A routine bath of corn meal, rubbed thoroughly into Fido's coat, is a good variation from the water bath. Promoting general cleanliness, this dry bath is also an effective flea deterrent.

Those gray, smaller, and more difficult to dislodge critters—lice—can be disposed of in the same ways that fleas are. Another common parasite is the tick. It's supposed to be a country cousin of the flea but is often found on city-reared dogs. Very likely, ticks are picked up by city dogs during their walks in public parks. A dog that returns to the city from the country can establish a tick colony that will spread to neighboring dogs, which never draw

a breath of country air. Probably the most unpleasant of all parasites, the tick's not at all choosy about the source of his meal ticket, although he does seem to have a special liking for the canine. But ticks will latch on to humans, as many people have learned to their dismay, and are not at all adverse to sharing your living quarters with you—in country or city.

Living on blood, the tick buries its head in its victim's skin, which in time becomes swollen at that point. There are a number of tick eradicators on the market, most of which are effective when the tick is small. After it reaches a certain size, however, the best extermination method is simply to pick it out. This is a slow, laborious task but foolproof, if properly done. When removing a tick, the application of a spot of turpentine or chloroform helps loosen its grip on the skin. It is very important that the head is picked out; if it remains buried in the skin, an ugly sore is likely to develop. Disinfecting all places frequented by the dog should be done when ticks have been discovered. Bedding should be burned, and grass and shrubbery should be clipped close to prevent re-colonization.

The most common internal parasites that make life miserable for Fido are worms. This is an unpleasant subject to bring up, but it's important to cover because the affliction is so widespread. These parasites cause many serious canine diseases. Symptoms of worms include poor coat, listlessness, bad breath, abnormal appetite, or no appetite at all. Because these parasites are so prevalent, almost any time a dog seems unwell his master is prone to diagnose the trouble as worms and give the dog medicine to eliminate them. This rashness has seriously harmed many dogs, especially puppies, that were suffering from entirely different ailments.

Worming is serious business and should never be undertaken unless you have determined absolutely the type of parasite at work. Aside from the roundworm, which commonly afflicts puppies and young dogs, there are four different kinds of worms. They can all be detected in the dog's stool. The round worm is long and round. Two other varieties, the hook and the whip, resemble the objects for which they're named. The tape worm grows in segments, which when joined have been

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known to reach astonishing lengths. The type of worm named for the heart is small; since it usually lodges in the dog's heart, it is one of the most dangerous. Fortunately, this variety of worm is relatively rare, mostly being found in the South.

There are a number of excellent worm-killing preparations that are sold in most drugstores; specific compounds are available for dealing with the different varieties of the pest. The directions given by the manufacturer should always be followed to the letter. But

remember, if you have the least doubt about what is wrong with Fido, or if you are unsure of what variety of parasite is present, take him to a veterinarian. Your vet not only will pinpoint the condition, but he's equipped to provide correct and safe treatment. • •

Rod and Gun

(Continued from page 16)

trees. Then, almost as though he had miraculously appeared there at that very instant out of nowhere, a beautiful buck, close in front of me, caught my sight.

He was standing in a little patch of leafless, waist-high willows, raking one of them with his antlers. That accounted for the odd noise.

Obviously, he had neither seen nor heard me. He was completely engrossed in polishing his armament for the impending mating season. Carefully lifting my foot off the log, I put it back down beside the other. Then, moving very slowly, I eased into a sitting position behind the log.

Next I brought the rifle up in a cautious, deliberate fashion. Since the

buck was in a poor position, I waited.

The art of waiting has been one of the hardest lessons for me to learn. It is probably difficult for all hunters. We're too impatient. We have to learn that wild things normally are never in a hurry. Only man makes a habit of hurrying.

I can remember when I used to be overwhelmed by a feeling of urgency whenever I saw game. I was afraid that if I didn't shoot instantly, I'd lose my chance. This invariably caused me to risk hastily aimed, inaccurate shots, when I could have had good ones, and to shoot at animals that were out of range or behind brush.

After having spent hours watching animals that were completely unaware

of my presence, however, I finally came to realize that their normal pace is leisurely. They move quickly only when frightened. Otherwise—and this applies to everything from cottontails to moose—they take their time. Once I got this firmly into mind, I became a better hunter.

So, knowing that the buck was not going to bolt and run, unless a sudden breeze carried my scent to him, which was unlikely that morning, I took time to look him over carefully. After all, even if he did finish polishing his antlers, he would only begin to wander off—not bolt. The buck was in prime flesh. His new winter coat was sleek and gray. He had four points on each antler, in addition to the guard tines. I decided to take him.

I waited until he was in exactly the right position, head up and motionless, gazing at something off across the valley. Then I put the crosshairs against his neck and squeezed the trigger. I hope, when my time comes, that I can die as quickly and painlessly as he did. The range was 28 steps.

Of course, I realize as well as anybody that there are places where it is very unlikely that you'll see an animal before it sees you. I've hunted in some of them. For instance, sometimes the cover is so dense you simply can't spot a buck before you jump him, unless somebody drives him to you. Here a quick shot is the only shot. In some southern swamps, a man who didn't have the aid of dogs could hunt for months and never see a deer; hunters who disparage hounds and buckshot should take a crack at hunting without them in this sort of terrain. They'd quickly change their tune.

However, in most hunting country, it's our own fault if we only get shots at running game or from long range. Few men can move both quickly and quietly. For most of us, walking through the woods silently necessitates going slowly. Actually, this is fortunate, because only by moving slowly and making frequent pauses can we hope to get a good look around and see everything.

The clothes that you wear make a tremendous difference, too. Daniel Boone himself could never have slipped silently among the trees if he had worn stiff-soled boots and hard-surface can-



"Forgive a landlubber a silly question, but does the fuel gauge pointing to 'E' mean anything?"

THE ELKS MAGAZINE

WILLIAM VON RIEGEN

was hunting coat and pants, rather than his soft moccasins and buckskins. The sound of a twig scraping against hard-surfaced cloth carries for hundreds of yards.

After years spent learning the hard way, I have settled for the following hunting outfit: wool pants, a wool shirt or jacket, and shoes with soft rubber soles. If the brush is wet, I get wet, because a slicker prohibits moving silently.

Scent is also a problem. The odor of man is an instinctive warning signal to all hunted creatures; I have seen even such sharp-eyed game as bighorn sheep and antelope, which depend more on their keen vision to protect them than do any of the others, wait until their noses confirmed what their eyes told them before bolting for safety.

It pays to hunt into or across the wind. Even if the movement of air is so slight that you have to wet a finger in your mouth and hold it up to determine its direction, you should face it. Otherwise, game will have advance warning of your presence.

Of course, we have all seen game when we were walking noisily along downwind, or possibly even when talking. (Incidentally, the human voice terrifies most animals.) I have no pat explanation for such occurrences. I insist, however, that even though noise and scent may actually frighten game less than I believe, no hunter could seriously contend that they attract it.

Unfortunately, we frequently remain unaware of hunting blunders that we make. Game warned of our approach—by scent or sound—will slip away long before we are close enough to witness their escape. Even if we notice fresh tracks, more often than not, we assume that they were made hours before. I suspect that usually the time gap between the making of tracks and our spotting them is mere minutes, not hours, and that frequently while we look at its tracks, the animal that made them is looking at us from behind safe cover.

Several years ago, I was hunting deer one morning when the conditions made the prospects of bagging anything seem completely hopeless. It had snowed about three inches during the previous morning. In the afternoon, the sun had come out, and the snow had started melting. That night, it froze. The next morning I discovered that every time I took a step I made enough noise to frighten every deer in the county. The steady crunch, crunch, crunch of my walking was unavoidable—and unmistakable.

Finding a good spot, I sat quietly with my back against a tree for an hour. It was cold, however, and I

wasn't dressed for sitting. After 60 minutes I was so numb that I concluded no deer was worth it. Besides, I told myself—though this may have been mostly self-justification for my lack of will power—deer would not be moving in such noisy snow, anyway.

Giving up all hope of moving quietly, I hiked briskly along until I had warmed up again. By this time I had come to a big south slope where some bare rock ledges angled up toward the crest, half a mile away. There was no snow on them. Either the wind had been blowing hard enough as it fell to sweep them clean, or else the sun had melted it all off. In either case, the ledges afforded an opportunity to move quietly.

I started walking slowly along one of them. My rubber-soled shoes made no sound on the bare granite; there was no brush to rasp against my clothing. I was suddenly full of optimism again, because I knew that here, if anywhere, I could hunt properly.

The ledge was an easy grade, but I must have spent most of an hour walking up it. There were others more or less parallel to it, higher on the right and lower on the left, and a deer could be bedded down for the day anywhere among them. I took a few slow steps, pausing to look carefully

in all directions, then moved on again.

Finally, just under the ridge, I saw the head of a deer beneath the overhang of a tree rooted in a bench above me. It was a doe, which was a legal shot because of an over-populated range. Since this was my last day to hunt, I killed her. The range was about 50 feet. She was lying in her bed; I don't think she ever saw me.

I once heard a hunter, who had had an unsuccessful day, remark: "I could sneak up on game as well as anybody, if I only knew where to do it."

My feeling on his statement is that there is no sure-fire spot to find game. We are just as likely to find a big buck behind the next thicket as we are on the far side of a mountain. If there has been game in an area—a fact that tracks help you determine quickly—I hunt as though I was sure it was still there, and I was bound to encounter it.

Naturally, I look in a lot of places where there is nothing. But every once in a while I examine the right spot, too. And then my slow, quiet, cautious, upwind hunting pays off. Nearly always, I get an easy, close-range shot at a motionless target.

There is a world of difference between walking and hunting. I used to walk, which was good exercise. Now, I hunt and get more game. ● ●



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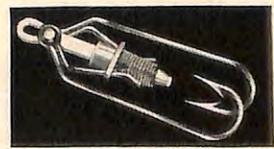
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A New Wing in Georgia



GEORGIA Elks and their ladies participated in the dedication of the new \$600,000 clinic wing at Aidmore, the State Elks Hospital for Crippled Children. Pictured on a tour of the facilities were, left to right, retiring State Pres. E. M. Hester, Past Grand Exalted Ruler John S. McClelland, Aidmore Trustees Chairman Robert G. Pruitt, Exec. Dir. Albert Koch and State Pres. H. L. Williamson.



NIAGARA FALLS, New York, Lodge's bowling team won the Interclub City Championship for the first time in 25 years. With their trophies, they are, left to right, C. R. Easterly, "Dude" Minnick, Howard Fergen, John Goodall, James Flynn and Edward Michaels.



BRINKLEY, Arkansas, Lodge's Golden Anniversary was marked by a visit from State Pres. Dr. Ben N. Saltzman and Special Deputy Robert Acheson who received the lodge's \$200 check for the Elks National Foundation. The four center men, foreground, are, left to right, Dr. Saltzman, E.R. Raymond Malham, Mr. Acheson and Past Pres. James Malham, brother of the lodge's first Exalted Ruler.



LAKE OSWEGO, Oregon, Lodge, No. 2263, was instituted with these dignitaries officiating, left to right, former Grand Lodge Committeeman Clifton B. Mudd, State Pres. Fred Stefani, E.R.-elect Mansfield Gray, D.D. Louie Cline, Past Grand Exalted Ruler Emmett T. Anderson and Special Deputy Frank Hise.

MORE THAN 1,500 Elks of the State of Georgia, representing 43 lodges, attended ceremonies dedicating the new \$600,000 hospital and clinic wing at Elks Aidmore Hospital for Crippled Children in Atlanta.

Past Grand Exalted Ruler John S. McClelland delivered the address dedicating the new wing which will provide more daily clinics for children, new courses in physical and occupational therapy and special training for activities of day-to-day living.

Aidmore President Robert G. Pruitt was host at this happy event which included a picnic luncheon on the hospital grounds and a tour of Aidmore's expanded facilities which are now valued at more than \$1,250,000.

THE AMERICANISM COMMITTEE program of Cincinnati, Ohio, Lodge, No. 5, headed by Chairman Earl E. Reister, has attracted a great deal of commendation.

A poster, suitable for framing and carrying the Declaration of American Principles was sent to every member; in addition, a duplicate, folded copy was mailed to 500 non-members, and more were distributed to the public.

A news release concerning the Order's campaign for militant patriotism, with the Declaration, were sent to 200 editors of house organs and industrial and public relations publications, to 39 community newspapers, with a personal followup, and to all greater Cincinnati radio and TV stations, with a personal follow-up.

This project began to bear fruit immediately, and many favorable newspaper comments were made on it. Possibly the tops was the Cincinnati *Enquirer* editorial headed, "The Elks Point the Way".

It said in part, "The Elks are seeking specifically to make us aware that moral values lie at the basis of our society . . . and that the time is at hand for all Americans to speak up for and to defend the principles in which they believe." The Elks of Cincinnati are the first to practice what they preach.



WHEELING, West Virginia, E.R. C. E. Miller, D.D. Jack E. May and State Pres. Ray Malone, left to right, inspect the handsome oil painting of Past Grand Exalted Ruler Wade H. Kepner in the lodge home. During Mr. Malone's visit he was honored with the initiation of a class of 19.



MAMARONECK, New York, Lodge paid tribute to Grand Est. Loyal Knight James A. Gunn at a testimonial dinner attended by over 450 Elks. Left to right are Rt. Rev. Msgr. G. C. Ehardt, Pastor of Holy Trinity Church, Past Grand Exalted Ruler George I. Hall, Mr. Gunn, Hon. Gerald Nolan who presided and Mayor Joseph L. Dalfonso. Speakers were Mr. Hall, Past Pres. Martin Traugott, the Mayor and Lt. Gov. Malcolm Wilson who gave the principal address.



MASSACHUSETTS Elkdom, with the Elks National Foundation, provides grants to students enrolling in the Boston Univ. summer course for training in the treatment of cerebral palsy. Left to right are Dr. Miller who conducts the course, Past Grand Exalted Ruler John Malley, Univ. Pres. H. S. Case and Past Grand Exalted Ruler John Fenton.



BRADDOCK, Pennsylvania, Lodge is continuing its sponsorship of student nurses in training at Braddock General Hospital. Pictured at the Hospital were, left to right, foreground, Sister M. Lucy, Director of the Nursing School, this year's Elk-sponsored students Carol Bainbridge, Barbara Puskar and Lois Reichert and Elks' Student Aid Program Chairman J. A. Yusko. In the background are Elk Trustee F. W. Rebman, Hospital Board Chairman Malcolm Goldsmith and Hospital Trustee G. W. McClure.

THE ELKS OF AGANA, GUAM, Lodge, No. 1281, have managed to come up with one of the most encouraging youth programs.

Last October, its Youth Activities Committee began a series of teen-age dances, held on alternate Saturdays from 8 until 11:30 p.m. These youngsters named a committee which drew up certain rules to which all must adhere. The Elks issued membership cards to the young people who enrolled, giving them permission to attend these dances free of charge, provided the rules were kept. The Guam curfew and the property of the hosts must be respected, as must all the rules of decorum. These young people have pledged to keep the ten "Teen Commandments", the last of which is to follow the Ten Commandments of God.

There are nearly 900 teenagers enrolled as members of this fine club,

and the dances are now being held each week, as a result of the requests of the school board and churches of the community. The music for dancing is provided by the Glowlighters, a rock 'n' roll band all Guam's teenagers know well, and the young people themselves fill the intermissions with entertainment. All in all, it has brought great satisfaction and commendation to the Elk sponsors.

WITH NEARLY 700 Elk bowlers competing for \$3,162.73 in prizes, the 18th Annual North Central District Ohio Elks Handicap Bowling Tournament in Bellevue, Ohio, was a success.

The five-man event went to Byington Brothers of Sandusky, the two-man title to H. Biles and R. Stall of Galion, E. Gordon of Wooster captured first place in Individual competition and B. Campana of Lorain won the All-Events.

Special prizes for Actual Pin Fall went to the Livingston Club of Lorain, to A. Sansone and R. Shoemaker of Marion, M. McKillip, Sandusky, and the high individual single game, any event, was recorded by R. Shultz of Ashland. Mansfield is host in 1963.

TWO GIRLS' TEAMS from Phoenix, playing under sponsorship of Fulton, N. Y., Lodge, took first and second places in the New York Central District Elks Junior Bowling Tournament in Syracuse with 96 teams competing. Winners in the boys' division were the Rome BB's and a group from Ilion.

The girls were paced by Margaret DeLucas who rolled a scratch total of 464 for high triple, and Christine Litson who hit the high single scratch with 178. Charles Korthas of Syracuse took high single and triple honors with a 680 scratch total.



YANKTON, South Dakota, Elk Harold Blair is pictured, center, with the husbands of his four daughters, all initiated into the lodge at the same ceremony. Left to right they are Gary Iverson, Harlan Nelson, Gary Bye and Warren Walraven.

MILWAUKEE, Wisconsin, E.R. E. R. Sorenson, P.E.R. Will Walker and Secy. J. J. Haertle, left to right, present a wheelchair to ten-year-old C/P victim Jeffrey Lemanske. The lodge had furnished braces for Jeff since his infancy.



ILLINOIS SOUTHWEST District Youth Leader Karl Kasten, center, is pictured as he received his award from sponsoring Carlinville Lodge's P.E.R. Roy Weller, Dist. Chairman, right. At left is the student's brother, Dale Kasten, Esquire of the lodge.



TYRONE, Pennsylvania, Lodge's P.E.R. B. J. Drain, left, congratulates John F. Beaston on his initiation. With them are the young man's grandfather, Harry F. Beaston, third from left, and his father, John I., both members of the lodge.

LODGE NOTES

The newly organized Explorer Scout Troop sponsored by Escondido, Calif., Lodge received a \$25 check for its treasury from the Boy Scout Troop which is sponsored by these Elks. Taking part in the presentation were Star Scout Mike Gunderson, Assistant Scoutmaster Leo Evan, Explorer Troop Advisor Jay Maynard and Explorer Troop President Gregg Jenkins.

Florence, Ala., Lodge has an outstanding record for charity. During the past year, its 374 members expended \$12,215.93 for community service and welfare endeavors.

Cripple Creek, Colo., Lodge mourns the passing of 84-year-old Tom W. Rolofson, a Life Member, Past Exalted Ruler and an Elk for 52 years. Mr. Rolofson served his lodge as Secretary for 33 years and his three sons and one son-in-law are also members of the

lodge. In addition to these survivors, Mr. Rolofson leaves his wife, two daughters, another son and 12 grandchildren, and a brother and sister.

Carlinville, Ill., Lodge has erected Elk signs at the four entrances to the city, as a welcome to visitors. Past State President R. G. Borman, Exalted Ruler Roy Weller and Committeemen Charles Hudson and Cullen Trover took care of this project.

Jeffersonville, Ind., Lodge presented six flags to the George R. Clark Council of the Boy Scouts for their camp at Tunnel Mill Reservation. Exalted Ruler J. A. Manners did the honors for the Elks; Irvin Streepey for the Scouts.

Arthur J. Smart, a member of Fullerton, Calif., Lodge for 15 years, requests that we make mention of the reunion of the 354th Air Matériel Squadron of

which he was a member during World War II. It will be held at the Non-Com Officers' Club at Geiger Field, in Spokane, Wash., on August 4th, 5th and 6th. All former members of this group are invited to attend.

Ronald S. Kulik, a Secaucus, N. J., Elk, participated in the Annual National AAU ten-kilometer Walk Championship at Chicago's Stagg Field under the sponsorship of his lodge. Against some stiff competition, including several former Olympians, Kulik finished in 6th place taking 51 minutes, 23 seconds to walk the six-and-a-quarter-mile walk, only three minutes behind first-place Ronald Zinn, American record-holder for the event.

The flag that waved bravely on Memorial Day over the veterans' section of Cambridge, Mass., Cemetery was presented to Cambridge Lodge by one



FAIRMONT, Minnesota, Lodge was instituted recently. Left to right are State Vice-Pres. W. H. Comstock, E.R.-elect W. D. Asher and State Pres. E. Archie Cook.



MOUNTAIN HOME, Arkansas, E.R. Joe Willhm, center, hands a \$1,000 check to Don Skelton, Pres. of Twin Lakes Golf Assn., for a new fairway mower. At left is golf course manager Harold Burton.



AGANA, Guam, Lodge sponsors teen-age dances on alternate Saturday nights that attract young people from all over the island. They dance to a rock 'n' roll band and put on entertainment at intermission.



FLORENCE, Alabama, Elk officials present a \$600 check to Florence State College. Through the National Defense Student Loan Program, this will make \$6,000 available for loans to State students. Left to right are P.E.R. Wm. F. Baker, College Pres. E. B. Norton and P.E.R. T. O. Callahan.

of its members, Congressman Thomas P. O'Neil, Jr. It is one which has flown over our Nation's Capitol.

Six bowling teammates of Rawlins, Wyo., Lodge have a total of 97 years on the same team. They are Jim McDermott, bowling 15 years; Bob Hennick, 12; Captain John Leiber, 24; Arvey Lehti, 16, and Gus Gilliam, 15.

Eight girls and one boy have received scholarships totaling \$2,000 from Quincy, Mass., Lodge, at ceremonies attended by 250 persons. Six of the students received \$250 awards, one a \$300 prize and two were recipients of \$100 scholarships.

State President Richard Layton was in attendance at a ceremony at the home of Minot, N.D., Lodge when Williston Elk officers initiated a class of 60 candidates in his honor.



FREEPORT, New York, Lodge's Charity Awards Night found over \$15,000 going to some 30 Little League groups, Red Cross, Scouts, Salvation Army, Cerebral Palsy, March of Dimes, Waldemar Foundation for Crippling Diseases and others. Left to right are VFW Cmdr. Maxwell Phillips, George Anses representing So. Nassau Hospital, Mrs. Christianson for the Waldemar Foundation, P.E.R. C. M. Squires, Trustees R. E. Carreau, Chairman, and, seated, Lyman Duryea representing the March of Dimes, Chairman Dr. John Provenzano, Secy. Michael Desalvo of Babylon-Bay Shore for the Elks National Foundation, and a Freeport Little League Delegate.



WELL OVER 500 persons attended the gala ceremonies marking the institution of Fairmont, Minn., Lodge, No. 2259. With State President E. Archie Cook presiding, assisted by State Vice President W. H. Comstock, the new branch of Elkdom came into being in Fairmont's VFW auditorium.

District Deputy Edward B. Schliesing led the institution ceremony itself, which was followed by the initiation of 122 candidates by a star Ritualistic Team led by Past Exalted Ruler Gerald Palmer of Rochester, and finally the installation of Exalted Ruler Warren Asher and his officers by Mr. Comstock who deserves a large share of the credit for making this lodge a reality. Mankato Lodge was its sponsor.

THE TOP-PRIORITY civic project of the Elks of Mountain Home, Ark., Lodge, No. 1714, this year is the maintenance of the Twin Lakes Golf Course. The Elks launched the golf course movement there about five years ago and secured a site about a mile and a half east of town. At that time, the lodge provided \$3,500 to begin development of the facility. Since then No. 1714 has participated in the cost of drilling a well and installing a pump installation to permit watering the course, and assumed the obligation of keeping the pump in repair at a cost of about \$1,000 a year. This year's contribution was a \$1,000 fairway mower.

Although the lodge owns the land upon which the course is located, it has leased the property to the non-profit Twin Lakes Golf Association and has no part in its administration. The Association operates it as a public course, utilized by visitors and residents.

WITH DIGNITARIES from Oregon and Washington in attendance, Lake Oswego, Ore., Lodge, No. 2263, became an official branch of the Order with a class of 300 Charter Members, 70 accepted on dimit.

Grand Lodge officers handled the institution, with Portland Elk officials initiating the Charter Class. Mansfield Gray is the first Exalted Ruler.

Among those on hand were Past Grand Exalted Ruler Emmett T. Anderson, former Grand Lodge Committeeman Clifton B. Mudd, Special Deputy Frank Hise, G. B. Urlie of the Grand Lodge State Associations Committee, District Deputy Louie Cline, former Grand Esteemed Lecturing Knight D. V. Bulger and President Fred Stefani, and Vice-President William H. Warden of the Oregon Elks Association, and many former District Deputies.

TROY, OHIO, Lodge No. 833, has fine youth programs going. One is the Troy Relays in which track teams of all high schools in Miami Valley participated, with the Elks' trophy for high point scorer presented by Elk Gene Shook.



SOUTHERN PINES, North Carolina, Lodge's National Amateur Elks Invitational Golf Tournament found Art Ruffin of Wilson winning for the third year. Left to right, with trophies, are Co-Chairman Dr. Boyd Starnes, Art Ruffin, runner-up Mike Marshall of Statesville and Tournament Director Charles Marcum.

EL PASO, Texas, E.R. W. J. Shaver and fellow officers conducted open Memorial Day Services at Elks Rest monument honoring deceased members of the lodge in Evergreen Cemetery.

WEST HAVEN, Connecticut, Lodge's party to aid the Crippled Children's Hospital at Newington realized \$746.09. Pictured when the check was presented were, left to right, E.R. Joseph Lamoureux, P.E.R. T. A. Rocheleau, Est. Lead. Knight John L. Perrone and P.D.D. Edwin J. Maley.



Another fine project is the "after-prom prom" sponsored by the lodge following the high school junior-senior prom. The Elks make their late party an all-night affair with entertainment, dancing and breakfast, keeping the young people safely off the highways. Secretary O. W. Allen, Jr., Co-Chairman Mike DiMido and their committee deserve a great deal of credit for the success of the party, as do the Elks and their ladies who served as waiters, bus-boys, maids and porters.

THE MEMBERS of Chickasha Lodge No. 2125 derived a great deal of satisfaction from the fact that its handsome new home was opened with no less an event than the Oklahoma Southwest District Convention. Instituted three years ago with 207 Charter Members, the lodge decided to build its own home; ground was broken in May, 1961, on five acres of land adjacent to the country club. Last Fall, the members moved into the new building, and from that point on, everything was done as swiftly as possible to have the interior completely furnished and decorated for the District Session.

State President Roy Gonders conducted the dedication ceremonies, assisted by Past President Brooks Bicknell, Vice-President Ernie Smart and other dignitaries. Past Grand Exalted Ruler Earl E. James delivered the dedication address.



HARDIN, Montana

. . . A class of 17, background, was initiated into HARDIN, MONT., Lodge by its officers, foreground, led by E.R. V. E. Setterlund, center.

. . . Miss Patti Ann Kokinos, third-place \$1,200 Elks National Foundation award winner, is pictured with Chairman Dave Parker for the BAKERSFIELD, CALIF., Lodge Committee which started Miss Kokinos on her way, right; E.R. Robert Benik, second from left, and High School Principal L. W. Hedge.



BAKERSFIELD, California

. . . Former Vice-President Richard M. Nixon, center, was pictured with Trustees Chairman Norman Allumbaugh, left, and E.R. Dr. Charles H. Fabish during a visit he paid to LONG BEACH, CALIF., Lodge when he addressed 1,200 members.



LONG BEACH, California

. . . High School champion Athletic Teams of the area were honored by FORT MORGAN, COLO., Lodge at a dinner attended by the boys' fathers and school officials. Left to right are Trustees Clyde Snyder and Art Everett; emcee Bob Haffke; speaker Dean Grifing, Denver Broncos pro eleven Gen. Mgr.; Broncos Publicity Dir. Paul Maneseh; Esq. Kermit Winstead; E.R. Ken Reed; Est. Lect. Knight LaVern Goedert; Lead. Knight and Chairman Gene Helmberger, and Loyal Knight Rocky Reagan.



FORT MORGAN, Colorado

. . . E.R. J. T. Roth, right, presents HILLSBORO, ORE., Lodge's \$210 check to equip a playground in Forest Grove to Mayor C. P. Rowe, center, as Est. Lead. Knight Frank Shepherd looks on. The same amount, for the same purpose, was given to Hillsboro's Park Commissioner James Sullivan.



HILLSBORO, Oregon

. . . When BELLINGHAM, WASH., Lodge celebrated its 51st annual P.E.R.'s Night, the eight P.E.R.'s seated represented 366 years in Elkdom. Third from left is Henry Parrott, a 56-year-Elk whose suggestion at the 1915 Grand Lodge Convention resulted in the institution of P.E.R.'s Night. He has never missed one of these affairs in 51 years, is now 82.

BELLINGHAM, Washington





DIGEST OF ANNUAL REPORTS

Submitted to the Grand Lodge at Chicago, July 1962

This digest consists of excerpts and/or paraphrases from the Annual Reports of the Grand Exalted Ruler, Board of Grand Trustees, Elks National Memorial and Publication Commission, Elks National Foundation, Elks National Service Commission, and Grand Secretary

GRAND EXALTED RULER

My program has been one primarily of lodge betterment, which I have stressed on every occasion in my travels throughout the 50 states and the District of Columbia this year.

As a businessman and a working Elk for many years, my program emphasized an aggressive, practical business administration. My office prepared and distributed to the Exalted Rulers and Secretaries of every lodge what I choose to call the tools with which to work. I presented to each Exalted Ruler an Exalted Ruler's Handbook, which outlines my program; contains suggestions for lodge betterment, directions for committee activities, officers' meetings, and programs; and which summarizes the Statutes of our Order that govern the office of Exalted Ruler. The Officers' Membership Control Manual was also revised, bringing it up to date to meet present-day needs.

AMERICANISM

During my official visits, our membership has been urged to awaken to their responsibilities of citizenship and the dangers which face our nation through the great menace of communism and its efforts by propaganda, subversion, and infiltration to impose its doctrines and dogmas on our people. Many lodges have adopted strong Americanism programs to combat these teachings. It is my humble opinion that the results already obtained are but a small indication of eventual success by our Order in alerting our citizens to the dangers which face us.

At the last Session of Grand Lodge, the Convention authorized the creation of a new committee to promote Americanism in our Order. The Committee resolved that its first project would be

"A Declaration of American Principles," a document outlining in a seven-point program the position of our Order as to what we believe to be a forceful, positive program of action by which every Elk can live. It is heartening to know that after continued and enlightened promotion, most of our lodges have adopted this Resolution.

MEMBERSHIP

Our Order has shown a substantial net gain in membership for the year ending March 31, 1962. Our net gain is 14,080, and our total membership is at an all time high of 1,294,604.

My membership program called for a selective membership campaign in the lodges whereby the membership committee would select qualified and worthwhile fellow citizens to join our Order. In the lodges where this program was followed by energetic and capable leadership, substantial gains were made. Lapsation continues to be one of our most pressing problems. In some areas there were contributing economic factors, and perhaps many lodges have cleaned out old delinquencies. From all reports, in lodges where the Lapsation Committee and the Secretary cooperated in a continuing monthly program as outlined in the Membership Control Manual, delinquencies were held to a minimum. The Stray Elks Program, in many parts of our country, prevented loss of many members.

APPRECIATION

I am very grateful to our Past Grand Exalted Rulers for their full support and cooperation in promoting all phases of my program. Their help and advice has been of great assistance to me as Grand Exalted Ruler. Even though

these men have received every honor within the power of our membership to bestow, they continue to dedicate their lives to the promotion and welfare of our beloved Order.

I am deeply grateful to my sponsor and close friend, Past Grand Exalted Ruler John S. McClelland, for his aid and assistance to me. He has been my adviser and counselor, giving me the benefit of his wide experience and wisdom to the end that my year as Grand Exalted Ruler has been made much easier in developing and carrying through my many objectives.

All Grand Lodge Officers and Committeemen have my sincere appreciation. They have faithfully performed their duties and assigned tasks with sincerity and efficiency. Each of the Commissions and Committees will present its report separately, so it would be a duplication for me to list all of their many activities and accomplishments. To this group is extended the sincere gratitude and appreciation of both Grand Lodge and myself for the service they have given so willingly and generously.

Following the custom and practice of the past, I held Regional Conferences for my District Deputies, to which all State Association Presidents were invited. The Conferences gave me the opportunity to discuss, personally with these men, my program and objectives for the year and to impress upon them the importance of their duties and responsibilities. For special assignments in the institution of new lodges and rehabilitation, and in the best interest of our Order, sixteen Special Deputies have been appointed. Our Order is extremely fortunate to have so many outstanding men throughout our country to serve as District Deputies without compensation, who give of their time and energy in assisting the Grand Exalted Ruler with

his many responsibilities of office, keep close and careful supervision of the lodges, promote the current program, and conduct the Clinics necessary for Officers and Committeemen. I express my sincere gratitude to this outstanding group for their loyalty and devotion and their dedication to their work.

Grand Secretary Lee A. Donaldson and his efficient and loyal staff in our Chicago Headquarters have given me every assistance and cooperation in preparing and promoting the program of the Grand Lodge. During the year, I have leaned heavily on Grand Secretary Donaldson's advice and counsel. With his vast background of experience and knowledge, he has been a great help to me. Personally, and on behalf of every Elk, I commend him for the magnificent job he has done.

Words cannot adequately express my deep appreciation and gratitude to my Secretary, Almer I. Tedder, and to my efficient and devoted Secretarial staff, Helen Tedder and Nell Crossan. Everyone has worked together as a team, harmoniously and without thought of the hours they have worked. No one, without previous knowledge of the tremendous amount of correspondence and manifold detail in the operation of the office of Grand Exalted Ruler, can understand how fortunate I have been to have had such a hard-working staff.

ELKS NATIONAL HOME

Having had the privilege and pleasure as a former member of the Board of Grand Trustees to know firsthand something of the operation of the Elks National Home, and having had a part in its development, it is a source of great pride to me. In recent years, under the dedicated and efficient management of my close friend, Superintendent Thomas J. Brady, himself a past Chairman of the Board of Grand Trustees, the Elks National Home at Bedford, Va., is, in my opinion, the finest of its kind in our country. Many improvements have been made to the physical property in providing facilities for the comfort and enjoyment of our aged guests who are spending their declining years enjoying life happily and contentedly. Prominent citizens of Bedford and state officials have pointed with pride to the Home as a community asset, giving many citations to Superintendent Brady for his management and for his close and complete cooperation with all community projects. I have been very proud to have known and worked with Tom and Rita Brady, and commend them for their dedication and devotion to the Elks National Home.

EMERGENCY RELIEF

Hurricane Carla struck the coast of Texas and Louisiana last fall with de-

structive force, causing extensive damage to property in the area of Galveston and Bay Town, Texas. On being advised by Past Grand Exalted Ruler Earl E. James of the need for assistance among members of our Order and their families, I immediately placed at his disposal \$2,000 from the Emergency Fund to give such aid and assistance as he deemed necessary and advisable. Later, following a survey made by Brother James and Brother Bert Wysor, a member of the Grand Lodge Auditing and Accounting Committee, it was determined that additional funds would be needed. With the approval of the Board of Grand Trustees, I placed an additional \$3,000 at his disposal. I want to commend and thank Past Grand Exalted Ruler James and Brother Wysor for their assistance and the time and energy they expended in seeing that all of the Elks and their families received emergency aid.

NECROLOGY

During the year, 884 members of the Grand Lodge have answered the final summons of our Heavenly Father. This past year our Order has suffered the loss of five of its Past Grand Exalted Rulers. Past Grand Exalted Ruler Joseph B. Kyle passed away in Indianapolis, Ind., on July 29, 1961, after a prolonged illness. Past Grand Exalted Ruler Frank J. Lonergan died on October 4, 1961, in Portland, Ore. Past Grand Exalted Ruler William Hawley Atwell, after suffering a stroke in Dallas Texas, died on December 22, 1961. Past Grand Exalted Ruler James G. McFarland died on April 27, 1962, at Watertown, S. Dak. Past Grand Exalted Ruler Howard R. Davis died May 2, 1962, at his home in Pennsylvania.

SUMMARY

I have had the opportunity and privilege of meeting and greeting so many of our members and their lovely ladies, of seeing Elksdom at work in every state, of observing the tremendous pride of membership in our Order and in our lodges, of learning of the many meritorious and benevolent Major Projects of the State Association. I have traveled approximately 125,000 miles during the year.

In my travels everywhere I have been encouraged and heartened with

the reception of my program of lodge betterment and Americanism, and the adoption of my slogan "Let's Get Down to Business" by word and deed. Lois and I are sincerely grateful for the many acts of kindness to us by our Elks and their ladies in each city.

RECOMMENDATIONS

1. That a strong aggressive lodge betterment program be continued, constantly calling to the attention of all lodges the need for good business management in our lodges and club rooms.

2. That the Exalted Ruler's Handbook, Membership Control Manual, and Secretary's Manual be continued and supplemented from year to year with other media to give to our lodges and the membership further guidance and direction.

3. That a Guide Club Management Manual be prepared, giving proven practices from experiences of lodges which have been successful.

4. That continued encouragement be given to having our lodges reappraise their physical properties to see that they meet present-day needs for membership enjoyment and family participation, with adequate recreational and parking facilities to attract younger members in becoming active in the leadership of lodges.

5. Encourage lodges to adopt a local major project, owned, managed, and operated by the Elks.

6. That good publicity of the many local, state, and national objectives and accomplishments be given to news media to include newspaper, radio, and television.

7. That the Americanism Committee be continued, with emphasis to our membership of the importance of the "Declaration of American Principles," living, preaching, and teaching in our daily lives the freedoms and objectives in this document.

8. That through the Advisory Committee we continue to review and evaluate our present and past Grand Lodge programs, continuing those which are successful and instituting new activities to meet current needs. This will assure our lodges that Grand Lodge is alert to their needs.

9. That the Visual Indoctrination slides be continued in carefully planned pre-initiation Indoctrination programs.

BOARD OF GRAND TRUSTEES

Following the close of the Grand Lodge Session and installation of Officers in Miami Beach, Florida, July 13, 1962, the Board of Grand Trustees met and organized by electing Edward A. Spry as Chairman, Jacob L. Sherman as Vice-Chairman and Approving Member, R. Leonard Bush as Home Mem-

ber, Edward W. McCabe as Building Applications Member, and Edwin J. Alexander as Secretary.

In accordance with the direction of the Grand Lodge at the Session held in Miami Beach, the Board of Grand Trustees procured and presented suitable testimonials to retiring Grand Ex-

alted Ruler John E. Fenton and to retiring Chairman of the Board of Grand Trustees Dewey E. S. Kuhns.

The Board of Grand Trustees held meetings during the year as follows: Elks National Home in Bedford, Va., in November; New York, N.Y., in February; Elks National Home in May; and in Chicago, Ill., starting July 5, 1962. The last meeting will adjourn at the conclusion of the Grand Lodge Session in Chicago.

BUILDING APPLICATIONS

The Board of Grand Trustees during the past fiscal year received 233 applications from subordinate lodges, requesting approval to purchase, sell, erect new buildings, make alterations or additions to present buildings, or to mortgage property.

Authorization was granted to the lodges making application, by the Board of Grand Trustees, and with concurrence by the Grand Exalted Ruler, for purchase of property, alteration or additions to buildings, construction of new homes, including expenditures for furnishings and equipment, in the amount of \$14,003,279.09. The Board also approved the sale, exchange, or leasing of property in the amount of \$3,884,450.00.

ELKS NATIONAL HOME

The Board of Grand Trustees extends an invitation to all Brother Elks in retirement to give consideration to making the Elks National Home at Bedford, Va., their home—where you spend your time with brothers of your own age and where you can do what you used to do in your own home or club.

The present Home, representing an investment of \$3,500,000, was dedicated in 1916. The administration building, entered through a wide portico supported by six massive Doric columns, contains a lobby as fine as that of a good hotel; a reading room with the leading newspapers and periodicals of the country; a well-stocked library; a recreation room with billiard and pool tables, shuffleboard, and card tables; a television room; and a dining room decorated with beautiful murals, where all the residents have their meals together.

The food, prepared by competent chefs under the direction of an expert dietitian, is excellent and is tastefully served. There is a daily change of menu. A large part of the meats, poultry, and eggs used in the Home is produced on the Home tract of 169 acres. All bread and pastry used comes from the Home's bakery.

Frequently the guests are entertained

while dining with organ music and occasionally young musical groups from the surrounding area favor the residents with singing from the dining room balcony. Elks Glee Clubs from neighboring states spend week ends at the Home and entertain with concerts. It is not unusual to have buses come in on Friday evening bringing groups of Brother Elks from other states, and they stay through Sunday breakfast.

On the second floor of the administration building is a fine Elks Lodge Hall, recently redecorated, where the Home Lodge meets each month. Also on the second floor is a large apartment occupied by the Superintendent and his wife, and adjoining are a number of guest rooms occupied from time to time by members of the Board of Grand Trustees.

A three-story wing contains a modern 35-bed hospital, fully equipped with x-ray machines, operating room, and a prescription drug room. Dr. O. B. Darden, Jr., a leading Bedford physician, is in charge of the Home Hospital and heads an efficient staff of registered nurses. There is an annex for convalescents, at the side of which is a patio for their use. The hospital has an Onan electrical unit for emergency lighting use, presented to the Home by the late Dr. Robert South Barrett, Past Grand Exalted Ruler. The hospital and annex are provided with television sets for the use of the patients.

A resident dentist conducts an office and laboratory in the Home. There is a barber shop, a cigar and candy coun-

ter, and a woodworking shop where residents having craft hobbies are provided with necessary materials and tools. The Home has a tailor shop and a well-stocked haberdashery. The free services of a typist are available to all residents once a week.

The Home has its own air-conditioned motion picture theater seating 300, the gift of Dr. Barrett. The annual Memorial Services, conferences of District Deputies, and other meetings are held in the theater, in addition to twice-weekly motion picture showings.

Religious services are held in the Home every Thursday night, conducted by the ministers of Bedford County, alternating. On Sundays, the Home's bus conveys residents to and from the several Bedford churches.

The guests live in nine cottages. Each resident has his own outside room, with hot and cold running water, and there are ample tub and shower baths on each floor of every cottage. Each guest is privileged to decorate his own room as he pleases—many have their own radio and TV sets. The Home's laundry provides free service for the guests, and cleaning and pressing also are furnished without charge. There is room maid service, so the guests have no work of any kind to do. The Home is fireproof.

The Home is conducted with the greatest efficiency by Superintendent Thomas J. Brady, his wife Rita, and staff, whose unflinching courtesy and helpfulness have endeared them to the residents.

ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

We express our sincere appreciation and thanks to our entire staff at the Memorial Building, at THE ELKS MAGAZINE, and in the Public Relations Department for the loyalty, energy, and ability with which they have discharged their duties.

MEMORIAL BUILDING

Visitors to the Building during the twelve months ending May 31, 1962, totaled over 60,000. Since its erection approximately 2,500,000 persons have acclaimed its beauty, dignity, and grandeur. Maintenance expenses of the Building are paid from the earnings of THE ELKS MAGAZINE, and the annual total cost of such maintenance now exceeds \$80,000.

Of an original supply of approximately 50,000 Memorial books, there are approximately 8,700 copies still

available for sale at the Building for \$2 per copy. *The Story of Elkdom* is the title of the latest edition, and it not only reports the accomplishments of the Order but presents in full color many of the Building's beautiful murals and other artistic embellishments.

THE ELKS MAGAZINE

THE ELKS MAGAZINE, on May 31, 1962, celebrated the completion of its 40th year as the official journal of the B.P.O.E. There were printed during the 12 months ending May 31, 1962, 15,936,457 copies of the Magazine. Total pages, exclusive of business inserts but including covers, were 696, an average of 58 pages per copy.

For the fiscal year, earnings from operation of the Magazine amounted to \$275,312.72. Comparable earnings for the preceding year amounted to \$257,-

782.41. From the sale of advertising space during the past year there was realized a net income of \$458,846.37.

In its constant efforts to service advertisers with information as to the market characteristics of our membership, THE ELKS MAGAZINE frequently calls on the officers and members of subordinate lodges to supply such information. Their cooperation is of immeasurable value and has enabled the Magazine to maintain a healthy, competitive position in the publishing field through its ability to render such service to its advertisers. The Magazine is most appreciative of the desire evidenced by members to assist us when assistance is needed, as well as the personal interest shown by them in the Magazine.

PUBLIC RELATIONS

The Public Relations Department seeks to help lodges in their efforts to achieve publicity, and therefore public support, at the local level, as well as to enhance the prestige of the Order as a whole. News releases are supplied to lodges for all official Elks projects and events, which are then adapted for local use. A tabulation of newspaper clippings publicizing the Order this past year shows a total of 6,818 clippings comprising 41,211 column inches.

OFFICIAL ELK JEWELRY

A series of Elk lapel pins is offered to members of the Order through THE ELKS MAGAZINE, with official approval of the Grand Lodge. An indication of

their acceptance by individuals, as well as subordinate lodges for presentation as gifts to members, is shown by the fact that net sales of the pins for the year amounted to \$17,779.32.

DISPOSITION OF EARNINGS

Monies turned over to the Grand Lodge from the earnings of THE ELKS MAGAZINE have been used for purposes such as: building an addition to the Elks National Home; decoration of the Memorial Building with murals, statues, and other decorative features; operation and maintenance of the Memorial Building; contributions to the Elks War Commission and Elks National Foundation; establishment of a Grand Lodge Reserve Fund, and general Grand Lodge expenses. The per capita tax for each year, as a result of the monies turned over by the Magazine, has been considerably lower than the Grand Lodge would otherwise have had to affix against the subordinate lodges.

From the surplus earnings for the past year, the Commission has decided to turn over to the Grand Lodge an additional \$100,000 which, when added to the expenses paid for the maintenance of the Memorial Building, will bring the total amount turned over to the Grand Lodge in the 40 years of the Magazine to \$7,714,475.24.

The members of the Elks National Memorial and Publication Commission are: Past Grand Exalted Rulers John S. McClelland (Chairman), Emmett T. Anderson, Wade H. Kepner, James T. Hallinan, and Earl E. James.

ELKS NATIONAL FOUNDATION

We call attention to the change in our fiscal period. This year and hereafter it will end March 31. Consequently, this report covers the 11 months period of May 1, 1961, to March 31, 1962. In the future the fiscal year of the Foundation will be April 1 to March 31, coinciding with the fiscal period of the subordinate lodges.

The 11-month period shows total receipts of \$553,934.90. This represents cash and does not include the vast amount promised in pledges and evidenced in documents in our files contingent upon future events.

The market value of the Foundation's holdings of stocks and bonds on March 30, 1962, was \$11,647,875, a 50 per cent increase over book value.

SOURCES OF INCOME

Receipts for the 11-month period covered by the report were derived from the following sources: State As-

sociations—\$13,062.50; subordinate lodges—\$171,545.16; individuals—\$353,839.08; bequests—\$15,033.16; miscellaneous—\$455.

We suggest to all who wish to leave money for benevolent purposes, and to the members of the legal profession who may guide them, that the Elks National Foundation is the perfect agency for perpetuating good works of charity, benevolence, and education. The important features of tax exemption, no deduction for overhead or administration expenses, and the flexibility of use within the dedicated purposes are strong considerations when one is leaving money to carry on good works in the future.

CURRENT DISTRIBUTIONS

CEREBRAL PALSY: Under this project, grants are given to doctors, therapists, technicians, nurses, teachers, and others with proper aptitudes to assist in financing courses of study in the

modern techniques of treatment of cerebral palsy. This program has great appeal to our members and to the general public because it benefits handicapped children by restoring to them, in substantial degree, the physical power and facility necessary for normal life. Up to date, our grants have totaled \$468,328.91 and have sent 1,089 qualified persons through courses of specialized training at leading universities and accredited medical institutions. Substantially all who have received these grants and have completed their courses of study are now on assignments in the field of cerebral palsy. Some are serving on the staffs of the cerebral palsy treatment centers and clinics sponsored by our own Elks State Associations.

EDUCATIONAL PROJECTS: All scholarships awarded by the Elks National Foundation are in the form of certificates of award and are subject to conditions as follows:

Scholarship awards are conditioned upon the enrollment of the student in an undergraduate course in an accredited college or university. Upon receipt of notice of enrollment from the proper officials, an Elks National Foundation check for the amount indicated in the certificate will be forwarded to the college or university to establish a credit for the student.

MOST VALUABLE STUDENT AWARDS: In the September issue of THE ELKS MAGAZINE, the Elks National Foundation Trustees announced an offer of \$110,000 in scholarship awards to be granted to the "Most Valuable Students" of the school year 1961-62. These awards were offered to the students of the country who are outstanding in scholarship attainment, in character, in citizenship, and in extra-curricular activities. Any student in the senior or graduating class of a high school or preparatory school, or in an undergraduate (except senior) class of a recognized college, and a citizen of the United States of America, with residence within the jurisdiction of the Order, was eligible to become a candidate for these awards.

YOUTH LEADERSHIP: The Grand Lodge Youth Activities Committee continued its program to foster character building and to encourage youth leadership among the young people of our country. The Foundation Trustees made the sum of \$10,050 available for award by the Youth Activities Committee to outstanding youth leaders selected by the Committee. (The results of the Elks National Youth Lead-

ership Contest were announced in the May issue of the Magazine.)

EMERGENCY EDUCATIONAL FUND: This fund was established by resolution adopted at the Grand Lodge Session in Chicago in 1944. The first appropriation was \$25,000, but at the Grand Lodge Session of 1945 the fund was increased to \$50,000. It has been reduced by grants in accordance with its dedication. It has been replenished by donations from the income of the General Fund of the Foundation amounting to \$50,000. The fund is used to assist in the college education of children under the age of 23 of members of the Order who died or were incapacitated while in good standing, at the discretion of the Foundation Trustees.

SUMMARY: Of a total of \$384,764.94 disbursed by the Foundation during the 11-month period, the distribution was as follows:

State Association	
Major Projects	\$80,650.00
Scholarships Allocated	
to States	96,552.13
"Most Valuable Student"	
Awards	94,895.00
Cerebral Palsy	
Training Grants	63,834.86
Youth Awards	9,675.00
Achievement Awards	1,500.00
Emergency Educational	
Fund Grants	37,657.95

ELKS NATIONAL SERVICE COMMISSION

At the close of World War II, a solemn pledge was made by the Grand Lodge: "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

Our programs are designed to meet the particular need of the group. They are not occasional, or subject to momentary enthusiasm. They are regularly scheduled every week, every month. They are constant, year after year. Live entertainment in the form of auditorium variety shows, ward strollers, etc. are very popular. Bingo games, boxing and wrestling bouts, outdoor carnivals, smokers, picnics, short trips outside the hospital for visits to Elk lodges, baseball and football games, and sports nights are included. Bed-side visits, letter writing, shopping, home phone calls, wheel chair pushing, assisting chaplains, assisting in hobby and craft instruction . . . in fact any service within the capabilities of our Committee workers is performed cheerfully for the patient.

All administrative expenses were paid out of a Grand Lodge appropriation and not from Foundation income.

APPRECIATION

Grand Exalted Ruler Wall took over an Order which had been alerted to the worth of the Elks National Foundation as an effective charitable agency of our Order by the enthusiastic advocacy of his predecessor. He endeavored to keep alive this enthusiasm by the special assignment to the Grand Lodge State Association Committee of the duty to supplement his own efforts by carrying on the promotion of the Foundation.

THE ELKS MAGAZINE has carried in every issue the "Joy of Giving" column to inform our membership and the public of the notable events in which the Foundation has participated and with pictures has shown its readers the Foundation in action.

The Summary of Donations is the best evidence of the effective cooperation received from the District Deputies, State Association officers and committeemen, and innumerable Foundation-conscious members who work every year to build up the principal fund.

The Foundation's Board of Trustees is comprised of Past Grand Exalted Rulers John F. Malley (Chairman), L. A. Lewis, Edward J. McCormick, Sam Stern, H. L. Blackledge, and John E. Fenton.

USED PLAYING CARDS

In many hospitals throughout the country our committees discovered that patients could use more playing cards. They did not necessarily have to be new—just a complete deck of cards in good condition. Inquiries revealed that there were plenty of good used cards in many homes, and a nation-wide drive was launched in November, 1961, to collect them. It was called the "Cards For The Handicapped" collection. The drive started with communications to all lodges requesting the appointment of a committee to conduct the program locally. To acquaint the entire country with our efforts, arrangements were made for effective publicity in daily and weekly newspapers, magazines, radio and television stations. Radio network stars of the stature of Arthur Godfrey, together with local radio broadcasters, pushed the drive on their shows. Newspaper wire services and syndicated columnists carried our appeal. Specially inscribed cartons for

placement in lodges and in public places as collection depots were sent to each lodge.

In most instances, cards were shipped to the nearest Veterans hospital in the state by each lodge. Surplus cards were furnished to local public hospitals and institutions where needed. New decks were sent to the Hospital Braille Committee of the Emergency Aid of Pennsylvania, where this wonderful volunteer organization Brailled them and distributed them to the blind here and abroad.

More than 185,000 decks were collected and distributed. The invaluable and priceless publicity received, if estimated in dollar value, would be something we could never afford. This Nationwide drive gave needed publicity to our program, regardless of the hospital location, because the local lodge was participating. Moreover, the results indicate an enthusiastic interest in the work of the Commission by Elks in all areas of the United States.

OCCUPATIONAL THERAPY

The hospital day is a long one. To utilize idle hours in the long pull for recovery, occupational therapy is employed to keep minds active and fingers busy. It is a treatment which helps coordination and gives strength to unused or injured muscles. It teaches new skills to the handicapped. Patients work with wood, plastics, textiles and other materials. Leathercraft is one of the most popular and beneficial projects. Finished hides are always in great demand. Government budgets are limited, and the need for additional leather always exists.

Several years ago, the Elks of California launched a hide gathering program in their state during the hunting season. Raw skins were collected at central points and shipped to a Los Angeles tannery for processing. Finished leather in brilliant colors was made available to local hospitals, and the surplus was shipped to hospitals in other parts of the country. This activity was soon adopted by neighboring states. Today the Elks in Montana, Wyoming, Oregon, Washington, Nevada, North Dakota, Utah, Arizona, and New Mexico collect skins for this purpose. In Massachusetts, leather, textiles, and plastics are donated to Elks by the many manufacturing concerns in the area. In addition, old radios, TV sets, motors, clocks, watches, and appliances are collected to encourage skills in mechanical repair.

The Veterans Committee of the Ohio State Elks Association has instituted a ceramics program, which has proved extremely popular. The Commission

expects that this Ohio Elks project will take its place alongside our famed Elks leather program in veterans hospitals throughout the country.

COURTESY CARDS AND DURATION STICKERS

Courtesy Cards, issued to blood relatives of members of our Order now serving in the armed forces, who were under 21 years of age at the time of their induction, are still available to all lodges which desire them by writing for a supply to the Elks National Service Commission, Room 2666, 161 East 42nd Street, New York 17, N. Y. By presenting a Courtesy Card, duly approved by the lodge's Exalted Ruler and the Secretary, these young servicemen can enjoy the gracious hospitality of our Elks lodges.

The Duration Sticker was designed in 1942 by your Commission and approved by the Grand Exalted Ruler when it appeared desirable to provide a uniform method of assuring that when an Elk serviceman presented a card stating his dues were paid for the duration, there would be no confusion in the mind of anyone examining that card. All cards bearing the sticker should be honored. The stickers are available to all lodges desiring them by sending their request to the Commission.

CIGARETTES TO KOREA

The symbol of America's armed might and a deterrent to full-scale hostilities is a gallant contingent of American troops stationed in Korea. This has been a military assignment since the cease-fire of the Korean War. It is nerve-racking and lonesome duty, filled with tension and anxiety. From the "Write 'em a letter" campaign in World War II, Elks discovered that a remembrance from home, however small, is a source of encouragement which helps brighten a dreary day. The Elks National Service Commission sends monthly shipments of 100,000 Camel cigarettes, each pack containing an Elk sticker with a cheery message of remembrance together with a reply card. The thousands of these cards returned eloquently express the deep appreciation of our remembrance.

FINANCES

Finances to cover the costs of operating our programs during the past year were realized from balance of funds on hand at April 1, 1961, in amount of \$411,492.57, plus per capita assessment collections received from Grand Lodge of \$256,425.04, an appropriation, unanimously approved at last year's Grand Lodge Session, toward

cost of office maintenance in amount of \$25,000, and from miscellaneous donations and earned interest on securities an additional \$13,549.24. For the same period over-all net expenses totaled \$312,739.27. By applying total expenditures to total revenues received and opening balance, there remains a balance of funds on hand, as of March 31, 1962, of \$393,727.58.

CONCLUSION

Because of the great debt of gratitude that America owes to its defenders, the members of this Commission consider it a great privilege to serve in a patriotic program dedicated to our nation's veterans and servicemen. Translating all of our high ideals and purposes into charitable deeds are our faithful and devoted Elks and their ladies who bring our message of encouragement and cheer into the hospitals. Their compassionate fulfillment of the Elks pledge not to forget our veterans has greatly enhanced the esteem in which our Order is held.

Our Grand Exalted Ruler William A. Wall in his extensive travels throughout the country never missed an opportunity to seek out our Committee workers for praise and commendation. For his many visits to Veterans Administration hospitals and the recognition and encouragement he extended to all, we offer our sincere thanks.

As always, Grand Secretary Lee A. Donaldson and his cooperative staff gave constant assistance in the many details of our program. We are most grateful.

Thanks to the generosity of THE ELKS

GRAND SECRETARY

The membership tables appended to this report cover the period from April 1, 1961, to March 31, 1962. The statements relative to Grand Lodge finances cover the period from June 1, 1961, to May 31, 1962.

MEMBERSHIP GROWTH

While our Order continues to grow, our percentage of gain is gradually decreasing. This year we added to our roll about 1,000 more members than last year, but we lost because of non-payment of dues 7,000 more members than in the previous years. No doubt the business recession we suffered partially accounts for this, but it also indicates that all our lodges are not vigorously pursuing a well conceived Lapsation Program or using the suggestions given them in the Membership Control Manual.

There is no cure-all for the Lapsation

MAGAZINE, a valuable page is assigned each month to keep our membership informed of our work.

The measure of success attained in any Elk endeavor is due primarily to the interest and enthusiastic support of our Past Grand Exalted Rulers, Grand Lodge Officers and Committeemen, District Deputies, and State Association officials. This support has always been given freely and in abundance. We wish to record our appreciation for this wonderful cooperation.

Thanks to Executive Director Brother Bryan J. McKeogh and an efficient and faithful office staff, we have again this year maintained the high standard of operation which has characterized the management of the affairs of the Commission through the years.

The gratifying assistance received in all official areas would fall short of complete achievement of our goals without enthusiastic acceptance and performance by the officers and members of subordinate lodges. Here lies the answer to the great success of this program. Truly, the subordinate lodge is directly responsible for any success we have attained. We are thankful and appreciative for this support.

The members of the Elks National Service Commission submitting this report were: Past Grand Exalted Rulers James T. Hallinan (Chairman), George I. Hall, William J. Jernick, John L. Walker, Emmett T. Anderson, and Fred L. Bohn. Death took four members of the Commission during the year: Past Grand Exalted Rulers Joseph B. Kyle, Frank J. Lonergan, William Hawley Atwell, and Howard R. Davis.

problem, but the constant billing by the Secretary and a live, active Lapsation Committee personally contacting the delinquents can do much to help solve the problem.

This year we initiated a few hundred less than last year, but I strongly feel that if the Membership Committee of every lodge would follow a well planned, intelligent, and selective campaign to secure new members the possibilities are unlimited. Again, there are suggestions in the Membership Control Manual for such an effort.

Twenty-three of our states ended the year with net losses in membership, and a few others would also have shown a loss had it not been for the new lodges organized within their states. This year we instituted 47 lodges, which accounted for about half of our net gain, and this again points out the importance of our continuing to stress

For the 7 out of 8 who need more protection

NEWS OF A REMARKABLE HEALTH INSURANCE PLAN

PAYS MONEY When You're Sick!

When Covered Sickness or Accident Strikes, You Collect Specified Benefits. Today only 1 person in 8 has enough hospitalization insurance. But now there's a wonderful answer . . . a new kind of plan to give you CASH PROTECTION you'll need when sick or hurt. Generous specific benefits for doctors, hospital room, surgeon's fees, drugs, even medicine prescribed when you are out of the hospital. And if you stay well and don't use the benefits, you get a CASH REFUND at maturity. The amount depends on the benefits you have already received, the principal amount selected, and the length of time the policy has been in force. If you need the benefits for covered sickness or off-the-job accidents, the money is there to help you . . . if you don't, you've added to your savings.

PAYS MONEY BACK

If You Stay Well!

When You Stay Well, You Get Cash Back. Why *couldn't* your hospitalization pay you money back if you stay well? It can with this remarkable plan. Could anything make *more* sense? You get liberal benefits for every covered sickness or accident but you *don't* have to be sick or hurt to collect. If you stay well, you get money back! You *can't* lose . . . sick or well, you collect! This new kind of common-sense protection, Policy NC-701, is available only from Bankers Life & Casualty Company as part of the famous White Cross Plan. Send today for the valuable Free Information that gives all the facts and details about this wonderful Health Insurance Plan.

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Find out about these six special features never before combined in one policy:

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the New Lodge Program. As of March 31, 1962, our Order had a total of 2,006 lodges. Grand Lodge programs, fully assuming its responsibilities in its community and offering a program designed to maintain the interest of its members will generally have no membership problem.

SECURITIES

The Grand Lodge holds in its various funds United States Government and other securities in the following amounts, at cost:

- In the General Fund....\$347,435.00
- In the Reserve Fund.... 738,756.86
- In the Home Fund..... 167,785.00

GRAND LODGE FINANCES

Current assets of the Grand Lodge are \$2,458,294.82; fixed assets are \$1,209,384.98, making the total assets of Grand Lodge \$3,667,679.80.

At the Miami Beach Session of the Grand Lodge, the Elks National Memorial and Publication Commission turned over to the Grand Lodge, from the surplus earnings of THE ELKS MAGAZINE, the sum of \$100,000, which was placed in the General Fund of the Grand Lodge and proved of material assistance to the Board of Grand Trustees in making up the final budget.

DISPENSATIONS

Granted by Grand Exalted Ruler John E. Fenton:

DISPENSATION GRANTED	NAME AND NUMBER OF LODGE	INSTITUTED
5-29-61	Kailua, Oahu, Hawaii, No. 2230	6-30-61
6-5-61	Libby, Mont., No. 2231	6-25-61
6-13-61	Weymouth, Mass., No. 2232	6-25-61
6-26-61	Bethlehem, N. Y., No. 2233	10-15-61
6-27-61	Park Ridge, N. J., No. 2234	1-14-62
6-27-61	Carteret, N. J., No. 2235	10-15-61
6-27-61	West Milford, N. J., No. 2236	10-1-61
6-27-61	Cedar Grove, N. J., No. 2237	9-17-61
6-30-61	Sacausus, N. J., No. 2238	1-7-62
7-8-61	Fallon, Nev., No. 2239	9-9-61
7-8-61	Hawthorne, Cal., No. 2240	9-16-61
7-8-61	San Leandro, Cal., No. 2241	10-7-61

Granted by Grand Exalted Ruler William A. Wall:

7-31-61	Downers Grove, Ill., No. 2242	10-22-61
7-31-61	Encinitas, Cal., No. 2243	10-11-61
8-29-61	Austell, Ga., No. 2244	9-20-61
9-28-61	Edinburg, Texas, No. 2245	10-22-61
10-18-61	Livonia, Mich., No. 2246	12-10-61
10-18-61	Searcy, Ark., No. 2247	11-18-61
12-8-61	Roseville, Cal., No. 2248	2-4-62
1-15-62	Warrendale, Pa., No. 2249	2-4-62
1-15-62	Cozad, Neb., No. 2250	2-18-62
1-24-62	Tempe, Ariz., No. 2251	2-24-62
2-9-62	Watchung Hills, N. J., No. 2252	3-4-62
2-15-62	Clay Center, Kans., No. 2253	3-25-62
2-16-62	Oak Lawn, Ill., No. 2254	3-25-62
2-19-62	Tampa Bay, Fla., No. 2255	3-11-62
2-26-62	Pensacola Beach, Fla., No. 2256	3-24-62
3-7-62	West Shore, Pa., No. 2257	3-25-62
3-8-62	Wheaton, Ill., No. 2258	3-24-62
3-9-62	Fairmont, Minn., No. 2259	5-5-62
3-13-62	Hawthorne, N. J., No. 2260	3-25-62
4-9-62	Detroit Lakes, Minn., No. 2261	
4-17-62	Hamilton, N. J., No. 2262	
4-24-62	Lake Oswego, Ore., No. 2263	

SPECIAL NOTE: At the time the 1961 Annual Report of the Grand Secretary went to press, we had not received formal report of the institution of nine lodges, for which dispensations had been granted by Grand Exalted Ruler John E. Fenton. Dates of institution of these lodges were as follows:

Potosi, Mo., No. 2218	5-28-61
Columbia, Ky., No. 2219	4-30-61
Fairfield, Conn., No. 2220	5-28-61
Hopkins, Minn., No. 2221	5-6-61
Enfield, Conn., No. 2222	5-21-61
Greenwich, N. Y., No. 2223	6-18-61
Hamden, Conn., No. 2224	5-28-61
Derry-Salem, N. H., No. 2226	5-28-61
Sayre Wood (Madison Township), N. J., No. 2229	5-6-61

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Welfare, and Patriotic activities in which subordinate lodges are engaged, together with total moneys expended for the same during the lodge year from April 1, 1961 through March 31, 1962:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 632,361.50
Summer Outings, Camps, and Health Resorts	302,653.83
Cerebral Palsy	652,494.59
Crippled Children	805,275.68
Medical Aid and Hospitals	401,664.86
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,079,725.69
Elks National Foundation	306,258.64
Youth Work (except for Scholarships, Free Textbooks, etc.)	1,080,670.29
Scholarships, Free Textbooks, etc.	421,864.63

Red Cross, Salvation Army, etc.	262,582.55
Veterans' Relief	175,559.25
Miscellaneous	640,385.87
Flag Day, Constitution Day, Fourth of July, etc.	244,796.09
Total	\$7,006,293.47

ACTIVITIES BY STATES

The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period from April 1, 1961 to March 31, 1962:

STATE	AMOUNT	STATE	AMOUNT
Alabama	\$ 63,659.54	Nevada	36,039.29
Alaska	59,534.23	New Hampshire	18,224.13
Arizona	131,969.75	New Jersey	410,703.98
Arkansas	25,861.20	New Mexico	71,276.79
California	1,095,664.65	New York	374,335.06
Canal Zone	6,724.14	North Carolina	115,665.75
Colorado	240,319.34	North Dakota	61,994.47
Connecticut	116,787.00	Ohio	170,576.37
Florida	241,292.87	Oklahoma	72,261.27
Georgia	225,647.12	Oregon	260,188.37
Guam	3,209.83	Pennsylvania	331,372.07
Hawaii	6,688.81	Philippine Islands	2,532.50
Idaho	105,174.29	Puerto Rico	No Record
Illinois	317,642.17	Rhode Island	44,136.19
Indiana	187,949.00	South Carolina	63,588.77
Iowa	84,686.95	South Dakota	58,532.29
Kansas	94,866.11	Tennessee	84,753.97
Kentucky	37,738.28	Texas	178,102.20
Louisiana	22,753.17	Utah	83,755.53
Maine	29,130.27	Vermont	39,486.47
Maryland, Delaware, Dist. of Columbia	71,871.45	Virginia	64,722.23
Massachusetts	270,192.61	Washington	272,579.52
Michigan	179,800.20	West Virginia	90,057.24
Minnesota	66,858.22	Wisconsin	101,116.10
Mississippi	17,413.42	Wyoming	36,653.82
Missouri	66,409.90		
Montana	105,870.18		
Nebraska	87,924.39	Total	\$7,006,293.47

Membership by States — 1962

State	Membership	State	Membership
Alabama	8,160	Montana	23,054
Alaska	7,847	Nebraska	20,811
Arizona	20,380	Nevada	6,310
Arkansas	3,613	New Hampshire	6,579
California	149,468	New Jersey	39,787
Canal Zone	1,205	New Mexico	9,579
Colorado	31,967	New York	78,195
Connecticut	23,594	North Carolina	13,596
Florida	36,391	North Dakota	16,719
Georgia	20,170	Ohio	56,678
Guam	238	Oklahoma	11,209
Hawaii	1,828	Oregon	54,224
Idaho	20,965	Pennsylvania	87,516
Illinois	66,963	Philippine Islands	362
Indiana	49,934	Puerto Rico	708
Iowa	32,508	Rhode Island	7,234
Kansas	25,512	South Carolina	8,897
Kentucky	7,317	South Dakota	11,500
Louisiana	3,338	Tennessee	12,279
Maine	5,896	Texas	24,276
Maryland, Delaware, Dist. of Columbia	11,494	Utah	6,570
Massachusetts	41,154	Vermont	6,375
Michigan	51,679	Virginia	12,206
Minnesota	15,101	Washington	67,818
Mississippi	3,423	West Virginia	21,100
Missouri	12,080	Wisconsin	26,480
		Wyoming	12,317
Total	1,294,604		

Membership Gains and Losses by States

Lodge Year Ended March 31, 1962					
STATE	GAIN	LOSS	STATE	GAIN	LOSS
Alabama	46		Nebraska	1,876	
Alaska		22	Nevada	1,122	
Arizona	535		New Hampshire		45
Arkansas		129	New Jersey		640
California	4,013		New Mexico		133
Canal Zone		7	New York		1,154
Colorado		502	North Carolina		219
Connecticut		533	North Dakota		632
Florida		305	Ohio		1,132
Georgia		153	Oklahoma		308
Guam		55	Oregon		1,181
Hawaii		175	Pennsylvania		41
Idaho		47	Philippine Islands		27
Illinois		635	Puerto Rico		85
Indiana		772	Rhode Island		11
Iowa		872	South Carolina		654
Kansas		297	South Dakota		228
Kentucky		174	Tennessee		159
Louisiana		289	Texas		372
Maine		23	Utah		290
Maryland, Delaware, Dist. of Columbia		242	Vermont		24
Massachusetts		101	Virginia		330
Michigan		629	Washington		3,375
Minnesota		409	West Virginia		3
Mississippi		96	Wisconsin		583
Missouri		235	Wyoming		200
Montana		566			
Total	Gain, 20,383	Loss, 6,303	Net Gain,	14,080	

News of the State Associations

(Continued from page 12)

George Carver, the Home's Managing Director, spoke on that facility as well as the Home Mobile Therapy Program sponsored by the Florida Elks in conjunction with the Crippled Children's Commission. This latter project now has four units in the field and the therapists manning each were introduced to the audience. The Association spent \$253,000 on their Major Projects during the past year.

At the Memorial Services, Past President C. I. Campbell eulogized the late Past President James J. Fernandez, and former District Deputy R. W. Clements delivered the address. The Ritualistic Contest was won by West Palm Beach Lodge, Mr. Wall's home lodge, for the fifth consecutive year.

Chairman Otto Wettstein III delivered the report of his Americanism

Committee and presented a \$250 prize to Janice Noriega who won the State-sponsored Americanism Essay Contest. Youth Leaders Bernadette Grall of West Palm Beach, and Jerry L. Beasley of Fort Lauderdale were rewarded by State Youth Chairman Ross Boyer.

Tampa was selected as the 1963 Convention site, with the following officers to serve until then: President A. C. Van Horn, Jr., Panama City; Vice-Presidents Grady Albritton, Pensacola, M. F. Brunson, Gainesville, J. A. Morris, Winter Park, J. W. Lyons, Tarpon Springs, R. A. Robinson, Sebring, R. G. Hupfel, Stuart-Jensen, and F. M. Richardson, Fort Lauderdale. Secretary is William Lieberman, Leesburg; Treasurer F. J. Holt, Miami; Historian William Partain, Jr., San Mateo; Tiler C. H. Brown, Fort Lauderdale; Sgt.-at-Arms J. C.

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Virginia	Richmond	Aug. 11-12-13-14
West Virginia	Parkersburg	Aug. 15-16-17-18
Md., Del., D.C.	Cumberland	Aug. 23-24-25-26
Tennessee	Knoxville	Sept. 13-14-15
California	San Francisco	Sept. 20-21-22
Colorado	Grand Junction	Sept. 20-21-22
Nevada	Elko	Sept. 26-27-28-29
*Missouri	Joplin	Sept. 28-29-30
*Seasonal Conference		

Faircloth, Tampa; Organist E. J. Mahlmeister, Boynton Beach, and Chaplain C. P. LeMoyné, Fort Myers. Past President C. H. Talton of Daytona Beach is a seven-year Trustee and new Directors of the Board include C. I. Campbell, Tampa, G. W. Miller, Perry, T. E. Mallem, Jacksonville, C. N. Jones, Cocoa, R. H. Pride, Clearwater, W. S. Compton, Fort Myers, R. J. Skanes, Lake Worth, and O. R. Matousek, Homestead. • •

FREEDOMS FOUNDATION HONORS ORDER



For its great contributions to the better understanding of the American way of life, the Benevolent and Protective Order of Elks has been awarded a George Washington Honor Medal from Freedoms Foundation of Valley Forge, Pa. The medal was accepted for the Order by Past Grand Exalted Ruler William J. Jernick at ceremonies in the Board of Governors room of the New York Stock Exchange in May. The Order was cited for its Americanism Program, its annual Flag Day observance, and its annual National Youth Leadership Contest. The award was presented by Admiral Felix B. Stump, USN (Ret.), vice-chairman of the Freedoms Foundation, at left, and Dr. Kenneth D. Wells, center, president of the Foundation. The Order also was awarded an honor certificate for the editorial "Who's A Capitalist?" published in THE ELKS MAGAZINE, September, 1960.

Bargain Counter

(Continued from page 7)

the business world—fall into several groups. Stores like Korvette, King's, Towers Marts, Jubilee City, Bargain City U.S.A., and Zayre's follow the traditional department store format. Another hundred-plus operate under a closed-door policy, which requires meeting certain qualifications and paying a fee. Memberships are usually open to groups such as federal, state, or municipal employees, teachers, armed forces personnel and reservists, and even home owners. Another type is the farmer's market discounter, whose sites of operation are located mainly in Pennsylvania, New Jersey, Delaware, and Long Island.

Some discounters are single or small chain operators. Others are part of large chains operating regionally or nationally. Discounting is proving such a fertile field that such famous chain retailing names as F. W. Woolworth, Kresge, A. & P., Grand Union, Allied Stores, Food Fair, Walgreen, Penn Fruit, and City Stores are dipping their toes in the water, many in a big way.

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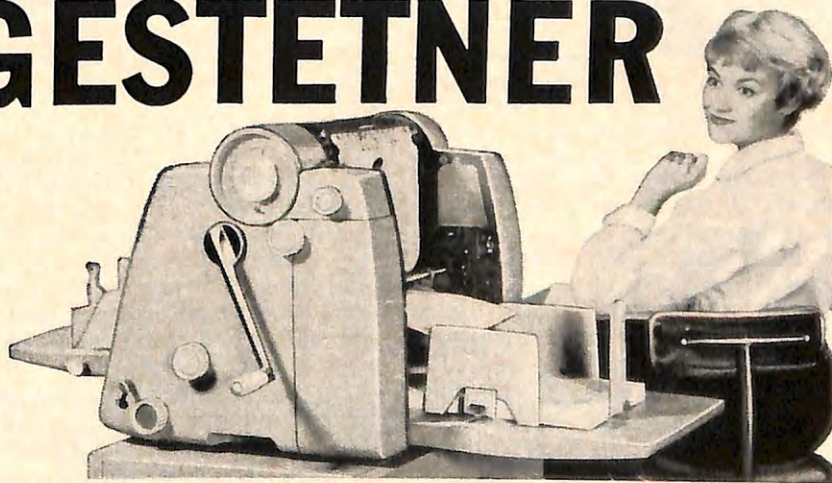
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WHAT HAPPENED? The stencil duplicator performed like a miniature printing press — producing fine line art, halftone reproductions, complex forms, and even paste-up layouts — from electronically imaged stencils—and with all the operating simplicity and economy of the old-fashioned mimeo.

GESTETNER



GESTETNER meets a long felt need for a simple, economical office printing machine that can supply you with most of your every-day printing needs—without skilled help or training. Gestetner is an advanced type of stencil duplicator with dual cylinders, printer's ink, automatic controls and other features hitherto found only in the modern printing press.

MAIL THE COUPON FOR COMPLETE DETAILS

Gestetner CORPORATION

216 Lake Avenue, Dept. 81 Yonkers, N. Y.
Send descriptive literature.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

News of the State Associations

(Continued from page 12)

George Carver, the Home's Managing Director, spoke on that facility as well as the Home Mobile Therapy Program sponsored by the Florida Elks in conjunction with the Crippled Children's Commission. This latter project now has four units in the field and the therapists manning each were introduced to the audience. The Association spent \$253,000 on their Major Projects during the past year.

At the Memorial Services, Past President C. I. Campbell eulogized the late Past President James J. Fernandez, and former District Deputy R. W. Clements delivered the address. The Ritualistic Contest was won by West Palm Beach Lodge, Mr. Wall's home lodge, for the fifth consecutive year.

Chairman Otto Wettstein III delivered the report of his Americanism

Committee and presented a \$250 prize to Janice Noriega who won the State-sponsored Americanism Essay Contest. Youth Leaders Bernadette Grall of West Palm Beach, and Jerry L. Beasley of Fort Lauderdale were rewarded by State Youth Chairman Ross Boyer.

Tampa was selected as the 1963 Convention site, with the following officers to serve until then: President A. C. Van Horn, Jr., Panama City; Vice-Presidents Grady Albritton, Pensacola, M. F. Brunson, Gainesville, J. A. Morris, Winter Park, J. W. Lyons, Tarpon Springs, R. A. Robinson, Sebring, R. G. Hupfel, Stuart-Jensen, and F. M. Richardson, Fort Lauderdale. Secretary is William Lieberman, Leesburg; Treasurer F. J. Holt, Miami; Historian William Partain, Jr., San Mateo; Tiler C. H. Brown, Fort Lauderdale; Sgt.-at-Arms J. C.

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Virginia	Richmond	Aug. 11-12-13-14
West Virginia	Parkersburg	Aug. 15-16-17-18
Md., Del., D.C.	Cumberland	Aug. 23-24-25-26
Tennessee	Knoxville	Sept. 13-14-15
California	San Francisco	Sept. 20-21-22
Colorado	Grand Junction	Sept. 20-21-22
Nevada	Elko	Sept. 26-27-28-29
*Missouri	Joplin	Sept. 28-29-30
*Seasonal Conference		

Faircloth, Tampa; Organist E. J. Mahlmeister, Boynton Beach, and Chaplain G. P. LeMoyné, Fort Myers. Past President C. H. Talton of Daytona Beach is a seven-year Trustee and new Directors of the Board include C. I. Campbell, Tampa, G. W. Miller, Perry, T. E. Malle, Jacksonville, C. N. Jones, Cocoa, R. H. Pride, Clearwater, W. S. Compton, Fort Myers, R. J. Skanes, Lake Worth, and O. R. Matousek, Homestead. • •

Bargain Counter

(Continued from page 7)

FREEDOMS FOUNDATION HONORS ORDER



For its great contributions to the better understanding of the American way of life, the Benevolent and Protective Order of Elks has been awarded a George Washington Honor Medal from Freedoms Foundation of Valley Forge, Pa. The medal was accepted for the Order by Past Grand Exalted Ruler William J. Jernick at ceremonies in the Board of Governors room of the New York Stock Exchange in May. The Order was cited for its Americanism Program, its annual Flag Day observance, and its annual National Youth Leadership Contest. The award was presented by Admiral Felix B. Stump, USN (Ret.), vice-chairman of the Freedoms Foundation, at left, and Dr. Kenneth D. Wells, center, president of the Foundation. The Order also was awarded an honor certificate for the editorial "Who's A Capitalist?" published in THE ELKS MAGAZINE, September, 1960.

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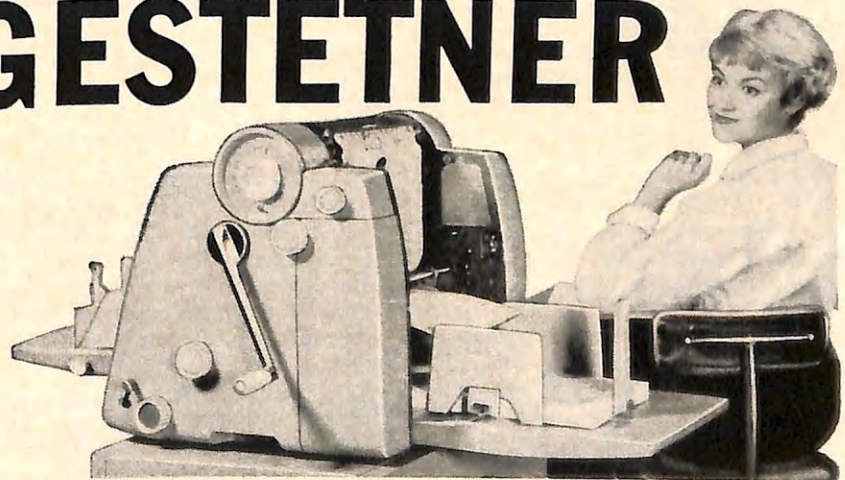
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MAIL THE COUPON FOR COMPLETE DETAILS

Gestetner CORPORATION

216 Lake Avenue, Dept. 81 Yonkers, N. Y.
Send descriptive literature.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

His Putter Was Hot

By DOUG FORD
U.S. RYDER CUP TEAM MEMBER



Art sent me



WILLARD MULLIN

When they talk about championship finishes, I'll always remember the one my buddy, Art Wall, put on to win the 1959 Masters' title at Augusta. It was the best I ever saw.

Behind the leaders by six strokes going into the final round, Art seemed destined to finish pretty far back. But he shot the first nine in 34, two under par, to close in on the front runners.

Art bogied the 10th to lose another stroke, and his pars on 11 and 12 still left him a long way from the leaders.

Then, Art's glass-shafted putter got smoking hot. He rolled in a 15-footer on the 13th hole for a birdie, and he picked up another birdie with a 20-foot putt on the 14th. He birdied the long 15th as the gallery and the press back at the clubhouse began to check the scoreboard to see whether this "impossible" finish might not still be possible.

On the short 16th, Art picked up a

par and came to the 17th tee definitely in contention. The pressure didn't bother him. He sent a fine tee shot down the middle and followed with a No. 6 iron shot just 15 feet from the pin. He rammed home the putt again for another birdie, and the gallery went wild with excitement.

On the final hole, Art boomed out his best drive of the tournament. His No. 9 iron shot left him 12 feet from the cup. His putter was still scorching, and he dropped the putt for a final round of 66 and won the Masters.

Wall had birdied five of the final six holes in one of the world's toughest tests of golf. He'd come from six strokes back to win \$15,000 in prize money plus the praise of the 27,000 spectators and millions more who watched on television. For everyone, Art's spectacular finish was one never to be forgotten.

—As interviewed by Harold Rosenthal

at prices below manufacturers' suggested retail prices. Customers select goods from catalogs that include almost everything except food and cars. Orders are placed through the mail and fulfilled the same way. Some mail-order houses also maintain showrooms; in such instances, a customer may need a membership card in order to buy, and cards are usually restricted to personnel of large companies. The development of this facet of discounting foreshadowed today's closed-door discounters.

Many discount-store owners are combination landlords and sales promotion experts. They rent space to other merchants, firms, or organizations, which means that a discount-store customer can buy from specialists in clothing, appliances, food, drugs, records, shoes, hardware, liquor, etc. Restaurant concessions and even pizza parlors may be included. Some marts own and operate most of their departments but invite specialists to round out the operation. In some cases, local merchants are invited to run departments in their particular specialty, thus giving them the opportunity to work both sides of the selling street.

Discounting's rapid expansion has been responsible for the development of a number of firms that specialize as leased operators. For example, Unishops Shops, Inc., of Jersey City, New Jersey, runs men's and boys' clothing units in 109 discount stores. H. L. Klion, Inc., Westbury, New York, a furniture concern, is the only leased operator of any sort in the 17-store Korvette chain. Banner Industries, St. Louis, runs hardware, tools, toys, and sporting goods departments, while Kay Jewelry Stores, Washington, D.C., has 25 leased jewelry departments among its more than 150 units.

Here is how the leased department operation works:

First, the specialist leases space. Under the terms of the lease, which may run from one to 10 years, the lessee agrees to pay the mart owner a fixed percentage, ranging from six to 10 per cent, of his gross sales against a guaranteed minimum. The store owner assumes responsibility for all advertising and promotion and the coordination of housekeeping activities.

Then, after installing racks, displays, or counters, purchasing stock, and lining up personnel, the specialist is ready to do business.

Many discounters have adopted the supermarket checkout system. Cash registers at checkout points code sales by departments, thus simplifying bookkeeping. Needless to say, overhead is reduced by the self-service type of operation.

Because offering customers attractively priced merchandise is the key

to success in discounting, the lease operator must agree to meet all price competition within a certain mileage area. Depending on the item, the discounter's markup ranges from 16-28 per cent, as compared to the 20-35 per cent standard followed by many traditional department stores. In addition, the tenant must also agree to participate in promotional pushes to attract customers. One New Jersey discount center recently sold nationally advertised LP records for three cents each, and not long ago a Long Island mart's week-end special was a pound of top-brand bacon for a nickel.

But if the big firms display a show of strength in major discount department stores and specialty units, it's the small merchant who's the strongman in the farmer's market discount centers. The 183,000 square-foot Pennsauken, N.J., Merchandise Mart has 200 different departments in which everything from handwriting analysis to hardware is sold. Special features include a self-service lumber yard, an automated bowling alley, and a half-dozen restaurants and delicatessens.

"The little merchant is getting a break in our farmer's markets," explains Jules Balaban, executive director of the Pennsauken mart and a smaller one in Montgomeryville, Pa.

"We've taken the small merchant, surrounded him with 200 others, given him the pulling power of a department store. We cater to the middle-income consumer, the one who makes around \$7,500 a year. We're interested in the guy who wants to stretch a buck, and we don't pretend to be Lord & Taylor.

"We've borrowed the concept of the Pennsylvania Dutch farmer's market. We rent on a short-lease basis, have very little turnover, and presently have 85 per cent of the shops we started with in 1956. We deal in volume and want merchants who can meet or beat the competition. They can afford to because they deal in volume," Balaban says.

The low margin retailer, whether in the huge marts in California, Texas, Indiana, or New York, or the Jersey farmer's market, rely heavily on big volume, low overhead, the attraction of name brands, and promotion campaigns that would make John Wanamaker or Marshall Field shudder in surprise and, perhaps, envy.

"A discount house is a combination of the midway and Main Street under one roof," says an executive of a New York-based chain. "We've combined leisure with pleasure. There's something in our stores for every member of the family. And we do our best business on rainy days, because dad brings the wife and kids, parks the car, and the entire family enjoys themselves shopping, eating, or just

browsing around for a few hours."

Gala promotional efforts help to keep the discounters' parking lots filled. Actress Jayne Mansfield has developed a profitable sideline by participating in mart openings in California and Arizona; Art Linkletter was the big attraction when a huge Kansas City discount center opened recently. Besides personalities, other gimmicks are used. A Toronto store enlisted professional dancers to teach patrons the Twist; later, contests were staged. There were even prizes for pre-school Twisters.

Stocking nationally advertised brands, however, remains one of the soundest lures for drawing patrons into discount stores. This aspect of discounting is a point of irritation to traditional retailers and often a big headache for manufacturers and distributors. In the soft goods field—wearing apparel, bedding, linens, and so forth—traditional retailers and customers alike have accused some discounters of advertising top name brands as a come-on, when only a very limited supply of the goods was in stock.

"If the public continues to remain unaware that the offering of a few brand-name products is nothing but 'bait' for a vast stock of products of unknown make and unknown value, then the list of retail business failures is going to spiral," Joseph Daroff, president of H. Daroff and Sons, manufacturers of nationally advertised men's clothing, recently told the Philadelphia Men's Apparel Club.

"Not too long ago a discounter right here in the Philadelphia area ran a big ad announcing he was selling our national brand, fair-traded clothing at an extremely low, cut-rate price," Daroff said. "We sent a shopper from our firm—a man who knows clothing—out to this discount store. He did find about 150 of our suits on sale—suits that must have been obtained from some retail source, for we certainly didn't sell them to this discounter.

"But here is what else the shopper found. He found about 700 other suits on the racks bearing a different and unknown label. Inspection by our man showed him these were obviously a cheap make—a No. 2 suit. When he asked about these suits, he was told, and I quote: 'Oh, these were made by Botany 500. They just got a different label in them.' That's the answer he got," Daroff said.

Then again, the maker of a leading men's shirt had a major problem on his hands last Christmas when a discount store in a Midwestern city sold his \$5.95 shirt for \$3.50. Dozens of independent retailers and department store buyers deluged the manufacturer with complaints. A check revealed



A NEW TWIST TO COIN-OPERATED DRYCLEANING

Betty Brite is a glamorous and exciting new name in the coin-op drycleaning field. And that is only the beginning.

Betty Brite coin-op machines, built by Detrex Chemical Industries, Inc., are outstanding for finer, faster cleaning and economical, dependable operation.

Betty Brite store fronts, interior decor and facilities are outstanding in customer-appealing appearance, comfort and convenience.

Detrex Betty Brite advertising-merchandising support is outstanding in both quantity and quality, starting with a dramatic grand opening package.

Detrex Betty Brite profitability is outstanding among all coin-op installations. The Detrex background, experience and success in the synthetic drycleaning industry is of immeasurable benefit to the success of Betty Brite stores.

Check with your Detrex distributor or write, wire or phone—

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CHEMICAL INDUSTRIES, INC.
BOX 501, DEPT. E, DETROIT 32, MICH.

franchised auto dealer?

Recent research done for *The Elks Magazine* indicates that about 20% of the nation's franchised automobile dealers are Elks.

We are trying to gather comprehensive, up-to-date information about the extent of the automotive market among Elks and we frankly need your help.

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.

862

AUTOMOTIVE QUESTIONNAIRE

THE ELKS MAGAZINE, 386 Park Ave., South, New York 16



I am a Multiple Dealer Exclusive Dealer

Franchise(s) Held (make).....

Do you feel automotive advertising in THE ELKS MAGAZINE will aid your business?

YES NO

COMPANY NAME.....

COMPANY ADDRESS.....

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

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

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

All information contained herein will be kept strictly confidential

that the shirts had been bought through another retailer.

Some clothing manufacturers with national brands keep a close watch on shipments, even coding garments to provide an easy check in the event their lines get into discount stores.

"No major men's apparel brand label is now, or ever has been, sold to discount stores, and, speaking for Van Heusen, I can openly say we will never sell them," Stanley C. Gillette, marketing vice president, Phillips-Van Heusen Corp., once told a group of New York retailers. "We don't believe that the apparel field can successfully sell these two completely different markets," Gillette subsequently told this reporter.

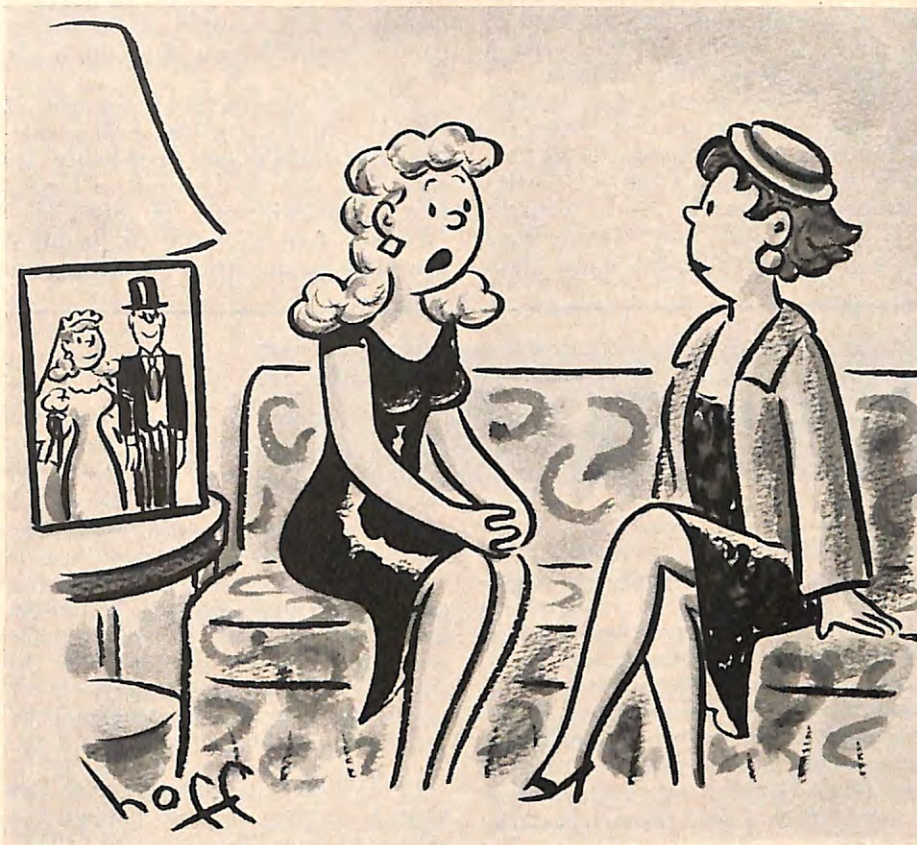
But since there are hundreds of clothing manufacturers, as compared with about 15 major makers of appliances, and radio and TV sets, expansion in discounting has seen many small and medium-sized clothing concerns concentrate on meeting the needs of these new markets. Many now sell a majority of their production to discount outlets.

Furthermore, discount chain executives and buyers emphatically point out that their buying power enables them to get first-line merchandise. "We carry only first-quality merchandise at popular prices and we instruct our buyers to buy as if they were doing it for a specialty shop," says I. Budd Rockower of Rockower Brothers, Inc.

Samuel Rosenstein, president of Towers Marts International, Inc., one of the largest discount chains, disputes the claim that discounters rely on the public's lack of knowledge and gullibility regarding products and price.

"The view that the consuming public can be fooled is a tired canard," Rosenstein says. "The general consumer knows what he wants, is aware of what price tag hangs on comparable merchandise in other stores, and is quick to register protest when misrepresentation occurs. Reputable discounters can prosper only when they furnish quality in company with value. Since the only valid measure of success in retailing is public acceptance, it is obvious that these essentials have been observed by the industry at large. If the alleged deceptions had been standard practice, we would have been exposed and abandoned by consumers long before we grew into a bouncing, \$4 billion giant," he declares.

Faced with the brand name problem, especially in clothing, discounters have started to develop their own brands. Korvette has signed Charles James, one of America's top women's high-fashion stylists, to design dresses and coats for sale in its new Fifth Avenue store. James' designs, which are priced between \$50 and \$100, are to be made by manufacturers retained by Korvette.



"Things aren't working out the way I expected. He likes my cooking and we never go out to eat."

THE ELKS MAGAZINE

Manufacturers in other fields have found themselves in the untenable role of trying to protect their brand-name image with the public, while trying to figure out ways to sell to discounters. Some have a new approach. They are manufacturing their nationally advertised brands but are also producing a separate line under a different name for the discount trade.

But this approach is far from satisfactory; the manufacturers who sell both the traditionalists and the discounters find themselves in a tight spot. "Some manufacturers are flirting with disaster," says Bernard Litvak, chairman of the board of Lit Brothers, Pennsylvania-New Jersey department store chain and a vice-president of City Stores, owners of department stores and specialty shops throughout the country. "The traditional retailer," he says, "will not stand for double standards."

The key to the manufacturers' dilemma is the fair trade law on the books of 45 states but not enforced in all; however, if a state has a fair trade law and the manufacturer wants it enforced, he can. One of the major cosmetic firms, for instance, will not sell to any retailer—traditional or discount—in a state where fair trade prices are legal, unless the retailer agrees to market the items at suggested prices.

In the early days, the discounter often had to get merchandise wherever he could. But when state courts began invalidating many of the fair trade pacts, major makers of appliances, cameras, household furnishings, and other lines decided not to press the issue. The gates to large-scale discounting swung open.

The future for fair trading doesn't appear too bright, according to Morton Simon, Philadelphia attorney and a national authority on marketing and advertising law. "Fair trade is used most frequently in a seller's market when there is a high dollar. When you get into a highly competitive market, fair trade tends to slip," Simon observes.

"Fair trade seems to be on the downgrade, and the discounting operation is helping to kill it," Simon adds.

Some retailers, especially in the appliance field, have stopped dealing with companies that sell to discount competitors. A major dealer in suburban Washington, D. C., immediately stopped selling a nationally advertised appliance line when he found the same brand displayed at a new discount mart. An Oklahoma City dealer found a way to solve the problem; he opened his own discount store department under another name.

Yet even with all the new competition from discounters, Mort Farr, chair-

THE LUCKIEST \$7 I EVER SPENT

By a Wall Street Journal
Subscriber

Not long ago I picked up my first copy of The Wall Street Journal. I expected dull reading. Imagine my surprise when I found some of the best articles I'd ever read!

I sent for a Trial Subscription. For the first time in my life I began to understand why some men get ahead while others stay behind. I read about new inventions, new industries and new ways of increasing my income. Also I got ideas on what to do to reduce living expenses and taxes. My Trial Subscription to The Journal cost me \$7. It was the luckiest \$7 I ever spent. It has put me hundreds of dollars ahead already.

This story is typical. The Journal is a wonderful aid to men making \$7,500 to \$30,000 a year. To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in eight cities from coast to coast.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for 3 months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y. EM-8



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Official Emblems embroidered in full color.

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man of the board of the National Association of Radio-TV and Appliance Dealers, says that independent retailers still do 42 per cent of the business done in the industry. Farr contends that the independents have stability and guarantee of service going for them.

"In every market in the country where the independent dealer handles his own service and gives personal attention, he's prospering," Farr says.

"Discount houses try to give the illusion of over-all value. They try to build an image on brands, and they make a profit on what people don't know."

With 40 years of experience in retailing, Farr is not as worried about discounters as some of his associates. "No form of retailing has taken over in this country. Look when Sears, Roebuck first started. Everybody thought they were going to put independent busi-

ness-men out of business. What may happen is that we may go back to a more specialized form of retailing," he continues.

Victor P. Joerndt, 1961 president of NARAD, thinks that the smaller independent dealer's only possibility for survival is through cooperative buying from a manufacturer or distributor. "We must face up to this fact before it is too late for any action at all," he says.

LETTERS FROM OUR READERS

I enjoyed the article entitled "Reduce Risk, Not Profit" (June issue) and certainly think we should have more such articles to inform the businessman of the type of insurance that he should carry. In many instances, a third party's advice on matters of insurance can bear more weight than an insurance man's.

ROBERT D. HAMPTON
CLARKSBURG, W. VA.

The article "Reduce Risk, Not Profit" by Dickson Hartwell strikes me as being exceptionally good. While Mr. Hartwell apparently designed it for purchasers of insurance, it has great value for the agency force of any insurance company.

R. S. OWEN
SEATTLE, WASH.

Being an independent insurance agent, I would like to take this opportunity to congratulate you and your writer, Dickson Hartwell, for his article "Reduce Risk, Not Profit." It is very timely and should be well received by all who read it. To you, Mr. Hartwell, may I say, "A job well done." To you, Mr. Editor, "Thanks for printing it."

JOE C. FOSTER
COLUMBIA, TENN.

I have been reading THE ELKS MAGAZINE for 24 years. The best issue that I remember ever seeing was the June issue. I realize that every issue cannot be a 40th Anniversary Issue, but in this one the stories seem particularly diversified, of interest and informative to both brothers and their ladies.

JOHN L. BEAVER
READING, PA.

I have just read the 40th Anniversary Issue of THE ELKS MAGAZINE, and

I want to commend you for the publication of the fine article, "Reduce Risk, Not Profit," written by Dickson Hartwell.

Property and casualty insurance is my profession, and I must say that I was happy to see a magazine, such as yours, doing this service for its many readers who are owners or managers of small businesses.

RALPH D. RUDRUD
FARGO, N. DAK.

My husband and I wish to commend your publication for taking up the fight against communism through the feature "Freedom's Facts." I am sure these articles will help to alert citizens to the communist menace.

MRS. LOGAN K. PRICE
SPOKANE, WASH.

My congratulations on the 40th Anniversary Issue of THE ELKS MAGAZINE and sincere wishes for good luck and success in the future.

PETER MARSICANO
HOBOKEN, N. J.

The 40th Anniversary Issue of THE ELKS MAGAZINE is before me. Congratulations. It is splendid; I can't remember seeing an issue with so many interesting features.

OSCAR C. WATSON
VERNAL, UTAH

On behalf of the Morris Park Civic Association of Queens County (N. Y.), Inc., we want to congratulate THE ELKS MAGAZINE on the outstanding article "Our Vandalized Schools" (May issue), by Raymond Schuessler. We subscribe wholeheartedly to the statement that school vandalism is the concern of every citizen.

JAMES J. CREEGAN, *President*
JOHN RAPP, *Field Secretary*

I was recently pleased to receive my copy of the 40th Anniversary Issue of THE ELKS MAGAZINE. Having been a member of Tallahassee, Fla., Lodge for only a few months, it was certainly gratifying to be able to delve into the Order's history via the magazine.

J. ROBERT McCLURE JR.

In the 40th Anniversary Issue of THE ELKS MAGAZINE, on page 7, there is a picture of three GIs, captioned "1944." I strongly suspect that my back is shown in the foreground of that picture.

PAUL C. LOUDER
BISMARCK, N. DAK.

On March 31, Sebring, Fla., Lodge chalked up another year showing no delinquent dues on its books. This makes a total of six consecutive years our treasurer has made such a report. Here at Sebring, we feel this may be a state record, perhaps a national one. At any rate, we're proud of our record.

GEORGE W. CAMERON, *Secretary*

I see THE ELKS MAGAZINE because my father is a member of the B.P.O.E. I have read many of your articles and have found them very interesting.

In the May issue there was an article entitled "Four Speeds Forward" by Harry Walton. I found this article extremely interesting, but I would like to clear up one thing. He listed the makes that have [a four-speed manual transmission] and those that don't. Among the latter he included the Mercury.

Mercury does make a car that has an optional four-speed stick shift, called the Monterey S-55. Perhaps when the article was written the car had not yet been announced.

PETER F. DAVOLI JR.
HAVERHILL, MASS.

Reader Davoli is right on both counts: Mercury makes such a car, and it hadn't been introduced at the time Harry Walton wrote the article.

Richard Sanzo, senior editor of the business education division of Dun & Bradstreet, Inc., said the competition posed by discount stores is one of the major concerns of the small businessmen subscribing to its educational service. He says small retailers can meet this new competition if they know their business, refuse to be frightened by change, and are willing to study their competition carefully.

Because discounters have stretched the clock to appeal to the convenience of family shopping, they've shaken and, in many instances, forced other merchants to realign their business hours. Evening shopping, especially in the latter part of the week, is lucrative for discount stores. As a result, some open at noon and operate until 10 or 11 P.M. A few California centers run on a 24-hour shift, a schedule some supermarkets there also follow.

Although business has boomed, discounters in many areas are encountering their biggest problem from an ordinance that goes back to 18th Century New England: the Sunday blue laws. Twenty-eight states forbid some types of Sunday sales. In some states, blue laws have been on the books for generations without being enforced; others have recently added them to their books, often sparked by joint pressure from church groups, downtown department stores, and independent merchant groups.

From Pennsylvania to Missouri, West Virginia to Colorado and Texas, judges have heard hundreds of cases involving Sunday laws. Missouri became a battleground when its Supreme Court upheld a 136-year law limiting Sunday sales to food, medicine and "articles of immediate necessity." Merchants in nearby Kansas found Sunday business improving when its Supreme Court voided the state's Sunday sales law.

Texas recently passed a law forbidding a store to remain open both Saturday and Sunday, if the same type of merchandise was sold on both days. A police chief in Bucks County, Pennsylvania, took that state's blue laws seriously last Christmas, when he threw a discount mart, Sunday-working Santa Claus into jail, if only for a few hours.

For all the progress that the discount industry has made, it finds itself faced today with a new problem—perhaps a serious one. Along Madison Avenue, it's called an "image" problem. Consequently, many discounters are striving to achieve mercantile stature through the blandishments of advertising, sales promotion, and public relations, and by providing the shopper with attractive stores. Some discounters resent the label "discount store." Korvette's disclaims any connection with discounting. "We're a promotional department store," a firm official recently declared.

Even with its growing pains, "Discounting is definitely here to stay," says David Rachman, research manager of the School of Retailing at New York University and a former department store executive.

"The strong, old-line department stores and specialty shops will remain strong because they run their businesses well and have placed greater emphasis on quality and service. It's the marginal traditional stores that'll feel it," Rachman says. He also views discounting as one answer to the threat of inflation because it encourages the lowering of prices. He also points out that while many small retailers are hurting, their competition, more often than not, is coming from their equally small brothers in discounting, not from the giant chains.

The president of a major Midwest department store said he was not concerned about the future of big department stores and specialty shops. "There'll always be room for a Bonwit Teller, Lord & Taylor, John Wanamaker, Gimbels, Marshall Field, Neiman-Marcus, and the other fine stores," he explains. "Price is not always a controlling factor. A woman will spend any amount to make herself or her home look good. If she's going on a date, to a party or wedding, or wants something good for the family or home, price becomes secondary to satisfying her ego."

While some discount industry leaders see the eventual passing of the independent retailer and/or the department store, top authorities in the latter fields have made it clear that they aren't ready to roll over and play dead. "They (discounters) think they are waging nuclear tests in retailing and fancy themselves as pioneers," said Alfred C. Thompson, executive vice-president of Miller & Rhoads, Richmond, and 1961 president of the National Retail Merchants Association. "These adolescent retail kids, flexing their muscles and poking fun at their grandparents, have a lot to learn. Has the discounter lived through a depression, a recession, a price war? Can't you see them running a bit scared?" he declared.

Some major department stores have openly challenged the discounters, offering to match prices and stressing such extras as credit, service, and quality. John Shillito's Co., Cincinnati department store, advertises that it will match any discount price, and it invites customers to check prices. New York was the battleground last December as department stores and discount houses met head-on in a pre-Christmas toy war that saw prices drop far below list and even under wholesale prices. A similar price war on books also hit the city. An executive of a prominent book store chain has said his firm may not last five more years if the com-



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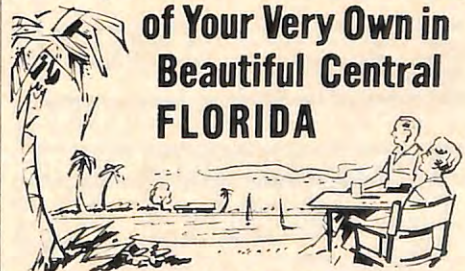
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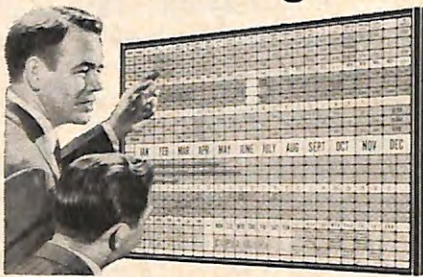
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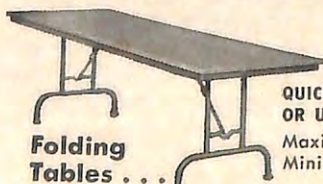
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petition from discounters continues.

Privately, some department store leaders express frank admiration for the spirit and enterprise their new rivals show. Others are equally unhappy and predict dire days for discounting as competition increases. Department store critics contend many department stores still operate on stodgy, old-time methods and show little concern for competition or for salesmen seeking to show new wares to buyers.

Arthur C. Kaufmann, management consultant and former executive head of Gimbels, Philadelphia, believes only the strong discounters will make the grade. "This is going to be a battle of the survival of the fittest. The company with the strongest capitalization will survive," he says. "The small stores are being hurt, and this will continue for some time. There will be great mortality among discounters, but the ones who sell quality merchandise, and do it well, will survive. Discounters start with a lower overhead, but their cost of doing business is going up," Kaufmann says.

The battle is essentially a revolution in retailing, and the "fittest" that survive are going to be those retailers, traditional and discounters alike, that best adapt to each local situation. And the battle will not be confined to the cities. According to Kenneth M. Reiss, senior associate editor of *Sales Management* magazine, "The small town has been growing obsolete as a retail trading center in direct proportion to the growth of the automobile and of the various state highway systems.

More and more, rural and small-town residents have adopted the habit of driving 20, 30, even 50 miles to trade in larger towns and retail centers. These centers, where large, competing supermarkets are practically as prevalent as they are in big cities, are perfectly capable of supporting discount operators, and, indeed, many have already begun to do so."

But, "The trend to low-markup, limited-service operations will not compel all retailing to follow suit or wither on the vine," says Samuel Feinberg, columnist for *Women's Wear Daily*. "People look for, and expect, different things from different merchants simply because tastes and desires differ. Despite the great impact of price upon the consumer, there still is an important segment of the population that demands service and individuality and is willing to pay for it. The exclusive specialty stores of the country have nothing to fear."

In fact, it seems that specialization is the key to modern retailing, taken in a broad sense. The department store that is little more than a "high-priced discount store" is in a poor competitive position. But with a "special" image and "special" services, and using streamlined promotion and selling methods, a store still may prosper. Many are adapting now; many more will have to.

The final arbiter of the retailing battle will be the consumer—the man, or more often the woman, who does the shopping.



"I'm just Customs. You can give your analysis of the European situation to the State Department."

THE ELKS MAGAZINE

Reds Knock Latin Program

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 CAMPAIGN is underway to undermine the Alliance for Progress in Latin America even before it gets well off the ground. The campaign is being waged by those who have most reason to fear the Alliance—members of the communist parties of Cuba and Latin America.

The campaign is taking three forms. One is a vastly increased propaganda barrage aimed at Latin Americans. In this attack communists are trying to persuade Latin Americans that the Alliance for Progress is a new kind of economic colonialism; that its purpose is to subjugate Latin American countries to the will of the United States; that what the North Americans really want is bigger profits at Latin American expense.

Radio Moscow (April 5) told its Latin American audiences: "Those beautiful phrases about the development of democracy and representative democracy are only meant to deceive Latin American opinion. The fact is that the United States has always supported those rulers who suppress the freedom of the people. . . . The Latin American people understand that their political future does not depend on the Alliance for Progress program but on their fight against Yankee imperialism. . . ."

The second form is aimed at the United States. Its purpose is to convince North Americans that money given to Latin American countries does not really get the results desired. Rather, the claim is that U.S. funds are going to pay salaries of politicians and hirelings and to enrich the rich men who are investing the cash they get from U.S. in stocks and government savings bonds. (Unfortunately, in the past there have been incidents of this kind.) By this campaign communists hope to make us reduce any effective aid to Latin America.

The third form of attack is more

subtle. Evidence now indicates that communists are trying to make the implementation of worthwhile aid projects so difficult that U.S. officials will slide back to a position of handing out money without a close check on the effectiveness of its use. This would mean wasted U.S. resources and Latin American resentment for lack of visible results.

The challenge that this three-part campaign poses to U.S. aid officials is tremendous. Checking with Latin American officials in Washington discloses a wealth of specific projects which can improve the health, well-being, and economic standards of people in Latin America and, at the same time, stimulate their individual initiative to do more for themselves.

Now that the Alliance for Progress has been started, its success has become an essential step in the struggle against communism in Latin America. Whether we like it or not, the Alliance is a test of how closely the Latin American peoples can work with those of the U.S. in building free and prosperous societies. Understandably, communists are trying to do everything in the book to make the effort fail.

STRAWS IN THE RED WIND

The Communist Party has been outlawed in Venezuela following the abortive leftist-led military revolt there May 4 and 5. Interior Minister Carlos Andres Perez said the action was taken because communists tried to overthrow the elected government and replace it with "a Cuban image."

Incentive payments to individuals are being increased in the Soviet Union in order to gain higher productivity on the farm and in the factory. Communist leaders are discovering that payment on a collective basis fails to keep the economy moving ahead. So, despite the fact that payment for individual productivity "cultivates individuality and weakens the collective," the practice of individual incentive payments is being expanded.

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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WATCH YOUR MEMBERSHIP

The Order's membership showed a gain of 14,080 for the year ended March 31. This is the 23d consecutive annual increase in our membership. Every year since 1939, Elk membership has shown an increase. Significantly, however, this was the smallest year-to-year gain in the 23-year span.

The largest increase in this period was recorded in the post-war year 1945-46, when it was 87,000. For the 16 years since then, the increase has become steadily smaller with the exception of 1954-55 and 1959-60, when it turned up.

It is significant, also, that approximately 50 per cent of the membership gain this past year came from new lodges. This is substantially true of the past several years, whereas the gains during the Forties and early Fifties were largely made through additions to the membership of existing lodges.

Excluding the gain from new lodges, it is interesting to note that the average net gain last year was four members per lodge. In recent years, 40 per cent of our lodges have shown a net loss, and in some 30 per cent of the cases the loss was less than 10. The conclusion would seem to be that too many lodges are operating on too narrow a margin.

Thus, these figures would seem to substantiate what leaders of this Order have been saying, and that is that too many of our lodges are suffering from membership atrophy. They are failing to follow a sensible policy of bringing into the lodge each year carefully selected members, especially younger men, in sufficient number to offset losses and provide the lodge with a consistent, healthy gain.

Lodges that fail to heed these warnings and to follow this advice are probably headed for trouble. This is particularly unfortunate and unnecessary, inasmuch as the Grand Lodge provides all subordinate lodges with a comprehensive membership control program designed to meet and overcome this problem. The program is based on tested and proved techniques.

One of the basic points in the program is the importance of a continuous check on a lodge's membership in order to anticipate and avoid trouble that will prove costly if it is allowed to develop. This program can be of no value if it is thrown into a drawer and ignored. It can help only if it is adopted and put into effect. That is what those lodges should do whose operations are on a dangerously thin margin, and they should do it now before it is too late.

Freedoms Foundation Award

The latest recognition to come to the Order for its patriotic services was the George Washington Medal of Freedoms Foundation at Valley Forge for our Flag Day observance, our Americanism program, and the Youth Leadership Contest. In his citation accompanying the award, Dr. Kenneth D. Wells, President of the Foundation, had this to say.

"We are privileged to present to the Order of Elks the George Washington Medal for your splendid work in undergirding and strengthening the American heritage. How greatly I wish, as one American, that organizations of all types and kinds could examine the fine community services and patriotic programs of the Elks. They are providing leadership which all should examine to determine how they might benefit and emulate your great works.

"May your good works enlarge and your efforts continue in building this tremendous program of responsible leadership you have created."

Those are generous words of praise

in which all Elks will take pride. But they belong especially to the thousands of Elks who have invested so much thought and toil and, yes, money in making these programs the splendid successes that they are. To them, we say thank you, and we offer our congratulations.

It Is the Lodge First

More and more frequently in recent years, observers have noted with concern the tendency to refer to Elks lodges as "clubs." They are disturbed by this trend, believing that it indicates an undesirable shift of emphasis that could have unhappy results.

Some lodge bulletins employ the term "club" instead of lodge. It appears on letterheads and in press releases occasionally, and it is far from uncommon in telephone listings.

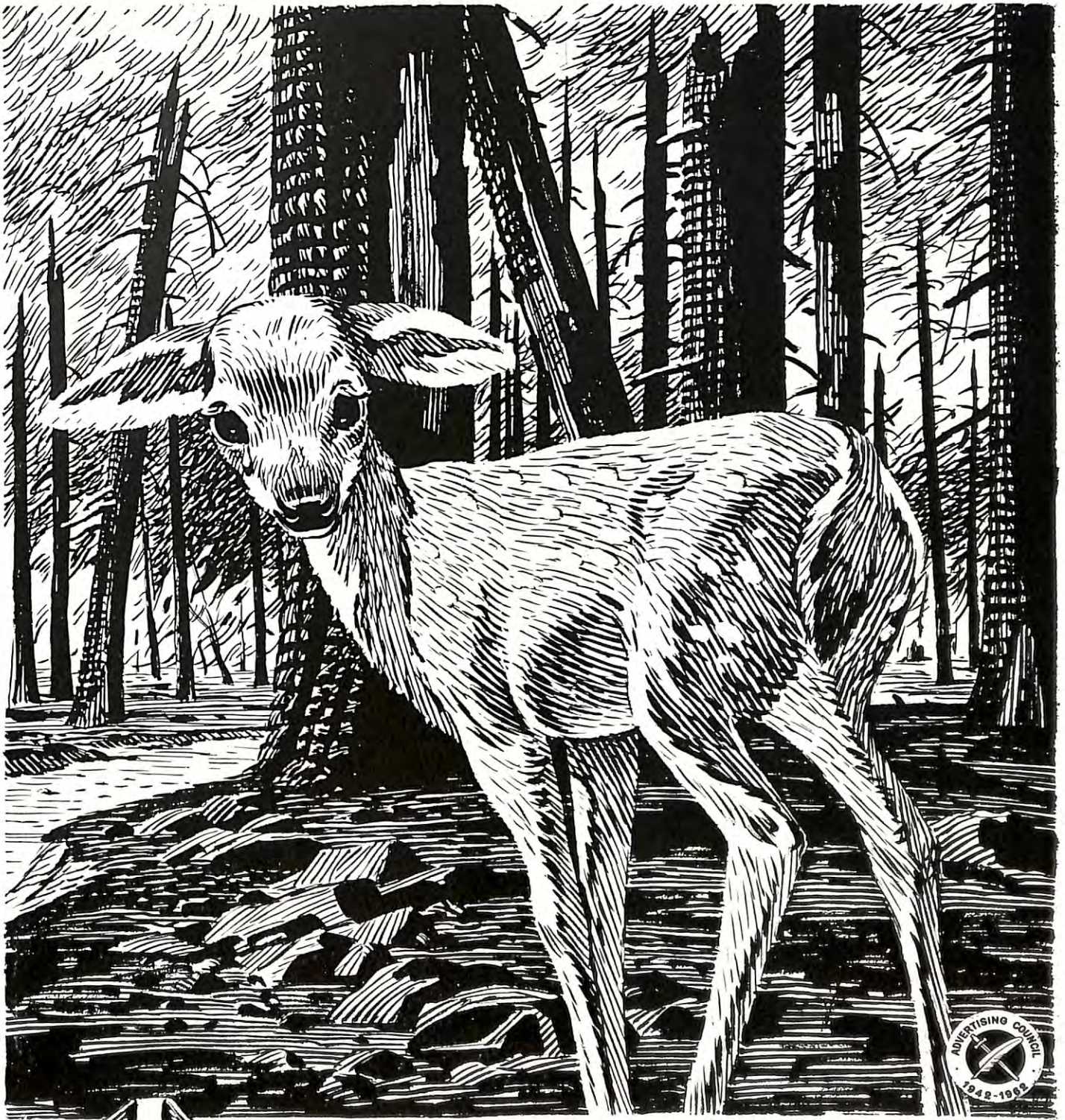
The Elks club is a creature of the Elks lodge. The club is a facility of the lodge and is subordinate to it. There can be no Elks club unless there is an Elks lodge. These are reasons enough, but there are even better ones in sup-

port of the thesis that we should always refer to the Elks lodge and not substitute the term Elks club.

As was pointed out here a few months ago, fraternalism is the heart of Elkdom, and while companionship and good fellowship are a part of fraternalism, it is from the lodge room that fraternalism derives the spiritual stimulus that keeps Elkdom's heart beating strong and faithfully. It is from the lodge room that the fine things of Elkdom originate.

Club facilities can—and do—contribute much to making an Elks lodge a good one. We should like to see more club facilities, and they are coming as our family participation gains impetus. This is sound, healthy development, worthy of encouragement.

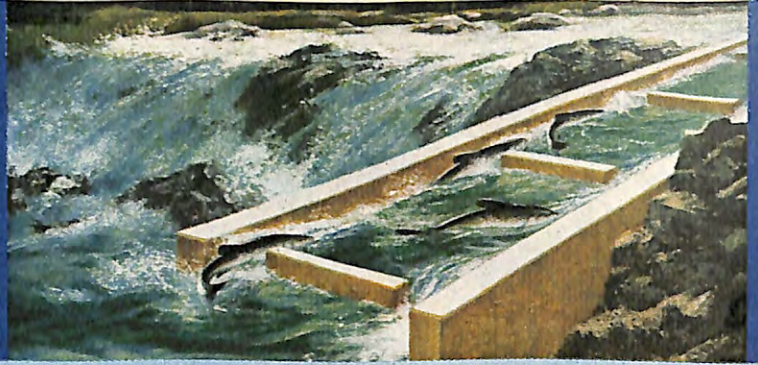
But any tendency to shift emphasis away from the lodge to the club is not sound and it is not healthy. Those who have the real interests of Elkdom at heart, those who are responsible for our Order's continued growth, and who are aware of the true reasons for Elkdom's success and greatness, will resist the tendency and take measures to see that the tail does not wag the dog.



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