

THE
Elks

MAGAZINE
DECEMBER 1962

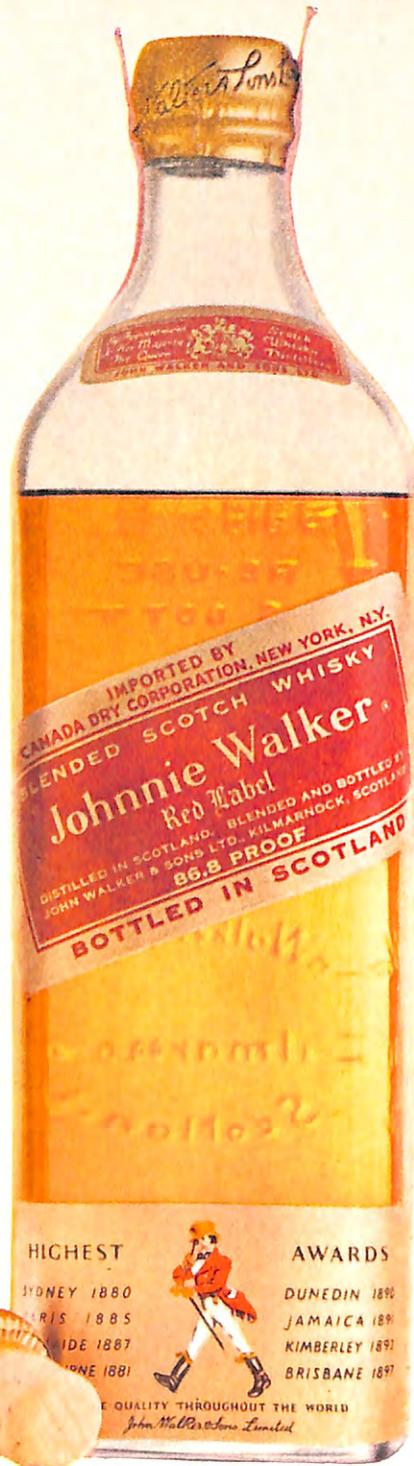


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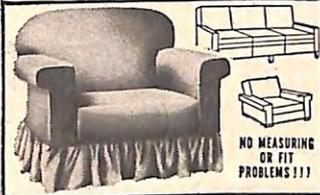
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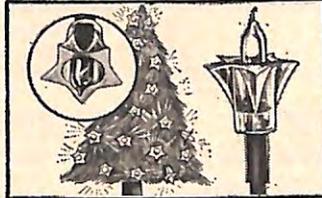
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VOL. 41 NO. 7

DECEMBER 1962

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COMMENT

FROM THE EDITORS

HERE IN NEW YORK we have the opportunity to look in at quite a few trade shows, since our huge Coliseum is almost constantly abuzz with activity of that sort. As we write this, the World Metal Show and National Metal Congress is underway, and we've decided to pass that one up.

If we had the opportunity, though, we'd willingly head for one of the upcoming trade fairs that will be conducted in various foreign lands. For the story of U. S. participation in those fairs—and how the Government helps business to expand foreign trade—turn to page 6 for "A Fair Way to Increase Trade" by James C. G. Conniff.

AMONG the regular contributors to THE ELKS MAGAZINE, the one most likely to actually visit a foreign trade fair is peripatetic Jerry Hulse, our "For Elks Who Travel" man. We never know where he'll be next, but it could be Bangkok, say, or Frankfurt, where U. S. industry has exhibited its wares at trade fairs.

Jerry is Travel Editor of the Los Angeles *Times*, which keeps him on the road a good share of the time. Since he took that post in 1960, he has covered about a quarter of a million miles; thus we don't doubt his statement that "My only problem is keeping the dog from biting me when I come home."

Before being promoted to his travel slot, Jerry spent eight years as a general-assignment reporter for the *Times*—

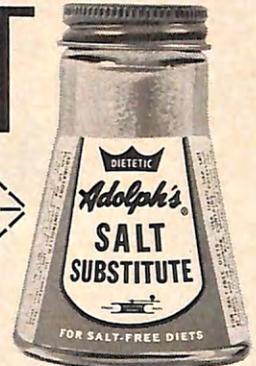
which included, among other stories, covering the tragic United-TWA mid-air collision at the Grand Canyon and the Dr. Finch murder trial. But he did some traveling in those days, too: One assignment was a five-part series from West Berlin when that enclave was threatened by Russia in 1959, reporting "what it's like to live where there may be no tomorrow." He crossed the border into East Berlin (there was no wall yet) in his search for material, although he was warned that in case of trouble he would be on his own.

A recent trip took Jerry to the land of windmills and tulips, which he describes in this issue (page 10). When he's not traveling, he checks in with his family—wife and two sons as well as the dog—at home in North Hollywood.



In East Berlin in 1959, Jerry Hulse is shown at a Russian war memorial.

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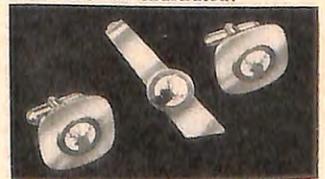
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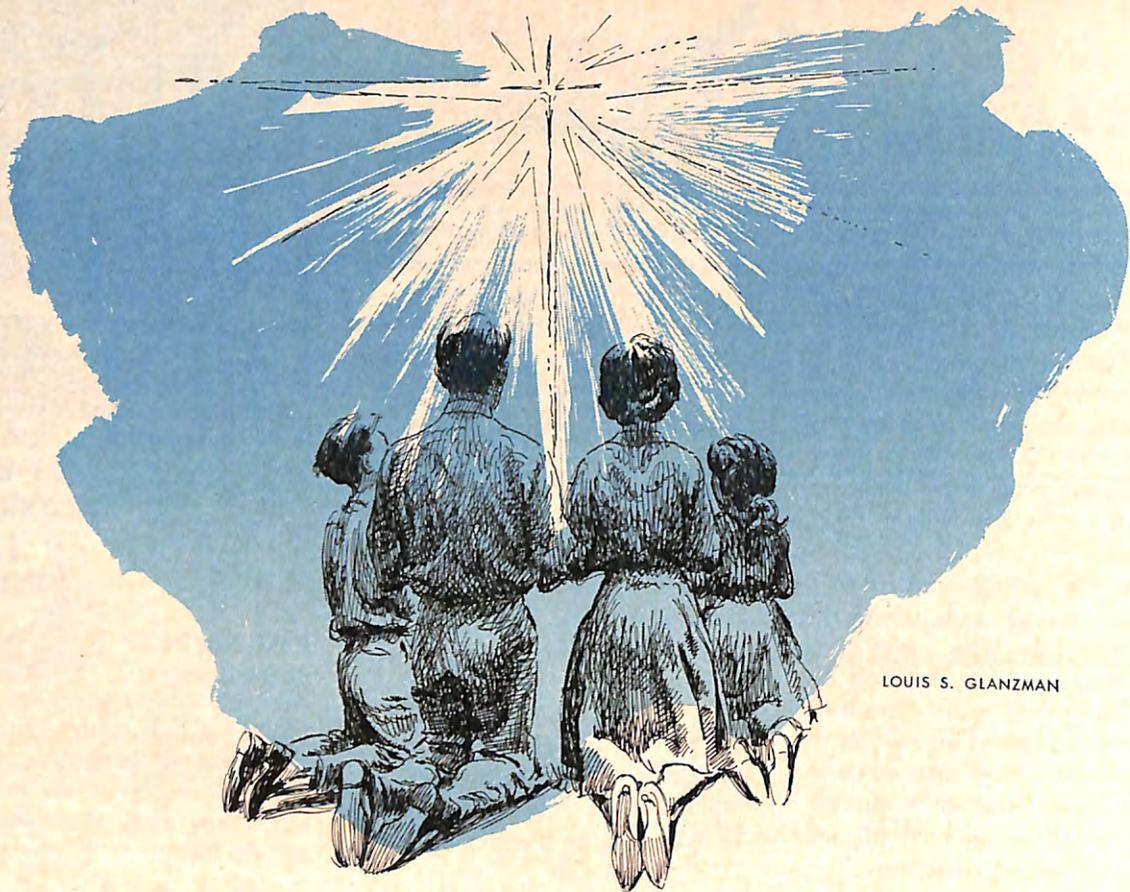
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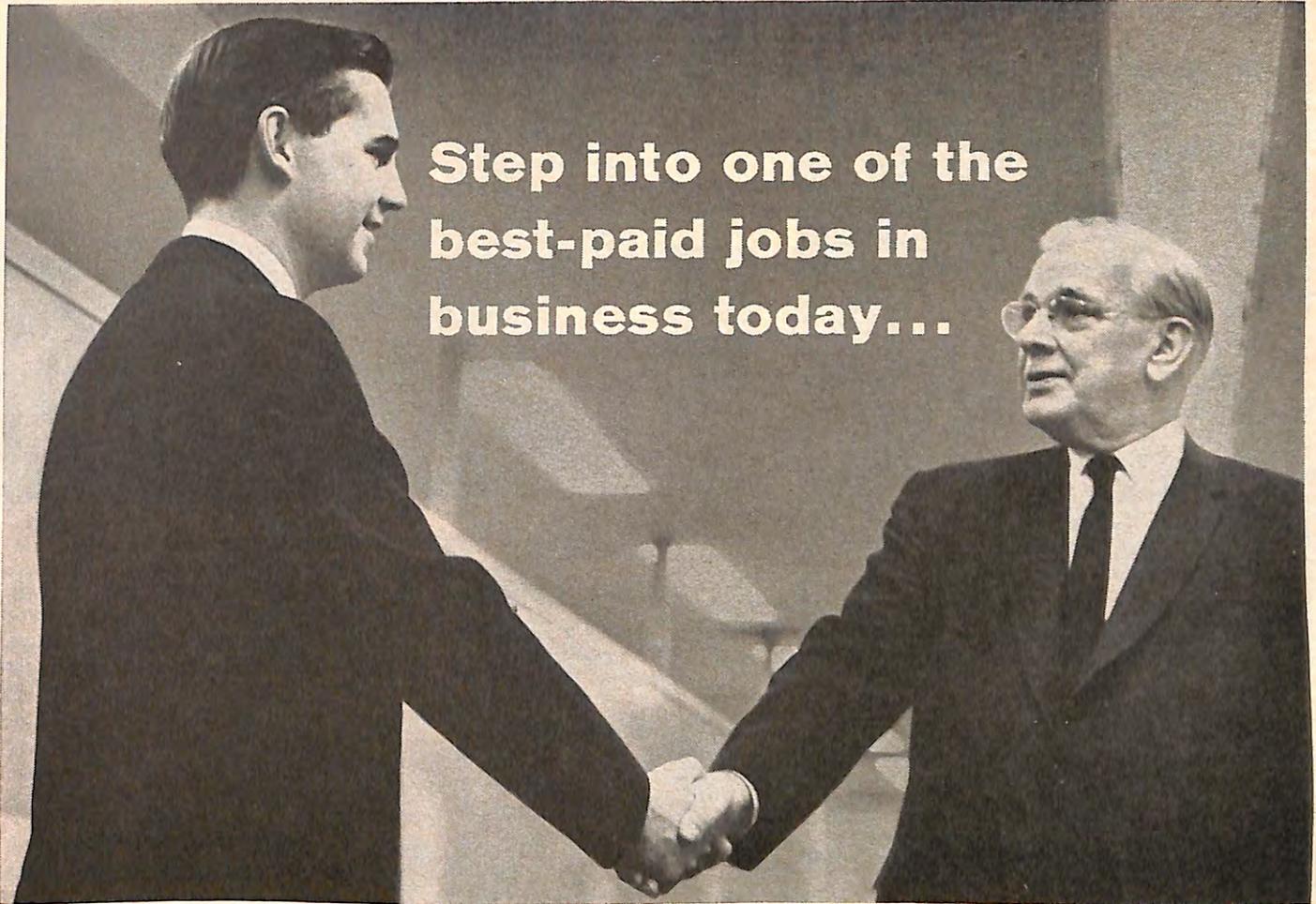
AS OUR NATION passes through this time of trial, our people stand with admirable unity in solemn determination to face whatever danger lies ahead, rather than yield to the enemies of peace and freedom.

We are grateful to Almighty God that the dangers that have menaced us have been turned aside. We pray that the faith and courage shown by our leaders and by our people will continue with us, and that God will give us the wisdom to do all that is right to avoid the cataclysm of war and bring to the world the peace that God promised to men of good will in the name of Him whose birth we reverence at Christmas.

With no designs on any nation, wishing only to live in peace with all peoples, and believing in the rightness of our stand, let us hope that the spirit of Christmas will enter the hearts of all men and move them from evil to the path of peace.

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Bulawayo These tribesmen were impressed by a gleaming American compact on display at the U.S. exhibit at Southern Rhodesia's fair, but felt it wasn't too practical for bush life.

New Delhi An Indian demonstrator explains how an American machine produces plastic photo engravings (left). Nearly 2½ million Indian visitors crowded the U.S. pavilion.



Casablanca

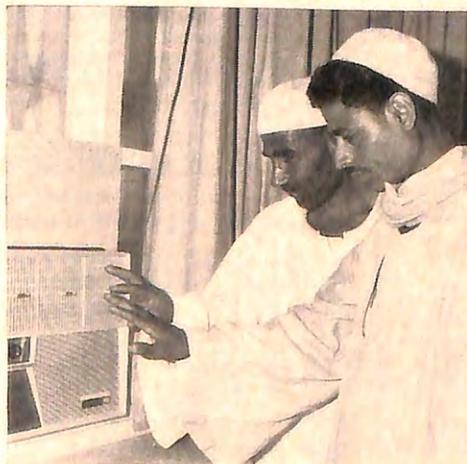
With a Moroccan in the driver's seat, an American street sweeper cleans up outside U.S. exhibit. It was for sale, too, of course.

San Salvador

An intent visitor tries out a hand drill, during summer '62 "solo" fair in El Salvador—first OTIF penetration of Central America.

Cairo

Egyptians learn that an air conditioner will beat the heat, while visiting the recent International Agricultural Exhibition.



A FAIR Way to Increase Trade

By JAMES C. G. CONNIFF

"Trade or fade," President Kennedy once said. There are many untapped markets for American goods overseas, and one way to discover them is through participation in trade fairs. Giving business a boost in this direction is the job of the U. S. Office of International Trade Fairs

THE UNITED STATES is now undergoing one of its greatest economic challenges.

Europe's Common Market, as it is usually called, has already wrought great changes in trade relations and promises to extend its influence much farther. The United States finds itself in the position of having to cope with a creature of competition unlike any other in modern history.

Further, there is keen competition from other parts of the world. And to top it off, the communist bloc has declared economic warfare. The expansion of our foreign trade—getting the products we can make best and most cheaply to the markets that have need for them—has become a vital matter.

It will be some time before a definite pattern of our ultimate role in world trade will become clear, but virtually everyone is agreed that we must do our utmost to sell more abroad. Happily, there's every reason to believe that we can. And, lest business itself lack the needed information, money, or inventiveness, an agency of the Government exists for the dual purpose of assisting American business to exploit opportunities abroad while also serving a foreign policy function. The latter, of course, is to demonstrate to the world that our free economy operates for the benefit of its people—and does it efficiently—rather than as a tool of an omnipotent, imperialistic state, which is the sordid picture of us that is painted daily by communist propaganda. Tractors, sewing machines, supermarket shelves, and hand tools tell a story to people who need such things that a million lies or distortions cannot belie.

And displaying his products to potential customers, any good businessman knows, is helping to pave the road to prosperity.

"Any time a U. S. manufacturer—big or small—takes the trouble to exhibit his product abroad," says L. Edward Scriven, "almost without exception he finds a new market for it."

Ed ought to know. He made a name for himself by reducing to a gnat's-eye minimum whatever "trouble" the novice might meet trying to crack the world-trade frontier. As a result, time

(Continued on page 36)



Barcelona This gee-whiz crowd of Spaniards graphically depicts the impact of an American supermarket on those who don't know this type of shopping as a matter of course. The pre-packaging, efficient all-in-one supermarket operation has helped to tell—via OTIF—the American story the world over in true terms.



Osaka Instant Sukiyaki? No, but here noted American home economist, Katherine R. Smith, demonstrates to a throng of eager Japanese, including chefs, that in America even expert bakers aren't above relying on ready cake mixes to make life a bit easier.

ODDBALL Football

By AL STUMP

VINCE LOMBARDI is one of those "give me more, boys" coaches of the old school. His players tacitly understand that he demands extra effort of them 100 per cent of the time. Lombardi's approach was vividly illustrated early this season, during the College All-Star game. The chunky coach walked along the bench of his Green Bay Packers, dark eyes snapping angrily.

Why was it, he wanted to know, that Johnny Hadl, the All-Star quarterback, was completing so many passes deep in the defensive zones of the pro champion Packers?

Safety man Willie Wood, a specialist in slapping down flying bombs labeled "touchdown," didn't have the answer. "You've got me," admitted Willie. "I'm doing everything just like the book says."

"Then forget the standard stuff," barked Lombardi. "Do something different!"

Different? This is pro football's most demanding challenge. After half a century of heavy thinking and exhaustive charting of the tactical variations possible for an eleven to use within the scope of rigidly legislated sport, there seems to be little that is workable that hasn't been discovered. Furthermore, employing unorthodox stunts is risky, strategically. Every professional squad operates on percentages closely calculated to take advantage of an opponent's use of any college-type hipper-dipper or experimental jump into the Great Unknown.

A case in point: The Packers won the 1961 National Football League title with a short, conservative passing game, grinding out 2,350 yards largely by solid, traditional power smashes and sweeps. The Baltimore Colts, who preceded the Packers as champs, put together a season in which they ran off 810 plays from scrimmage which were so safely conceived that the Colts fumbled but 19 times and had only 14 of 375 passes intercepted. The pros go in for the unusual less than many folks think.

But oddball football sometimes is essential. Willie Wood's problem was to conjure up something unexpected that would prevent speedy All-Star receivers from camping in his territory.

For pro teams, coaches, and players to get a mention in this article, it wasn't whether they won or lost but how they played the game. The wackier, the better

He had proved in the past that all the bright ideas haven't been exhausted. Wood's thoughts returned to a bizarre defensive move devised by the Packers a season earlier. It had sounded so wacky at the time that at first Lombardi hadn't been impressed by the idea. However, when executed, the strategy actually counted almost as strongly in Green Bay's championship drive as Quarterback Bart Starr's precision passing and Paul Hornung's patented cut-backs over tackle.

The idea had been conceived, spontaneously, during a '61 game in which Kyle Rote of the New York Giants was catching pass after pass under Packer noses. During a time-out, Wood and Jesse Whittenton, another defensive man, compared notes. "When Rote fools me and grabs one," said Whittenton, "it makes me so mad I want to sit down on the ground and howl like a dog."

"You've got something there," replied Wood, with sudden inspiration. "Only we won't do any sitting down."

The next time Rote broke clear and was reaching for the ball, Wood, a half-step behind him, let out a howl more hair-raising than that of a wolf in a beartrap. The startled Rote—with a touchdown only steps away—dropped the ball. Later, the Packers screamed like maniacs into the ears of Red Phillips of the Los Angeles Rams and Mike Ditka of the Chicago Bears, making both of them fumble end-zone passes. What the Packers termed their "howler defense" had been established—and, sparingly used, it worked miracles.

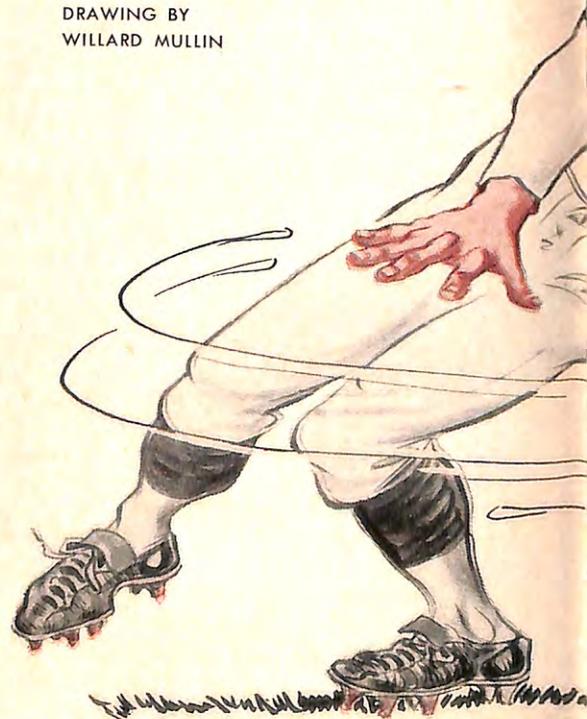
"We won three games last year by scores of 31-28, 24-17, and 20-17," a Packer player has pointed out, "and each time the howler saved a touchdown, or the next thing to it. So, since we finished on top in December by three games, you can say it brought us the title."

Howling or screeching your way to

big-time football success may sound like an absurd gimmick, but even more unlikely innovations have been employed successfully upon occasion. The tested howler solved Wood's problem against the All-Stars. A couple of judiciously timed, earsplitting yells by Willie caused the college boys to shake, stagger, and fumble. And the Packers, giving up no more long yardage on passes, won 42-20.

But the use of surprise gimmicks that upset or panic the enemy becomes less common every season. In 1945, Bob Waterfield of the Rams, wearing brown pants, tucked the brown ball against his leg with his deeply-tanned hands, and, unnoticed, actually walked around the Giants' end for a touchdown. "But it never would work today, the old hidden-ball stunt," says Waterfield, now the Rams' coach. "Linebackers are too smart for any simple con game."

DRAWING BY
WILLARD MULLIN



To achieve total surprise, anything as simple as howling or ball-juggling rarely suffices today. Ingenuity is a modern-day must. To be successful, a surprise attack or defensive formation, or single play, must be both complex and original. Ever since the era of Amos Alonzo Stagg, a zillion experiments have been tried by thousands of strategists, but the chances of devising a fresh strategy and pulling it off are slim.

Twenty-five seasons ago, Fat Steve Owen, coach of the Giants, exploded his novel "A" formation on the league—the first time a backfield was heavily balanced to one side, the linemen to the other. Because it seemed so illogical

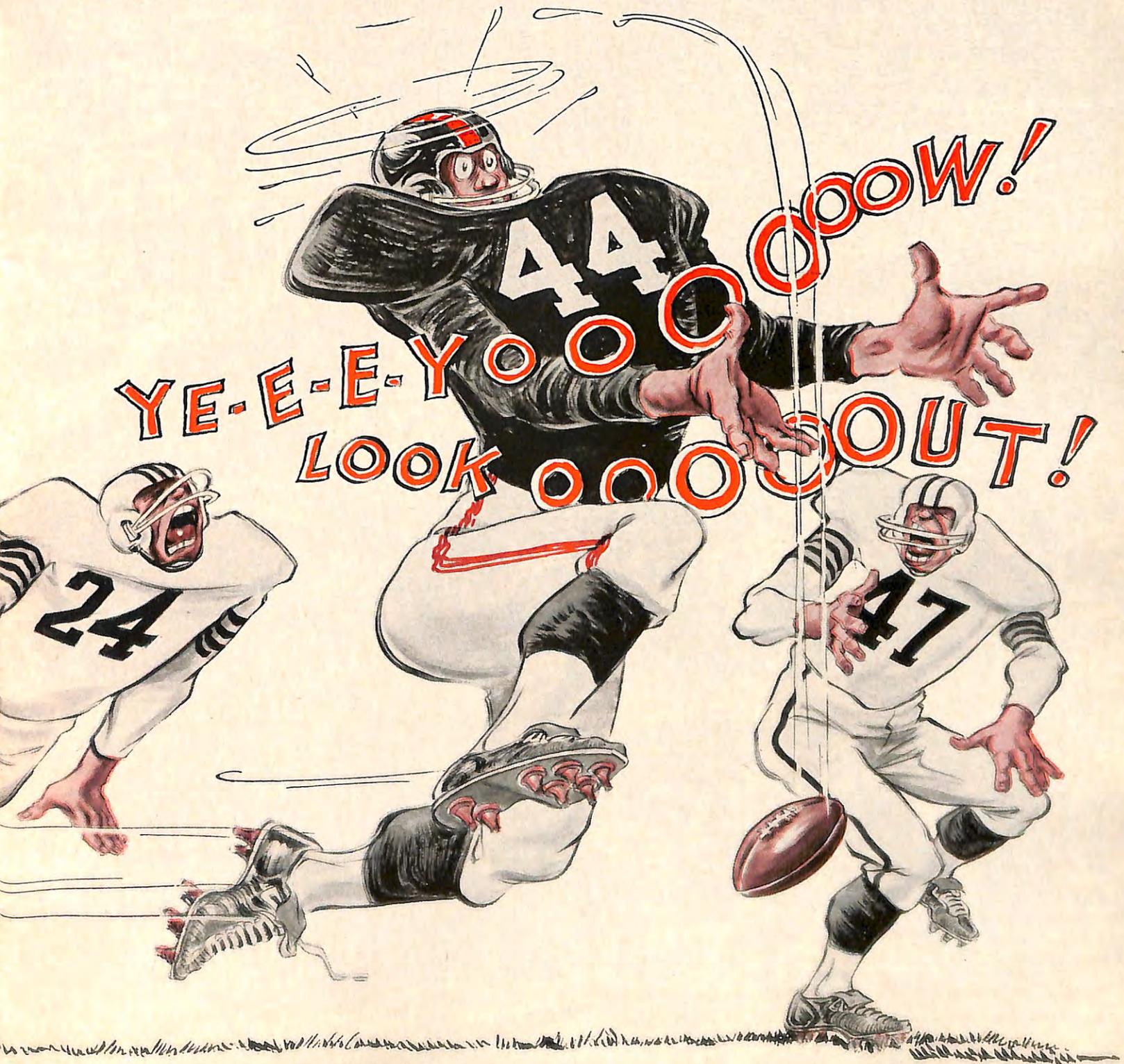
to mass a forward wall to the right as runners and backfield blockers shifted left, the "A" threw opponents into confusion. Use of the technique brought Owen two consecutive division titles, in 1938 and 1939. But Greasy Neale of the Philadelphia Eagles and Ray Flaherty of the Washington Redskins found ways to thwart the effectiveness of the "A." The Giants then lapsed into being just another orthodox outfit; the team's cleverness seemed to have been played out.

Despite the risks of trying the unorthodox, every pro coach doodles away on paper, dreaming of finding the panic-maker that will catch the league

flatfooted—a strategic breakthrough that will result in his name being enshrined in the minds of fans along with such football greats as Stagg, Warner, Rockne, Shaughnessy, Owen, and Halas. At the practical level, originality could save a coach's job. It is significant to note that of the 12 NFL coaches active five years ago, only four remain today.

Big, shambling Howard (Red) Hickey, leader of the in-and-out San Francisco 49ers, is one who continues to collect dividends—although not yet a championship—because of his inventiveness. One evening last winter, the

(Continued on page 45)

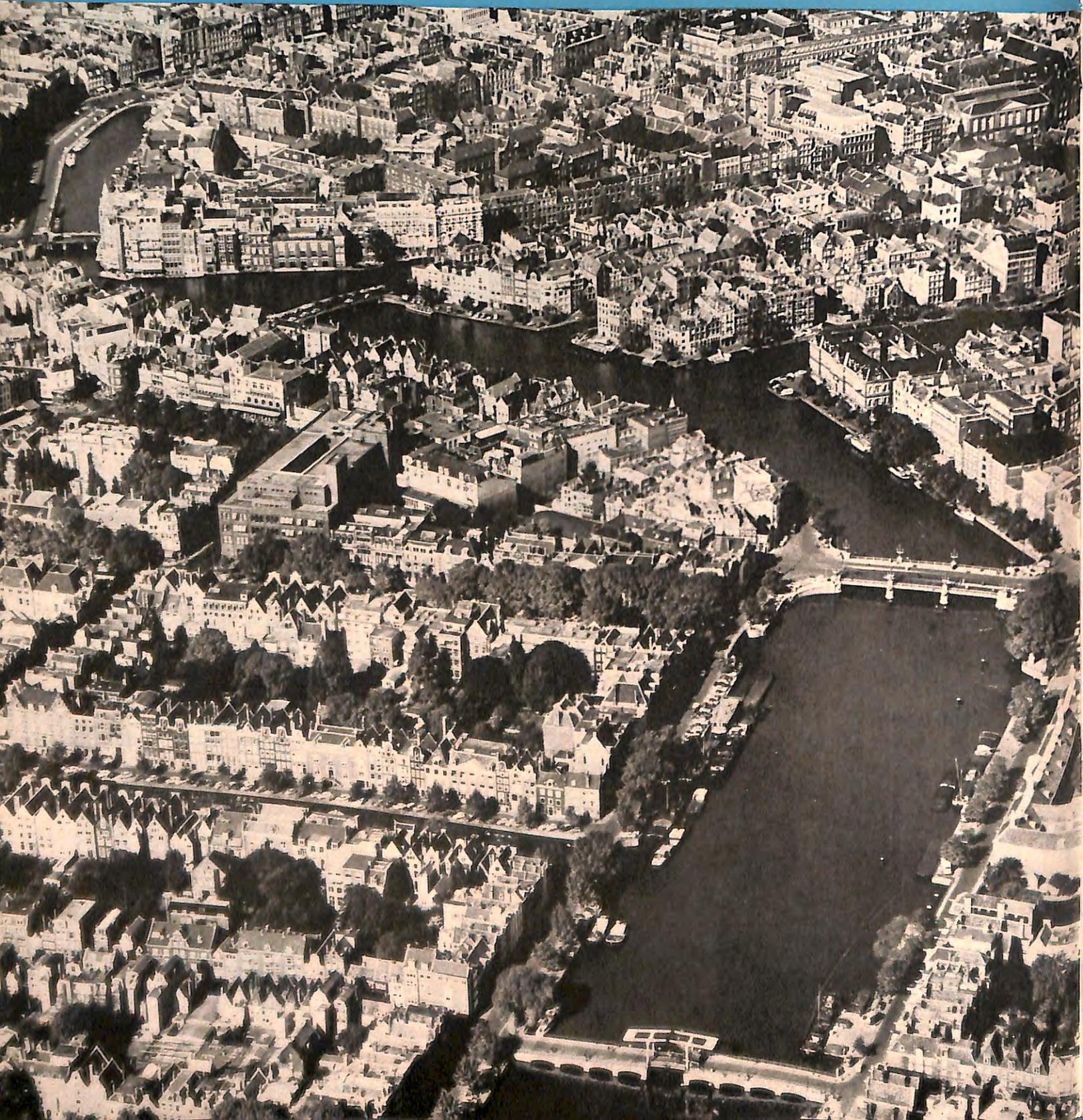


FOR ELKS WHO TRAVEL

The Netherlands

BY JERRY
HULSE

Dutch treats include duty-free shopping and delightful scenery. What's more, all of Europe is at the doorstep



SAY "HOLLAND" and the average person thinks of billowing fields of tulips, quaint windmills, and the country's fictional hero—Hans Brinker, of finger-in-the-dike fame. That's the romantic image. Actually, Holland is and always has been a lot more down to earth. In fact, today it's fast becoming a serious contender in Europe's all-out struggle for a top economic prize: the American tourist dollar. Not only that, Amsterdam, capital of the Netherlands, is currently giving lively competition to such traditional first-stop standbys as London, Paris, and Rome by proclaiming itself the "Gateway to Europe."

Is that gilding the tulip? Perhaps a trifle, but the slogan is no empty phrase. Dozens of jetliners speed across the Atlantic daily to set down hundreds of American tourists at Amsterdam International Airport (Schiphol). Here, in what the Dutch boast is the largest tax-free store in Europe, you can pick up such trifles as a bottle of rare Scotch (\$2.50) or a pair of fine Japanese binoculars (\$21). And serious shoppers may walk off with the keys to brand new cars, all gassed up and ready to roll off the showroom floors. The lure of tax-free purchases has helped the Dutch immensely in their campaign to encourage tourists to make Amsterdam their European gateway—or often as not, their getaway. It all depends on whether you're coming or going.

And Holland has another enticement that American tourists find helpful: Most of the Dutch speak English.

Now, getting back to the city of Amsterdam, it's built on 70 islands, which, in turn, are tied together into a city of more than 500 bridges that span the seven rings of canals within the city. No matter where you are in Amsterdam, you're below sea level—in some spots as much as 20 feet below the
(Continued on page 40)



Scheveningen, a popular seaside resort, is dominated by the Kurhaus. Behind the building is a magnificent beach, Holland's answer to the French and Italian Rivas.



Venetians aren't the only water taxiers. Here, departing directly from Amsterdam's international airport, tourists board a motor launch that will take them to their hotel by way of the city's canals—a scenic route and a pleasant orientation to the city.



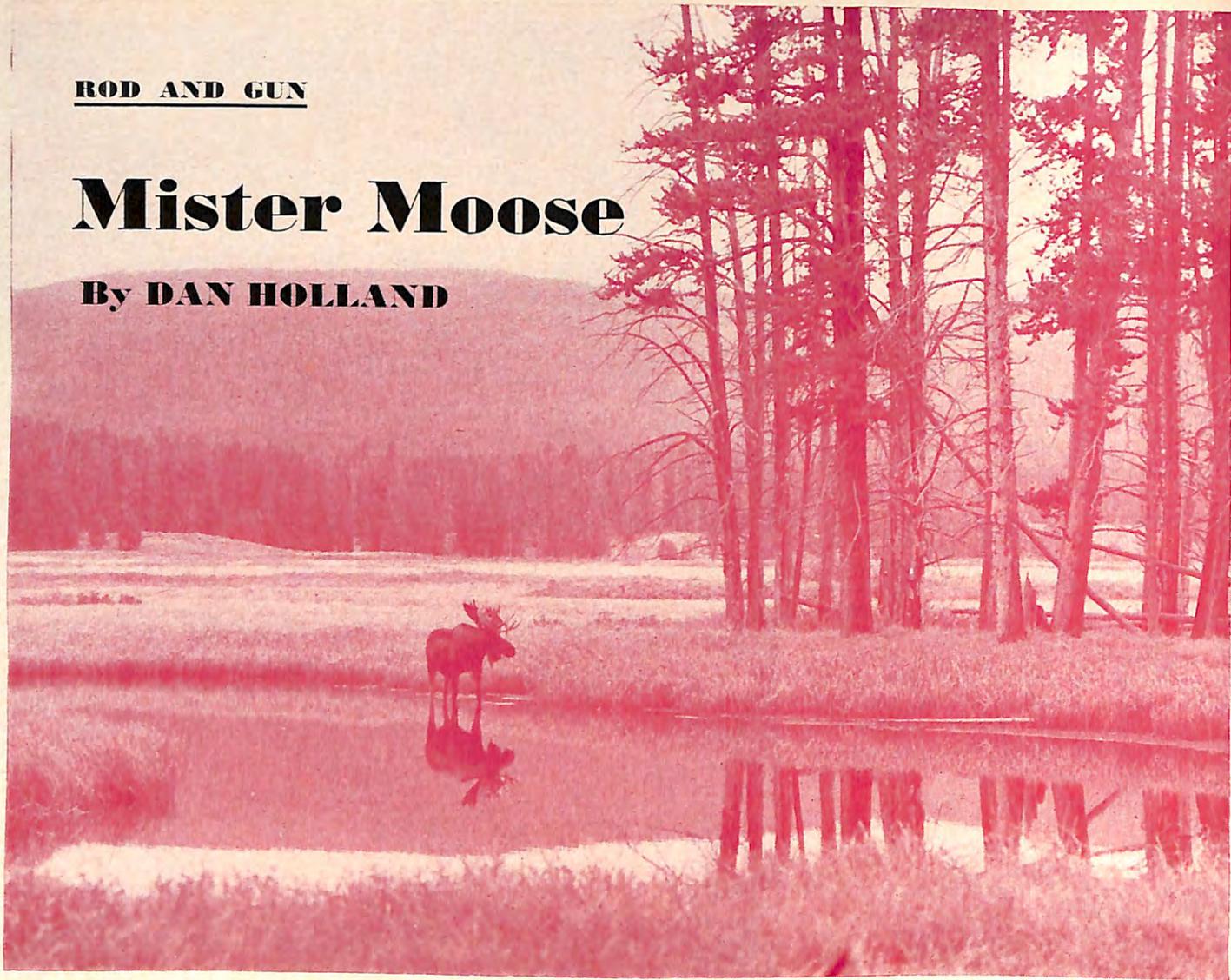
Left: An aerial view of Amsterdam. Above: The Euromast at Rotterdam, with restaurant on the top, is a popular attraction. Rotterdam, second largest port in the world, has been almost completely rebuilt since its devastation by bombing in World War II.



Few visitors to Holland can resist playing Gulliver at Madurodam—a big miniature city complete with a medieval castle.

Mister Moose

By **DAN HOLLAND**



A moose at peace with the world: one of Dan's favorite photos.

A CREE INDIAN legend holds that the showery weather at the end of a northern summer rouses the bull moose to scrape and wash his massive antlers clean of velvet. During the dry days which follow, his antlers harden. Still later, the bull calls to the cow, perhaps miles away, through the crisp, still, autumn air, for then it is the mating season. Being so close to nature, the Indians' explanation of this cycle is sounder factually than most legends. As a hunter, modern style, I have some thoughts on the moose myself, based on observation.

In appearance, the moose is a paradox. Almost grotesque on the one hand, he looks as though he had just awkwardly stepped out of some prehistoric era. At the same time, his sheer massiveness gives him an undeniable majesty. So much so, he was regarded almost to the point of reverence over the past centuries by the tribes of the Algonquin Nation—especially since he was the staple provider to these people of both their food and clothing. With

today's hunters, he's held equally in high esteem as big game—and with good reason.

Certainly one of the most impressive trophies to be found anywhere in the world, the bull moose is the largest of all antlered creatures. At the shoulders, he stands taller than most men, and a big bull may carry antlers with a span of six feet or more. A moose of this size weighs in at more than a thousand pounds. Full-blown Alaskan bulls on the Kenai are estimated to attain a weight of more than 1,600 pounds.

His enormous antlers are what make the moose the highly prized trophy he is, but he can be exciting sport in another respect. Of course, his size alone is challenging, but more challenging is his somewhat unpredictable behavior in the autumn. At this time of the year, he may be bold and aggressive, or he may be downright timid. An apparent victim of moods, he may thrash the brush and charge a rival in the manner of a freight train. He's

just as likely, however, to maneuver his broad antlers through dry reeds as stealthily as a cat stalking a canary.

Like all members of the deer family, he has excellent senses of hearing and smell, both of which he employs to fine advantage to keep clear of men. No moose is dangerous to the hunter—in the sense of being aggressive.

In fact, I sincerely doubt that a bull has ever knowingly attacked a human. However—and this is what makes him interesting—the moose has remarkably poor eyesight. If the wind is in a hunter's favor and he "freezes," a moose looking in his direction will look right through a man with a gun. His eyes do pick up motion, however, and he usually is able to distinguish a moving man from an animal, say. We know this, because the moose habitually bolts from humans. But, especially in the excitement of the rut and when on the prod for trouble, he's apt not to take the time to identify his targets. This is why bull moose have been known

(Continued on page 49)

District Deputy Conferences



District Deputies met this fall in three geographically divergent locations for orientation and indoctrination by Grand Exalted Ruler Lee A. Donaldson. These meetings have been held annually for a good many years, but this year marks the end of this custom. At the Convention in July, the Grand Lodge enacted a change in the Statutes which will henceforth take new District Deputies to the annual Convention for orientation. They have traditionally attended the Convention which marked the close of their year of service. The new procedure will provide orientation for District Deputies earlier than in the past, and the Conventions themselves will help fulfill that purpose.

The three conferences were held at The Elks National Home, Bedford, Va.; the Elks National Memorial Building in Chicago; and at Salt Lake City, Utah, Lodge. Assisting Mr. Donaldson at each location were Grand Secretary Franklin J. Fitzpatrick and various other Grand Lodge officers. Past Grand Exalted Rulers John F. Malley, John S. McClelland, John L. Walker, John E. Fenton, and William A. Wall assisted at the Elks National Home. In Chicago, Past Grand Exalted Rulers Sam Stern, Earl E. James, Fred L. Bohn, and H. L. Blackledge assisted. Past Grand Exalted Rulers L. A. Lewis, Emmett T. Anderson, and H. L. Blackledge assisted in Salt Lake City.



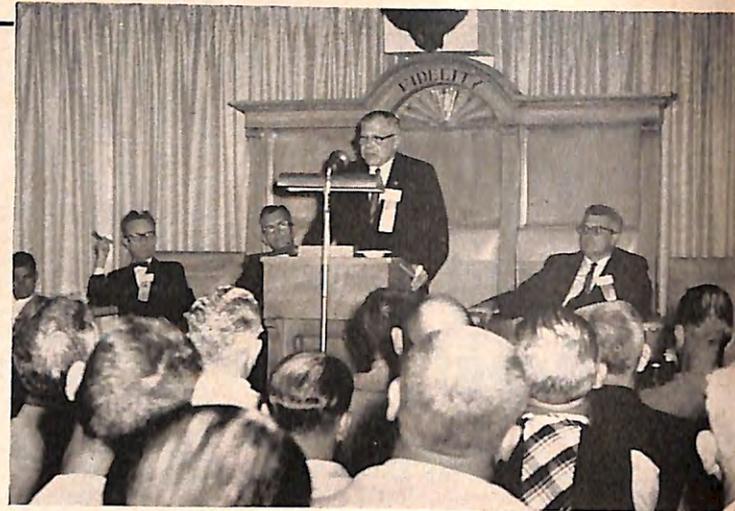
SALT LAKE CITY, UTAH, LODGE



ELKS NATIONAL HOME, BEDFORD, VIRGINIA



ELKS NATIONAL MEMORIAL BUILDING, CHICAGO



Posing with the polar bear at International Airport in Anchorage on their way to Juneau for the Alaska Convention were, left to right, D.D. Harold Dunn, former Grand Chaplain Rev. Richard Connelly, Grand Exalted Ruler L. A. Donaldson and Past Grand Exalted Ruler Emmett T. Anderson.

Lee Donaldson addresses the delegates to the Colorado meeting. In the background, left to right, are State Vice-Pres. Richard L. Tatman, Pres. Miland H. Dunivent and Vice-Pres. George L. Strain.

Wind-up of 1962

ALASKA'S Secretary of State Hugh J. Wade and Mayor Lauris Parker of Juneau, the host city, were on hand with Exalted Ruler Earl Barcus to welcome the 600 persons attending the four-day Convention of the Alaska State Elks Association opening October 3rd.

Distinguished guests included Grand Exalted Ruler and Mrs. L. A. Donaldson, Past Grand Exalted Ruler and Mrs. Emmett T. Anderson, former Grand Chaplain Rev. Fr. Richard J. Connelly

and Washington State Elks Assn. Vice-President and Mrs. Chet Hawes.

Retiring State President E. R. Haag of the host lodge presided at the business session following the public opening ceremonies, with 12 of Alaska's 13 lodges represented. Highlight of the meeting was the report made on the Association's Cerebral Palsy Program. The splendid achievements realized through this project were demonstrated for the impressed delegates and visitors by the Elks' physical therapists working with one of the children they are treating, following which the Exalted Rulers of the State's lodges approached the rostrum to present their lodges' contributions to the program—a total of more than \$36,000. This amount represents a voluntary per capita donation of \$4.50 for each of Alaska's 8,000 members.

A financing plan, presented by the organization's Past Presidents and designed to provide funds for an expanded C/P program, was unanimously endorsed by the delegates. To be known as the Alaska State Elks Trust Fund, it is patterned along the lines of the Elks National Foundation. Immediate support of the new project was evidenced by the presentation of pledges of more than \$10,000—from delegates, lodges and individuals present—to Past President Robert D. Lewis.

L. J. Weeda of Anchorage is the Association's new President. Vice-Presidents are John Cushing, Sitka, and Hess Ragins, Fairbanks; Secretary-Treasurer Emil C. Ganschow, Palmer; Trustees R. O. Faulkner, Chairman, Juneau, Robert Dawson, Kodiak, and James Barry, Ketchikan.

(Continued on page 48)



State Elks National Foundation Chairman John Welch, center, discusses Elk scholarship plans for the coming year during the Ohio Fall Conference in Cincinnati with D.D. Robert Heiby, left, and State Trustee C. Ross Cline.

Looking over Indianapolis from the roof of the Severin Hotel during the Indiana Elks' Fall Meeting are, left to right, host E.R. Gerald Mascoe, Grand Secy. Franklin J. Fitzpatrick, State Pres. Gerald Powell and Grand Est. Lect. Knight C. L. Shideler.

LETTERS FROM OUR READERS

Thank you very much for the fine coverage of the Convention of the Grand Lodge in Chicago. Both the August and September issues were packed with information about this event. The write-up was thorough, complete, and yet not laborious.

JAKOB HECKERT

*The Lutheran Church-Missouri Synod
Comm. on Fraternal Organizations
St. Louis, Mo.*

After finishing the very fine article in the July issue "Boating's a Pleasure," there is one statement to which I must take exception. [The article] states: "Lights guided Hank into harbor at night, red flashing ones on the left side of his channel, white or green flashing lights on the right." This is incorrect; red flashing lights mark the right side of the channel and white or green flashing lights the left when returning to harbor at night. Hence the phrase *Red, Right, Returning*, which mariners use to remember the color of lights.

Incidentally, another phrase mariners use to remember the same thing during the day, when left-hand channel buoys (port) are painted black and are odd-numbered and right-hand channel buoys (starboard) are painted red and are even-numbered, is B.P.O.E. (*Black, Port, Odd, Entering*).

LT. (J.G.) THOMAS E. FLETCHER
USS Valley Forge
U. S. NAVY

I just want to take this opportunity to pass on a word of praise for your fine publication, of which I have been an avid reader for many years. I particularly enjoy the editorials, sports, and pictures.

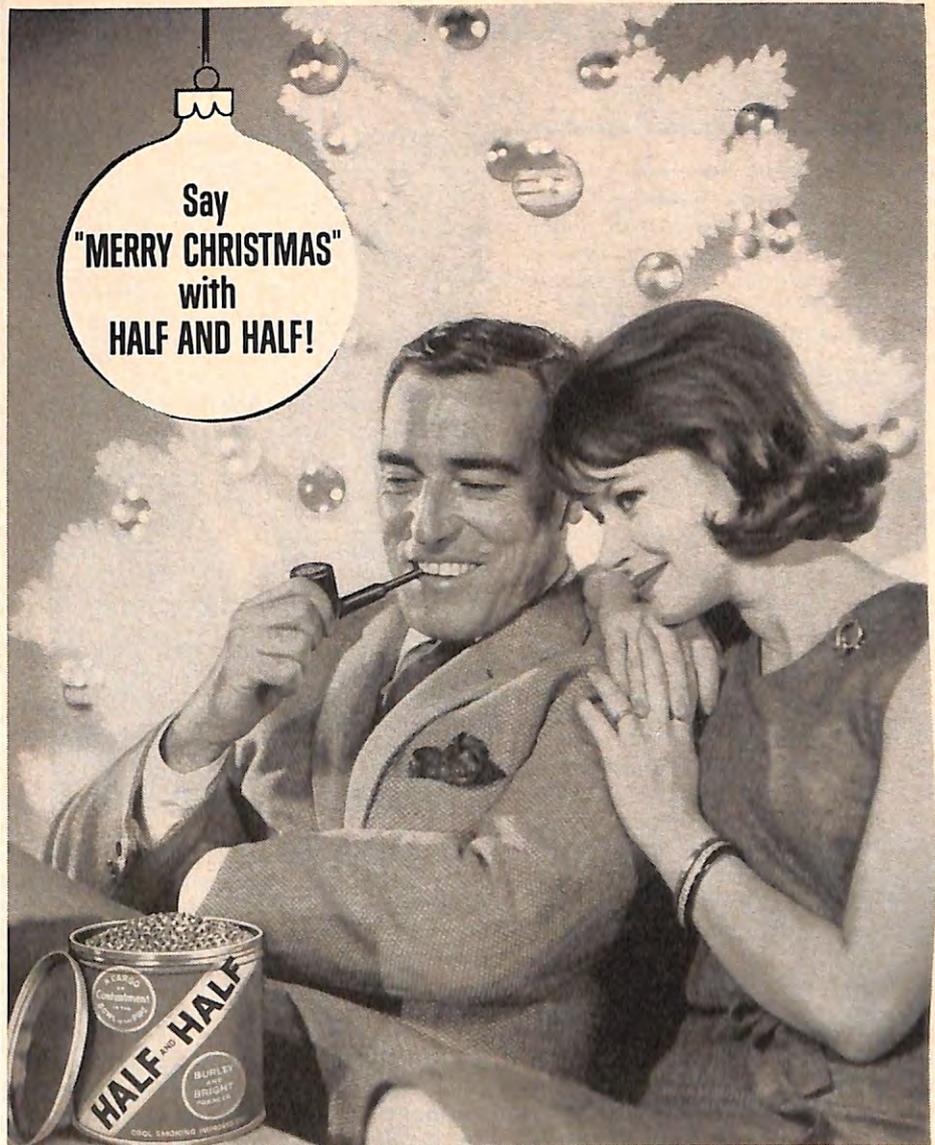
HOWARD J. WELTER, Mayor
TIFFIN, OHIO

I have read your magazine in all parts of the world. I've paid visits to the different lodges in Alaska, Hawaii, Panama, Guam, and different ones in the States. It certainly gives me pleasure to read about Elksdom in foreign countries when I am far from home, like now in Japan or when I was in England, France, Germany, etc.

CAPT. A. P. WALTON
APO SAN FRANCISCO, CALIF.

We enjoy THE ELKS MAGAZINE very much and especially "Freedom's Facts," always passing it on for others to read.

MRS. LILLIAN SHEPHARD
FREMONT, NEB.



HE'LL LOVE THE FLAVOR...AND EVERYONE WILL LOVE THE AROMA!

When Dad lights up a pipeful of HALF AND HALF, the people around him enjoy it almost as much as he does. That's because no other pipe tobacco has such a delightful aroma — and such a distinctive taste.

HALF AND HALF is a mixture of choice aromatic tobaccos . . . specially selected and blended for mild taste and friendly aroma. So this Christmas give your pipe smoker HALF AND HALF. Everyone enjoys the aroma. ©THE AMERICAN TOBACCO COMPANY,



MEMO TO SANTAS!
Show this to your better half — She'll love the aroma of HALF AND HALF!

A CARGO OF CONTENTMENT IN THE BOWL OF ANY PIPE!

Tom Wrigley writes from Washington

DECEMBER is the best month of the year for Government workers. There will be many Christmas parties, much shopping, and much entertainment. It is really the most normal month for the Capital city. Politics for the moment is out the window except for post-mortems. This is a good time to visit Washington, even though the Senate and House are not in session. The weather will probably be balmy, ideal for sight-seeing and, beginning with a tour through the White House, there is much to see and much to do.

TOURISTS, in fact, have been breaking records. The Capital is the greatest tourist center in the whole world, according to latest figures. Before this year's end, nearly 8 million people will have visited Washington during 1962. This figure compares with 3.2 million in 1950, 4.6 million in 1955, and 7 million in 1960. During the late fall, long queues of tourists were waiting to get into the White House, the Washington Monument, the Federal Bureau of Investigation, the Smithsonian Institution, and the Bureau of Engraving and Printing. Outside D. C., Mount Vernon is crowded with sightseers these days, too.

FALLOUT SHELTERS here can accommodate more than two million persons, according to a Defense Department national survey. The capital area has shelters in 2,200 city and suburban buildings. This is more than enough for all who live in the District, including Washington's daytime population, which Civil Defense estimates at 1.1 million. Alexandria's George Washington Memorial alone can house more than 1,000 persons in its basement and 5,000 on the first floor.

PEACE CORPS now numbers more than 4,000 volunteers, and 3,000 are overseas doing all sorts of work. Director R. Sargent Shriver says all requests have been filled and the Peace Corps has a waiting list of 12 countries who want volunteers. Members can quit at any time, but thus far only 22 of the first 2,500 overseas have come back. Each volunteer costs only \$9,000 per year, including everything, even training.

DISTRICT'S "fantastic fishbowl" is the name given the \$10 million National Aquarium authorized under a law President Kennedy signed shortly before Congress adjourned. If the design is approved, it will be a huge glass building on Hains Point with space for two three-story oceanariums, big enough for



schools of porpoises. There will be also seven two-story tanks connected by corridors which have smaller tanks on the side. There will be a real trout stream and a pool for smaller fish near the cafeteria. An outside pool will have walruses, sea elephants, and sea lions.

A PARKING METER GADGET now being used here has put ticket-dispensing traffic cops into a quandary. It's a magnetized plastic card that adheres to a parking meter. The card reads, "Officer: Gone for change. Give me two minutes. Thank you." Changeless drivers are obtaining the cards from Pompano, Florida.

ANIMALS will live in luxury in the new Food and Drug Administration Building now nearing completion. They will be used by FDA scientists in testing drugs, foods, cosmetics, etc. The building will not be in use for another year because \$6 million worth of laboratory equipment must yet be installed. The new FDA building will have guinea pigs, rabbits, mice, and 60,000 very ritzy rats.

CHRISTMAS POSTAGE STAMPS' sales are breaking all records. For the first time, the Government has issued a stamp to commemorate Christmas. Postmaster General J. Edward Day had an idea that a four-cent stamp, red, white and green, would appeal to citizens who plan to send Christmas cards and holiday mail. The stamps are on sale now, but the supply may be exhausted soon. Postal officials hope the Christmas

stamps will encourage the use of first-class postal rates for greeting cards.

ALL-ELKS LEGION POST members visited Washington following the American Legion Convention this fall. These Elks belong to the Fidelity A.L. Post No. 712, which makes its headquarters at St. Stephen's Parish Hall, 142 East 29th St., New York City, and is the only one of its kind. Similarly, the National Press Club includes a Legion post composed entirely of Press Club members.

ONE HUNDRED more cops are wanted by the Metropolitan Police Dept. to fight increasing crime in the District. They will cost \$579,800 a year.

SHABBY ROOMING HOUSES are gradually being eliminated from Washington, under the District Redevelopment Agency, but it's a long haul. For many years, fine residential areas close to the downtown section have been blighted by commercial rooming houses with "Rooms for Rent" signs. Most of the offensive establishments are housed in old-time brick or stone houses. A.C.R.A. investigation revealed overcrowding was among the many shocking conditions existing in the buildings.

THE CONCEPT for an appropriate memorial to Franklin D. Roosevelt is still being debated. The Stonehenge-type slab design was vetoed and a "living memorial" is now proposed by the District Recreation Board. One suggestion is a recreation area with a simple memorial marker designating it as Roosevelt Park. The Recreation Board, which spearheaded opposition to the slab idea, has offered its services to the Roosevelt Memorial Commission.

DECEMBER DATA . . . The summer drought killed hundreds of young trees in Washington, and they're now being removed. . . . Government scientists are buzzing about a new three-computer electronic brain complex which corrects its own mistakes and cures itself of nervous breakdowns. . . . Washington has practically no unemployment problem. The jobless rate here is 2.4 per cent, and the national rate is 5.6 per cent. . . . The National Zoo has a baby yak, the first one born in ten years. In spite of all the yakity-yak, zoo attendants can't say if it's a boy or girl. . . . Senator John Carroll of Colorado says the average supermarket today has 7,500 different items on its shelves. No wonder one gets confused.

Elks

FAMILY SHOPPER

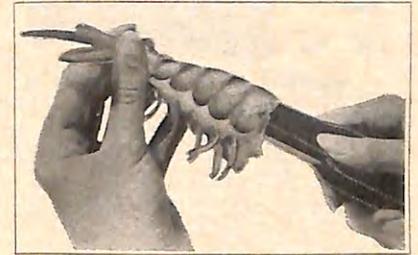
CHRISTMAS SHOWCASE



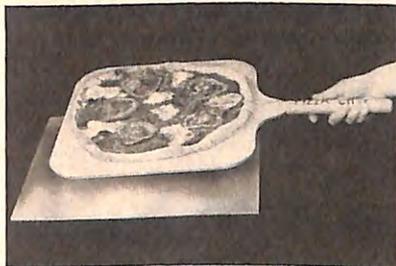
PRAYING HANDS by Albrecht Durer grace one side of 1" charm. The other in raised letters reads: *God grant me the serenity to accept the things I cannot change; the courage to change the things I can; and the wisdom to know the difference. Amen.* Sterling \$3; 14K Gold \$27.50. Ster. Key Chain \$1.50; 14K Gold \$10. Jamaica Silver-smith, 50-M Delancey St., N.Y. 2.



TRADITIONAL HOLLY for your decorating and gift giving this Christmas! Choicest sprays of fresh glossy green, red berried holly with Mistletoe. Arrival about Dec. 15th. H-2, Armload, \$3.15. H-3, Whopping Armload, sprays to 22" long, \$5.50. HG-6, Bounty of holly, aromatic greens and pine cones, \$7.50. Ppd. Write for gift catalog, Northwest Corner Store, Longview 9, Wash.



PERFECT GIFT FOR SHRIMP LOVERS Sensational new tool peels & deveins shrimp in *one quick easy thrust* - - - makes shrimp cleaning fun!!!! Cuts cooking time, shrimp enlarge, absorb seasonally fully, curl beautifully, are juicier and taste more delicious—*plus eliminating smelly cooking odors!* \$1.98 ppd. Zipout, Inc., Dept. E12, 4905 North Second St., Rockford, Ill.



HOW TO BAKE TASTIER PIZZA! Bake delicious pizza at home, without guesswork, with the new Pizza Chef! Outfit includes a polished aluminum baking plate 14 1/2" x 16" x 3/8", wooden paddle for moving pizza and booklet of tested recipes. You'll bake tastier pizza in 12-14 minutes. Pizza Chef Kit, \$4.75, ppd. Cottrell Ind., 2528-A Ramshorn Dr., Manasquan, N.J.



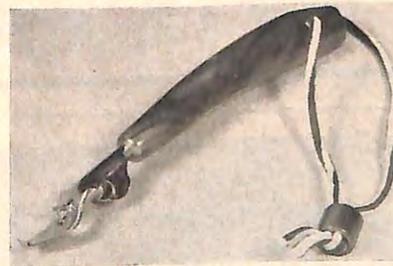
INSTANT SNUFFER for home or office. Fits any ash tray. Drop your cigarette in—it stops smoking instantly and the hot ashes are cold in 5 seconds. No smoldering after-smell, burnt tables, rugs or upholstery. Faster, cleaner and safer. White porcelain. 59¢ ea.; 3 for \$1.60; 6 for \$3.00 ppd. (In Calif. add 4% S.T.) Stover Co., Box E1, 2831 Castle Dr., San Jose 25, Calif.



GIVES YOU UP TO \$1,000.00 systematically. Get Perpetual Calendar Banks. Insert 25¢ a day, watch date advance, amount increase. You must save daily, or Calendar won't change date. Save for home, car, vacations, etc. Reg. \$3.50. Now only \$2.25 ea.; 3 for \$6.50; 6 for \$12.50. Add 25¢ a bank post. Leecraft, Dept. EL, 300 Albany Ave., Brooklyn 13, N.Y.



A SEASONER SET for an exciting Xmas Gift! Handsome Walnut Pepper Mill & matching Salt Shaker, 6" high. Apothecary jars of Whole Blk. Pepper & Seas-O-Blend Salt. A treasure of seasoning, impressively boxed! Satisfaction guaranteed. \$8.95 plus 50¢ post. & hndlg. (Calif. res. add 4% tax). Order Now for Xmas del. from Mailbox Shopper, D17C, P.O. Box 3092, Pomona, Calif.



AT LAST! A BOTTLE-CAN OPENER you won't lose. Rawhide loop hangs double purpose opener where you'll always find it. Durable hard plastic handle looks like bone. Strong chrome opener will puncture cans and lift caps for years. Perfect stocking gift for the man of the house. \$1.10 ea.; 3 for \$3.00. Ppd. (Pa. res. add 4¢ tax ea.) Bushkill Falls, Bushkill 2, Pa.



STERLING CHARMERS to delight your favorite little girls. Each bright Sterling Silver Bracelet is 3/8" wide and beautifully engraved with her first name. Two sizes are available: Small (1 to 5 years) and Large (6 to 12 years). \$2.95 each ppd. including tax and engraving. Send first name. Wayne Silversmiths, 546 So. Broadway, Dept. E, Yonkers, N.Y.



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THE GUNS AND AMMUNITION ARE LOCKED IN Handsome, sturdy gun racks safely lock guns in attractive display. Large drawer locks up ammunition, cleaning gear, etc. Guns cannot fall or be taken out. One key unlocks drawers and guns. Childproof. Foolproof. Complete, in hand-rubbed, honey-tone knotty pine, or lovely maple or mahogany finish.

4-Gun Rack—24" x 28" (Shown).....\$19.95 In Kit \$12.95
6-Gun Rack—24" x 40" (Taller).....\$29.95 In Kit \$17.95
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(3 Gun Racks and All Kits Ppd., Add 5% West of Miss.)
Gun and 6 Gun Racks Exp. Chgs. Coll.

IN COMPLETE KITS for easy 1-hr. home assembly. Fitted, drilled, sanded, ready to finish. Easy directions. Large New Free Catalog—600 Items—Complete or Kits

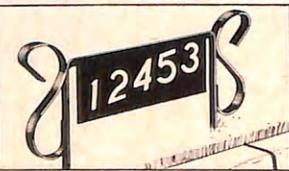
YIELD HOUSE

Immediate Delivery Money-Back Guarantee Dept. EK12-2, No. Conway, N.H.



Q-BLOX FOR FRIENDS AND PARTIES

Different but not difficult. Fascinating and fun. Developed by educators for all ages. Not a simple puzzle but many solutions to test your dimensional aptitude. 21 irregular, rectangular blocks of 7 Walnut, 7 Redwood and 7 White wood. Wax finished. SET \$2.98 ppd. DADO GIFTS, 824 2nd S. E., Mason City, Iowa.



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Complete Postpaid
A Welcome Gift

WHY MAKE FOLKS "HUNT" FOR YOUR HOUSE AT NIGHT?

Your house number (glass-beaded to reflect light) on handsome 11 1/2" x 14" black iron lawnmarker. With 1 1/2" high number on one side only, \$1.89 complete ppd. (With number on both sides, \$2.29.) Prompt shipment on receipt of order.

EMPIRE MFG. CO., 3939 Maple, Wichita 13, Kan.

HOLDS YOUR PIPE WHILE YOU DRIVE MAGNETIC DASHBOARD PIPE HOLDERS



Now you can smoke your pipe while driving without worrying where to put it! Powerful magnet anchors firmly to dashboard—holds pipe securely upright—prevents ashes from spilling. Safe and handy, provides inexpensive insurance while on the road.

No. 301—Salin black finished metal pipe-rak safely cradles pipe. \$1.00 ppd.

No. 495—DeLuxe polished Chrome Holder has red suede lining, swivel base, spring steel construction. Adjusts to any pipe, any drying angle. \$1.98 ppd.

BRECK'S, 2196 Breck Bldg., Boston 10, Mass.

ELKS FAMILY SHOPPER



QUEEN OF THE NILE NECKLACE. This exotic bauble inspired by the current Cleopatra craze is instant glamour for any American queen. In gold plate or sterling silver. Cleopatra Necklace adds beauty to a formal gown, "dresses" up a basic outfit. Only \$2.49 ppd. incl. tax, Essay, Inc., Dept. EL-1, 255 West 34th Street, New York 1, N. Y.



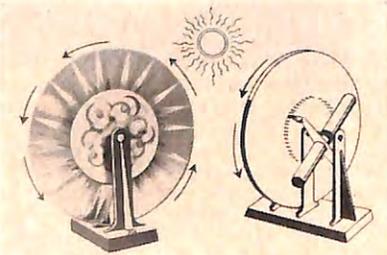
MEN'S MAGNETIC DRIVING GLOVES. Heavy Helanca yarn s-t-r-e-t-c-h gloves keep hands cozily warm while leather palms and fingers give you a firm grip on the wheel. A magnet in goldplated case is on each cuff to hold gloves handy on dashboard. Specify black or camel. Stretch to fit everyone. \$2.95 ppd. Breck's of Boston, 919 Breck Bldg., Boston 10, Mass.



"TIE UP" BUSINESS DEALS with Ready-Made Red Tape. There's no easier (or funnier) way to gum up the works than with genuine red tape. 50-foot roll of 1" tape is really red and every bit is printed "Red Tape" to seal big business deals." On handsome desk spool, \$1.00 ea.; 3 for \$2.79; 6 for \$4.95. Ppd. Greeland Studios, Dept. EK-12, Miami 47, Fla.



TURNTABLE BAR. Graceful 2-tier Bar Susan holds 6 standard bottles in compartments and one on top within easy reach on freeturning table. Included are polyethylene pumps that fit any bottle to dispense an even jigger, act as permanent corks. Finished in honey tone pine or maple. With 6 pumps, \$15.75 ppd. Home Kit available. Yield House, Dept. E, No. Conway, N. H.



MYSTIC MOTOR, POWERED BY THE SUN, twirls and swirls to fascinate one. Remarkable scientific achievement runs entirely on energy from the sun's rays or from any direct heat source. Without springs, magnets or currents, it revolves perpetually. Just place it in a sunny window. \$2.00 ppd. Mike's Place, Dept. EK-12, 3735 N.W. 67th St., Miami 47, Fla.



TRANQUILIZING PILLOW. Relax and unwind in a warm bath, your head cradled in this soft bath pillow. It's held firmly in place by suction cups and is adjustable for height and softness. Wet-proof to keep your hair dry. Choice of gold, pink, blue or aqua decorated with colorful flowers. \$2.25 ppd. Better Sleep Inc., Dept. E, New Providence, N. J.



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Large, juicy Red or Golden Delicious apples—specially grown and hand selected for the holiday season. A wonderful flavor treat for every member of the family to enjoy. Packed in festive gift boxes with your holiday greetings enclosed. Send your gift list—we do the rest. Shipped prepaid to Michigan, Indiana, Illinois, Wisconsin and Ohio. Add 20% for other areas. Guaranteed safe arrival. Specify choice: All Red Delicious; All Golden Delicious. An assortment of both.

215—Popular Gift Box\$3.95 (10 pounds)
220—Deluxe Gift Box\$5.95 (20 pounds)
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Michigan deliveries add 4% sales tax. Send check or money order to WILLOBEE PRODUCE, INC., P. O. Box 231, South Haven, Michigan No C.O.D., or charge accounts. State laws prohibit shipment to California. Send for descriptive literature.

MOST UNIQUE USEFUL GIFT!

TWISTY

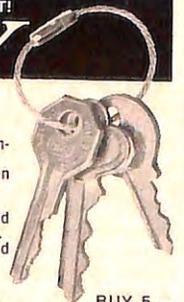
KEY KEYSER

This ingenious creation of an aerospace firm makes the perfect low-cost gift for men, women, teenagers. Outlasts more costly key holders by years. No links to loosen... no chains to break—no more lost keys. Intriguing patented* twist-lock opens easy—stays closed in pocket or purse. Smart gold finish. Unconditionally guaranteed. Rushed airmail in gift box, ppd. tax pd.

*U.S. PAT. NO. 2,771,768

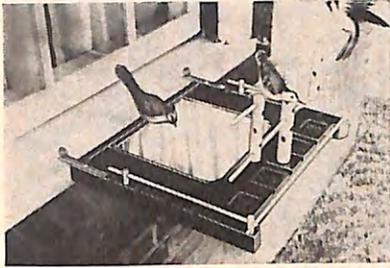
\$1.00 EA. OR 6 FOR \$5.00

BUY 5 — GET ONE FREE!

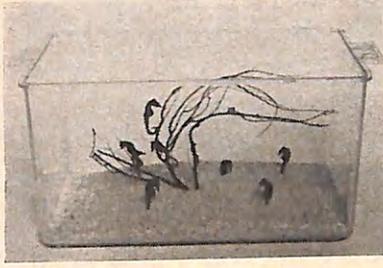


TWISTY • Box 738E • National City, California

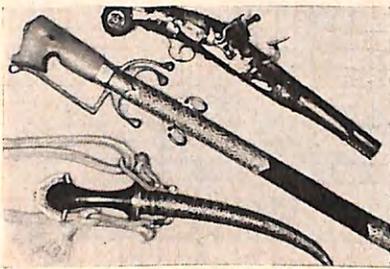
ELKS FAMILY SHOPPER



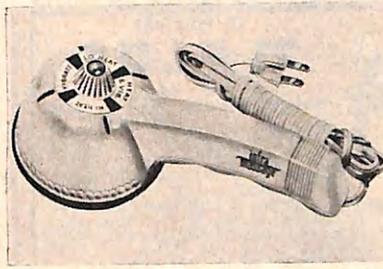
BE A BIRD WATCHER the easy way—from your window. Feathered friends feed only inches away on Flight Deck, a new feeder that clips on window sill (no tools needed). Weather-proof duralon feeder has hardwood perches, feeding stick, 4 seed wells, water pool. 17" x 15". Gift-packed. \$6.95; 3 for \$19.75. Ppd. Dun-craft, Dept. 12-E, Penacook, N. H.



"B" SEAHORSE BEGINNERS KIT starts you on a fascinating hobby. Kit includes one gallon plastic aquarium, sea water mix, seahorse tree, food, sand and simple instructions for the care of your pets. When all is ready, your 3 pairs of live seahorses will be shipped to you. Complete kit, \$10.00 ppd. F. F. Marine Life, Dept. E, P. O. Box 626, Dania, Fla.



WEAPONS OF AN ARABIAN CHIEFTAIN are among the 1500 authentic arms included in the collection at the Museum of Historical Arms. In a 216-page catalog, all the weapons are photographed, fully described and priced to sell. Send \$1.00 ppd. (refunded with purchase.) The Museum of Historical Arms, Dept. E, 1038 Alton Rd., Miami Beach 39, Fla.



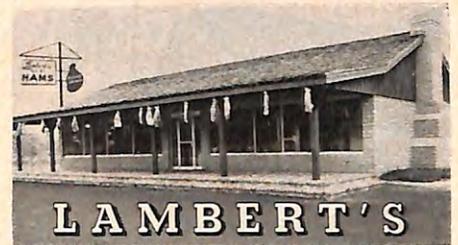
INFRA-MASSAGER gives beneficial infra-red heat plus soothing massage to ease muscular aches and pains. Four dial settings concentrate penetrating heat rays, blissful spot massage, or both, right where you need them most. Lightweight and scientifically engineered. \$9.95 per unit ppd. International Biotech Corp., Dept. IM-24, 16 West 61 St., N. Y. 23.



WELCOME A NEW BABY with Heirloom Bracelet, a treasured memento for baby, mother and grandma. Authentic hospital identification beads spell out child's first name and are linked with simulated pearls. Gold-plated heart charm, guard chain. State if for adult, child, teenager. \$2.00 ppd. Elane Originals, Dept. 55, 285 Market St., Newark, N. J.



ANIMAL FINGER PUPPETS. Slip on these enchanting puppets, flick your fingers and you're a puppeteer, weaving a spell of make believe for the young and young-at-heart as well. 3 1/2" high, puppets of colorful corduroy and felt are wonderful party favors or stocking stuffers. Set of 4, \$1.00 ppd. Breck's, 4976 Breck Bldg., Boston 10, Mass.



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Over 30 years experience dealing in
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This live Squirrel Monkey makes an adorable, playful pet. Show it affection, and receive companionship & joy from its company. Almost human with its friendly eyes, children & adults love it as a pet. Approximately 6 months old, simple to take care of & train. Eats same food as you do, grows about 12 inches high. Free cage & instructions included. Live delivery guaranteed. Only \$19.95 express collect. Mail check or money order for \$19.95 to:
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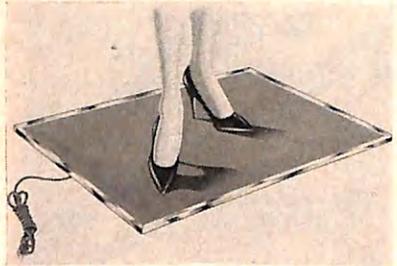
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FREE underwater Sea Horse Trapeze included with order. Playful Mr. & Mrs. Sea Horse hang from trapeze with their "monkey-like" tails, swim upside down with tails entwined. Easily kept in a goldfish bowl. Children and adults love them. Send only \$3.50 postpaid for mated pair of Live Dwarf Sea Horses, food, instructions & FREE Trapeze. Or send \$6.98 for 2 Pair of Sea Horses and receive 1 Pair free (with food & trapeze). Live Air Mail delivery guaranteed.
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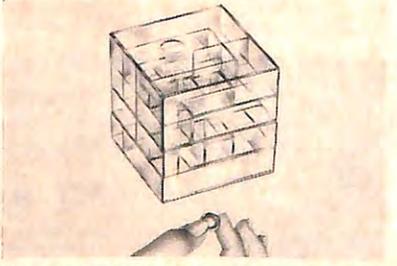
50 SHELLS FROM 'ROUND THE WORLD for the collector—or to decorate aquariums, maps, ash trays, pictures, etc. 50 treasures include Venetian Pearl Shell, African strombus shells, coral, pelican foot—all sizes and colors. 1 set of 50, \$1.15; 3 sets, \$2.00. Each set different assortment. Shells-of-the-World, Dept. 505, Box 1042, Miami Beach 39, Fla.



ELECTRIC FOOT WARMER. Feet stay warm though floors are cold when this warmer is underfoot. It lies flat or tilts slightly and has a formica top that's scuff-proof and easy to clean. 14" x 22". With 8 ft. of UL approved cord, thermostat control, \$9.95 plus 50c post. & hdlg. Service warranty. Empire, Dept. EL, 140 Marbledale Rd., Tuckahoe, N. Y.

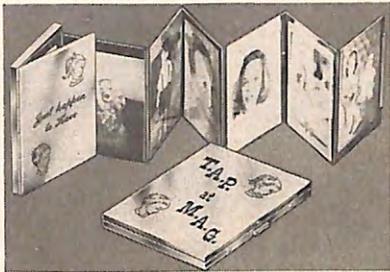


BOUNTIFUL BEER GOBLETS hold a king-size 15 ounces—are hollow-stemmed so they actually take a full bottle of beer. Each glass, highly fire-polished, bears an old English monogram, hand-cut by artisans. Set of 4 goblets, \$2.95 plus 35c post. Two sets, \$6.25 ppd. Specify monogram. Alexander Sales, Dept. EL, 140 Marbledale Rd., Tuckahoe, N. Y.



LIKE TO SOLVE PUZZLES? Try this baffling cubic maze. The problem is to drop a ball through the top opening and tilt and turn the cube until the ball drops out the bottom. It looks easy but wait till you try it! 4" cube has 4 tiers of transparent plastic baffles. A-Maz-Ing Puzzler, \$1.00 ppd. Gifts Galore, Dept. G-18, Box 272, Culver City, Calif.

ELKS FAMILY SHOPPER



POCKET PHOTO GALLERY. Wafer-thin golden metal case holds 13 pictures in pull-out plastic windows. The photo case for proud grandparents is engraved with "T.A.P. at M.A.G." (Take a Peek at My Adorable Grandchildren"). The other, for everyone else, reads "Just Happen to Have." Each is \$1.00 ppd. Sunset House, 75 Sunset Bldg., Beverly Hills, Calif.



HOMEWORK FOR GOLFERS—and fun for everyone is 9-Hole Hazard Golf Course. Each hole, of durable styrene, is an exciting challenge. There's a real water hole, a tunnel, roller coaster ski ramp, etc., each with its flag. Set up indoors or out in any pattern. 9-Hole, \$7.98; 4-hole, \$3.98. Ppd. Spencer Gifts, 614 Spencer Bldg., Atlantic City, N. J.



INSTANT HAIRSTYLING with Electric Roller Style Curler. Forget about sleeping on rollers and pins. U.L. approved electric curler fashions hair in minutes in the style you desire. Completely safe for bleached, permanent waved hair, children's hair, wigs. With 3 size roller attachments, \$7.98 ppd. Nancy Ellen, 614 Spencer Bldg., Atlantic City, N. J.



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only 5 1/2" diameter

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So easy to use and such beautiful results—all in the comfort and privacy of your own home. Spruce smooths fingertips; shapes nails; seals nail edges to prevent splitting; gently loosens and removes excess cuticle; eliminates hangnails; erases calluses; stimulates circulation for healthier fingernails—all in a matter of minutes. Five instant-change attachments do the work for you. Spruce is also highly recommended by doctors for safely taking care of corns and calluses on the feet.

Here is a welcome gift that is used not only weekly, but year after year. The **SPRUCE** motor is **unconditionally guaranteed for 10 years**; plugs into any electric outlet. So safe, children can use it. For a lifetime of beautiful hands, give the exciting and original gift—**SPRUCE ELECTRICAL MANICURIST.** **\$29.95 ppd.**

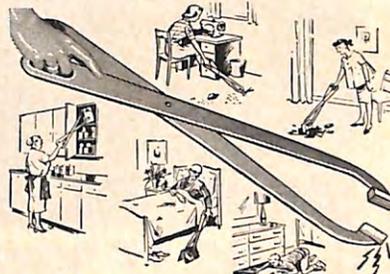
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DELUXE KIT Spruce Electrical Manicurist with supplementary attachments (nail planer, chamois buffer, vibrator, facial massager) and ample supplies for 500 manicures in handy container. **\$49.95**



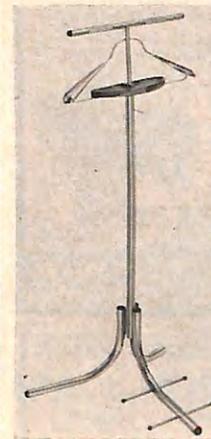
MAGNETIC E-Z REACH

Extends your arm 27 inches to bring everything within "easy-reach" without stretching or stooping. Scissors like action with non-slip ends takes cans off shelves, far objects from tables, holds sponge to mop-up spills from the floor. Strong magnetic tip picks up pins, curlers, shears, etc. Made of beautifully grained plywood to be an attractive and useful gift. We pay postage, ship in 6 hours, mail gifts direct for \$2.95. 2-Air Mail, if desired, 50c extra. **Money Back Guarantee.**

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GOLD-PLATED Wardrobe VALET



If you are one who likes to go "first-class", here's the gold-plated way to keep that personally tailored suit from mimicking a sack. For those who care about details, the Valet is of tubular steel (gold-plated, of course), has a fruitwood finished jewelry tray, contour hanger and slip-proof pants bar. Those bars on the front leg are to hold your shoes! Protective tips safeguard floors. As a gift, this will be long remembered, we assure you! The price? Only \$9.95, postpaid. (Why not order several?)

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STIMULATE SCALP CIRCULATION

One minute a day is all you need with this scientific marvel



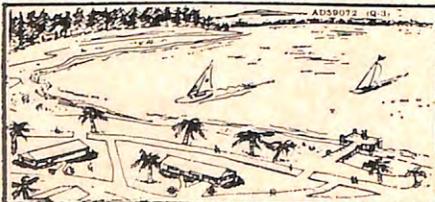
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Send check or money order to
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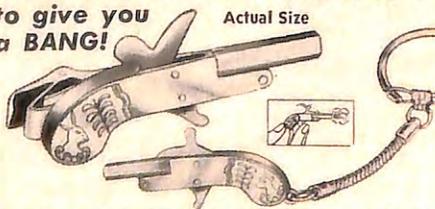


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1/4 Acre Homesite in Florida—Private Lake, free country club privileges, white sandy beaches right at property. Fishing pier, club house, dock site, lovely homes, hard-paved roads under construction, electricity, phones, tested pure water—all available. Certified high, dry land only 2 1/2 miles from healthful bubbling waters of Rainbow Springs. Only \$10.00 monthly. Total cost \$795, no hidden extras. Free photos, booklet. Write to: Rainbow Lakes Estates, Dept. 23-B, 817 Silver Springs Blvd., Ocala, Florida

PISTOL JEWELRY

to give you a BANG! Actual Size



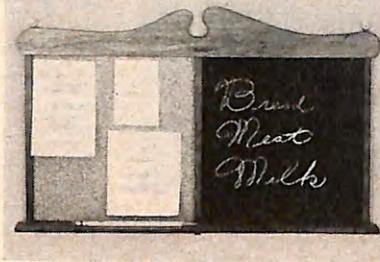
World's smallest pistols, just 1 1/2" long, really fire (safe blanks, of course) with the roar of a full size gun! Expertly crafted by skilled gunsmiths, they are superb precision made miniatures of an 18th century duelling pistol in handsome nickel plate. The butt has an engraved luxurious scrollwork design. Barrel breaks for loading, hammer cocks to fire 2mm blanks when trigger is pulled. 25 blanks and ramrod included.

TIE BAR \$3.30 KEYCHAIN \$3.30
25 Extra Blanks \$1.00 • ALL PPD.

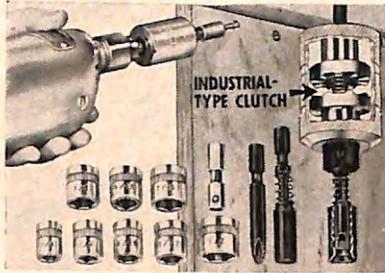
ALL ORDERS SHIPPED WITHIN 3 DAYS

BOSTONIAN GIFTS Div. of Breck's
3021 Breck Building, Boston 10, Massachusetts

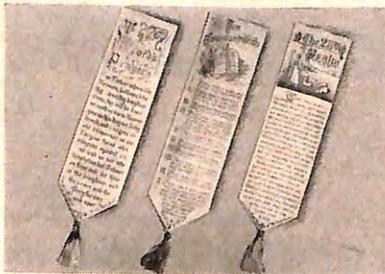
ELKS FAMILY SHOPPER



CHALK 'N CORK BULLETIN BOARD of Early American vintage makes an eye-catching reminder center. It's half-slate for written messages, half-cork for pin-up reminders. It has a handsome colonial-style wood frame and a tray that holds chalk, pencils, tacks. 16" x 10". \$1.98 ppd. Mimi's Gift Shop, 614 Spencer Bldg., Atlantic City, N. J.



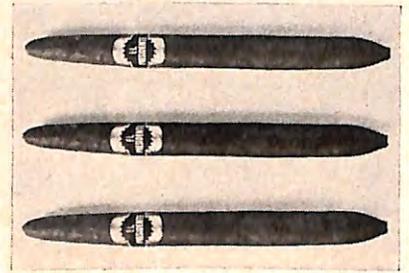
ACRO SCREW & NUT DRIVER fits any electric drill for screw, nut and bolt driving. Powerful industrial-type, no-slip clutch; special bit-holders to keep bits on screw-heads. Includes 2 bits with holders for #4-14 slotted screws, Phillips bit, 6 hex and 2 square socket wrenches with holder. \$7.95 ppd. Arrow Metal Prod., Dept. EL-12P, 421 W. 203 St., N. Y. 34.



VERSES FROM THE BIBLE are inscribed on colorful Woven Silk Ribbon Bookmarks, so fitting for Christmas gifts. Shown are "The Ten Commandments," "The Lord's Prayer," "The 23rd Psalm." Also available—"John 3:16," non-Biblical Durer's Praying Hands, 9" long, \$1.00 ea.; any 6 styles, \$5.00 Ppd. Jamaica Silversmith, Dept. E, 50 Delancey St., N. Y. 2.



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FOR CIGAR SMOKING PLEASURE, we present the El Presidente. Mild and mellow long filler (6 3/4" long) is hand-made by Tabacalera (since 1881) and imported from the Philippines. Packed 25 in an attractive Philippine mahogany box. \$7.90 per box ppd. (Calif. res. add 4% tax) South Pacific Sales, Dept. E-9, 25 California St., Rm. 337, San Francisco 11, Calif.



PLAY FAVORITE TUNES ON SILVER FLUTE—a full-size replica of a professional flute. Just follow the numbers in the music book (included) and press the buttons to play popular songs. Flute has 8 notes, a full octave and tuned reeds. Engraved silver finish on break-resistant plastic. \$3.98 ppd. Sta-Dri Prod., Dept. E, 147-47 Sixth Ave., Whitestone 57, N. Y.



MARIONETTES FOR A CHILD'S MERRY CHRISTMAS will open up a whole new world of fun for your youngster. They're hand-formed in Old Mexico, by world renowned craftsmen, and are painted and dressed in gay colors. Children can learn Marionette tricks in no time. Send quantity and \$3.95 ppd. for each to South American Import Corporation, 821 Quince, McAllen, Texas.

TIRED OF WRESTLING GARBAGE CANS?



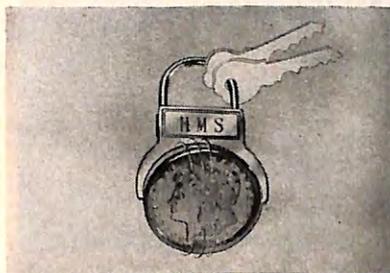
Roll them out quietly and effortlessly with Handy—Dandy utility cart. No soiled hands or clothing. A child can use it. Holds two 20 or 25 gallon cans. Many other home and garden uses. Large rubber tired wheels. Rugged steel construction. Direct from factory only \$13.95 Ck. or MO. Truck collect. No COD.

DANDY MANUFACTURING, 2204 Gallia, Portsmouth, Ohio

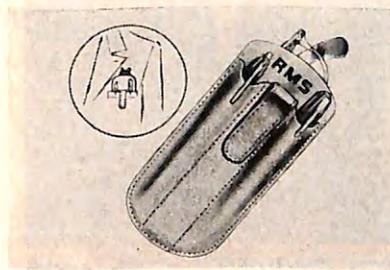
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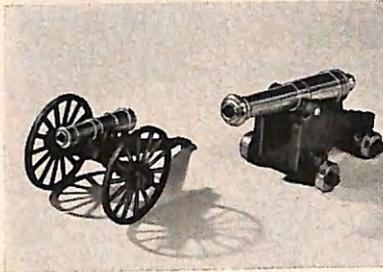
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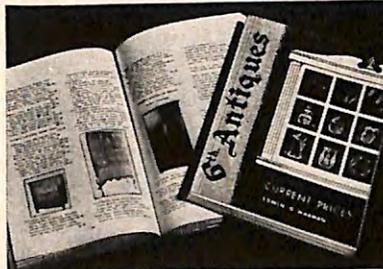
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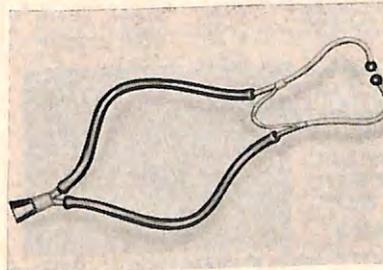
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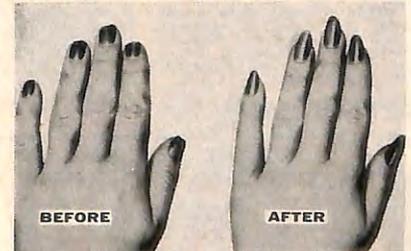


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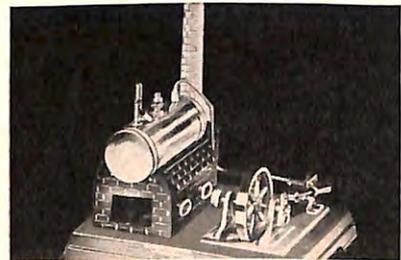
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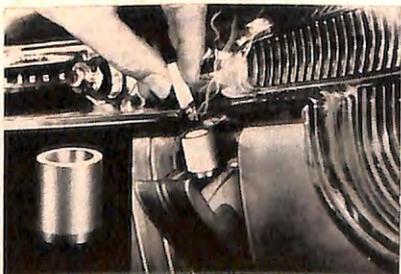
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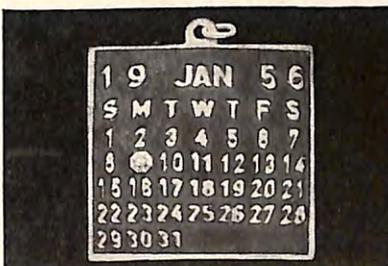


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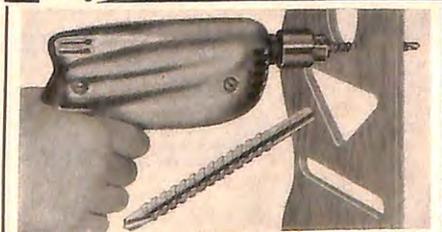
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NAPOLEON PILL RING is a copy of one worn by France's famous emperor. We don't know what was in his, but it's perfect for saccharin, aspirin, any pills—and with the regal Napoleonic crest, it's a handsome piece. Top opens easily. 14 kt. gold-plated, adjustable, fits man or woman. \$7.95 ppd. Park Galleries, Dept. EK-12, 103 Park Ave., N. Y. 17.



BRUSH TILE JOINTS CLEAN AND WHITE with a chemical that's made especially for hard-to-clean joints in kitchen, bath and shower tiles. Apply it with the plastic cap-brush. Dirt, grease and grime are removed to make joints white as snow—without scrubbing. 6-oz. bottle. 98¢ ppd. Walter Drake, EL74 Drake Bldg., Colorado Springs, Colo.



YOU'LL CLICK YOUR HEELS with pleasure when you see this authentic Spanish Flamenco Boot. Adapted for street wear, it's superbly crafted from one piece of leather with elasticized side panels for a snug, comfortable fit. Black or brown. Sizes 6-12, medium width. \$19.95 a pair, ppd. Write for free catalog. Eleganza Imports, 1322 Freight St., Brockton, Mass.

Elks National Service Commission



Approximately 800 square feet of deer, elk and moose hides are presented to the Walla Walla, Wash., VA Hospital for its rehabilitation department. This donation was the result of the efforts of the program conducted by the Alaska and Washington State Elks Assns. The hides are collected by Alaska's lodges and shipped to Washington for tanning and distribution to the five hospitals there. Left to right are Dr. H. C. Lund, Physical Medicine and Rehabilitation Services Chief; hospital patient Lloyd Rutherford, and the Washington Elks' Program Chairman, Tom Russel.

At left, Dr. Sophie Lechin, Administrator of Jacksonville, Ill., State Hospital, accepts the first box of candy donated by the Elks National Service Commission through Denham Harney, State Rep. Tom Shanle, a member of Jacksonville Lodge, is also pictured, as are some of the Elks' Little Leaguers he managed on ball parks made available by the hospital.

When Leominster, Mass., Lodge held its annual weenie roast for patients at Fort Devens Veterans Hospital, the guests happily took care of 30 pounds of frankfurters, 25 dozen rolls, four watermelons and gallons of soda. Those unable to leave the hospital had their treat in the ward rooms. Pictured are P.D.D. George H. Mackie at the grill and, left to right, foreground, Tiler L. J. Bergeron, Committee Co-Chairman R. F. Foster, Red Cross Field Director Marion Donaldson, P.E.R. D. A. Vallee, State Trustee and lodge Secy. Felix Seliga, Committee Chairman P. A. Whitton, E. J. P. St. Cyr and P.E.R. E. T. Killelea; background: John Palmer, Gardner E.R. William Moore, G. L. Cressy and David McCarthy.



Louis C. Quoyeser, Chairman of the Houston, Texas, Elks Veterans Committee, is pictured at extreme left, with other members from Houston, Pasadena and Houston (Southwest) Lodges, and some of the patients they entertain regularly at the VA Hospital in Houston.



**Lodge Visits of
LEE A. DONALDSON**

**Digging
In**



Grand Forks, N. D., Sept. 25: The Grand Exalted Ruler breaks ground for a new lodge home. Those looking on include P.D.D. Kenneth J. Mullen, D.D. John T. Heimes, P.E.R. Paul G. Paulson, P.E.R. E. J. Collette, Past State Pres. A. C. Moore, Past Grand Chaplain Rev. Felix Andrews, and E.R. Gene Goodman.



Auburn, Wash., Lodge was host to these Elks dignitaries during recent meeting of top Grand Lodge officials in Seattle: standing, l. to r., Grand Trustees Chm. Jacob Sherman; Grand Lodge Committeeman Phil F. Berg; Elks National Home Supt. Thomas Brady; Past Grand Exalted Rulers Wm. A. Wall, John E. Fenton, Wm. S. Hawkins, H. L. Blackledge, Fred L. Bohn, and Earl E. James;

and Grand Secretary Franklin J. Fitzpatrick. Seated: Past Grand Exalted Rulers Sam Stern, George I. Hall, L. A. Lewis, and Wade H. Kepner; Grand Exalted Ruler L. A. Donaldson; Auburn E.R. Jack Hill; and Past Grand Exalted Rulers Emmett T. Anderson and John L. Walker. Front: Grand Trustees Arthur J. Roy, Nelson E. W. Stuart, George T. Hickey, and Edward W. McCabe.



At Whiting, Ind., Lodge's 50th Anniversary, July 21, were, left to right (seated): Grand Secretary Franklin J. Fitzpatrick, Grand Trustee George T. Hickey, Mr. Donaldson, Grand Est. Leading Knight C. L. Shideler, and State Pres. G. Powell. Standing: P.D.D. Kenneth Canner, Past Grand Est. Leading Knight Robert DeHority, host E.R. Jim Kosior, Anniversary Chairman Pete Kovachic, and P.D.D. Cletus Harrold.

GRAND FORKS, N. D. Grand Exalted Ruler L. A. Donaldson's regular itinerary was pleasantly interrupted on Sept. 25 when he squeezed in a visit to Grand Forks Lodge, in order to lend his prestige to groundbreaking ceremonies for its new \$700,000 lodge home—a one-story, ranch-style building now under construction. Mr. Donaldson turned the first spadeful of earth. Flown to Grand Forks in a private plane, the Grand Exalted Ruler was accompanied on the short hop from Fargo by Grand Esteemed Loyal Knight Raymond Dobson, State President Frank Archibald, and Past Grand Chaplain Rev. Felix J. Andrews. A local Elks delegation on hand to greet the dignitaries was headed by Exalted Ruler Gene Goodman.



Meeting at New Rochelle, N. Y., Lodge's dedication of a new wing, Oct. 2, are, l. to r., Past State Pres. Martin T. Traugott, host E.R. Charles Totero, Mr. Donaldson, Mayor Stanley W. Church, and Past Grand Est. Leading Knight James Gunn.



Chatting in Connecticut on Oct. 17, when Bridgeport Lodge was host to the State Association's dinner-dance for the Donaldsons, are, l. to r., Grand Trustee Arthur J. Roy, State President Jack Windt, and Mr. Donaldson. 262 attended the affair.

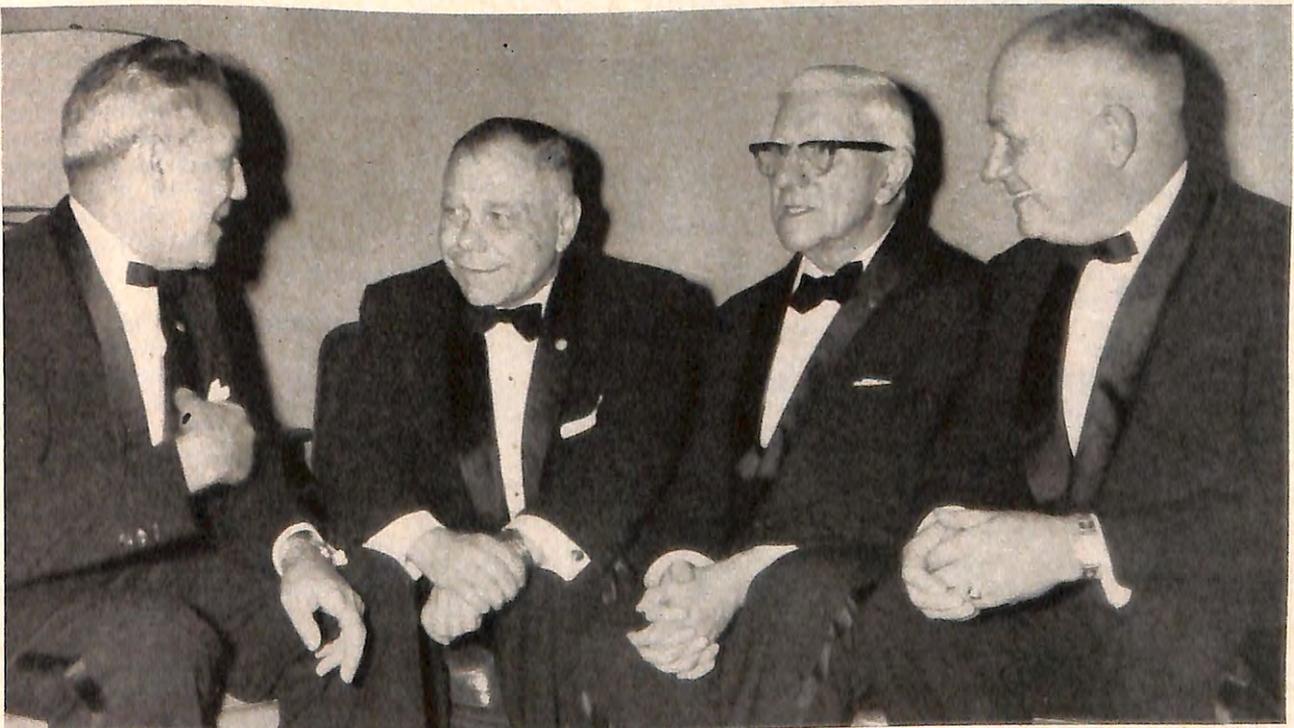
Others attending the ceremonies included District Deputy John T. Heimes and State Assn. Trustees A. C. Moore and Edgar Beyers.

BEMIDJI, MINN. The Grand Exalted Ruler's remarks at a luncheon meeting were broadcast over the radio. Accompanying him were Bob Newhouse, mem-

ber of the Grand Lodge State Associations Committee, and District Deputies E. M. Spranger, Floyd L. Spence, and Vernon J. Bell. Later, an interview with Mr. Donaldson was taped by the radio station and played back on an evening radio news broadcast.

RICE LAKE, WIS. Some 400 Elks and la-

dies convened in Rice Lake for the Wisconsin State Association Fall Conference, with Lee A. Donaldson as honored guest. Past Grand Exalted Ruler Fred L. Bohn was also in the official party. Plans for the Conference included a concurrent State Elks golf tourney and a concert by the Rice Lake Elks band.

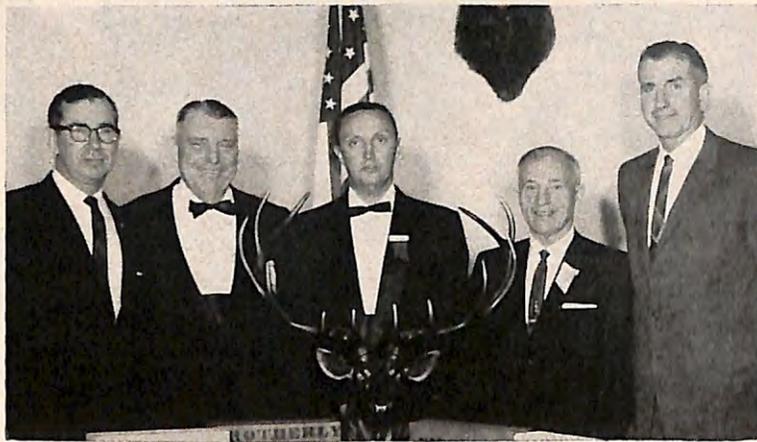


At Westerly, R. I., Lodge Oct. 16, the Grand Exalted Ruler was feted by the Rhode Island State Association. At left in the photo are Past D.D. Fred F. Quattromani; on the other side of Mr. Donaldson are Past Grand Exalted Ruler John F. Malley and Westerly Exalted Ruler Leo

Dufour. Others attending included State President Merton Lewis Jr., District Deputy Frank R. Muzerall, and State Senator Natale L. Urso, who was representing Gov. Notte. About 250 Elks and guests were present for the banquet. The Grand Exalted Ruler was given a silver punch bowl.



MIAMI BEACH, Florida, Lodge's E.R. Joseph W. Malek, left, congratulates Galieo Cabralis, Consul General from El Salvador, center, on his expression of support of our country. At right is P.E.R. Allen Goldberg, Chairman of the program at which this exchange took place.



LOS ALAMOS, New Mexico, Lodge's home was dedicated with these officials participating. Left to right: State Pres. W. R. Davidson, Past Grand Exalted Ruler Horace R. Wisely, E.R. S. D. Stoddard, P.D.D. Guido Zecca and P.D.D. Hampton Martin who designed and executed for presentation to the lodge the officers' stations and altar.

News of the Lodges

Pan-American Solidarity at Miami Beach Lodge

A FAR-SIGHTED STEP toward combatting Communism in Latin-America was taken by Exalted Ruler J. W. Malek of Miami Beach, Fla., Lodge, No. 1601.

On Sept. 13th Consuls from many South and Central American countries were invited to a Pan-America Day forum at the lodge home, to state their countries' views on Communism, war with Cuba, Latin-American intervention and other pertinent questions of the day.

They were Consul Generals Manuel Aristeguieta, Venezuela; Rafael Castro-Canas, Costa Rica; Rapael Reynef-Spindola, Mexico; Louis DeBayie, Nicaragua; Joseph Velez, Honduras; Galieo Cabralis, El Salvador; Fernando Terrera, Argentina; Pedro M. Polzim, Brazil; Joaquin Bonilla, Guatemala; Antonio Houlemont, Dominican Republic, and Rudolph Baboun, Haiti, Saturnino Carrasco representing Chile and R. A. Peterson representing the interests of Paraguay in this country.

Without one exception, every representative pledged his support of any U. S. action in Latin-America. The delegate from Venezuela went so far as to state that his country is ready to declare war against Cuba, if necessary.

Over 500 persons attended this important meeting, and many more were turned away. Past Exalted Ruler Allen Goldberg was Chairman for the program, assisted by Judge Milton Feller, Judge Gerald Klein, and Esteemed Loyal Knight Jay Dermer. Among the State and County officials who were on hand were Alex Gordon, Chairman, and Harold Spaet and Charles Hall

of the Metro Commission.

Former Councilman Maurice Klein, Chairman of Miami Beach Lodge's Americanism Committee, reported on his recent conference with Gov. Farris Bryant on the establishment of courses on the study of Communism in the State's schools.

WITH PAST GRAND EXALTED RULER James T. Hallinan as principal speaker and heading the corps of dignitaries handling the ceremony, the new home of three-year-old Port Jefferson, N. Y., Lodge, No. 2138, was dedicated. Exalted Ruler Philip Boyle and his officers opened the meeting, and Past Exalted Ruler Irving Kahn, as Chairman, extended a warm welcome.

Other participants were John F. Scilleppi of the Grand Lodge Judiciary Committee, State President Michael DeSalvo, District Deputy Monroe E. Lewis, Past District Deputies Harry Macy, P. A. Erwin, Gordon Meyer and Peter Affattato, and several Past Exalted Rulers and Brookhaven Town Supervisor C. R. Dominy.

ONLY FOUR YEARS after its institution, Los Alamos, N. M., Lodge, No. 2083, dedicated its new home at festivities attended by more than 200 persons when Past Grand Exalted Ruler Horace R. Wisely delivered the address. He and Mrs. Wisely were accompanied to Los Alamos by Past Grand Esteemed Leading Knight and Mrs. Robert Boney. Present were five former District Deputies, among them Guido

Zecca who instituted the host lodge, six Past State Presidents, and State President W. R. Davidson, Vice-President-at-Large W. E. Orten and Vice-President Robert Berardinelli.

Past Exalted Ruler W. W. Hampton and Secretary R. J. Ullrich headed the Committee for the program during which Mr. Wisely received a piece of "Trinitite"—fused sand from the site of the first atomic blast in 1945 at Alamogordo, N. M. Past State President Hampton Martin, Mayor of Carlsbad, presented to the lodge its officers' stations and altar which he had designed and fashioned of white oak. Another gift was a beautiful oil painting created by Elk Keith Kelly.

WHEN PONCA CITY, Okla., Lodge, No. 2002, formally received its first-place award for Subordinate Lodge Membership Control in a contest conducted by the Grand Lodge, Past District Deputy C. Kenneth Morrow made the presentation. The occasion also marked State Associations Night, with State President Ernie Smart as the principal speaker. Mr. Morrow received from Past State President Roy Conders a plaque awarded to him for his District, Oklahoma Northwest, which won second place for Membership Control.

Also present and speaking briefly were District Deputy Atlee M. Delaney and Brooks Bicknell of the Grand Lodge State Associations Committee.

The Ponca City award was accepted by Exalted Ruler John Rider with Junior Past Exalted Ruler Robert



SPRINGFIELD, Massachusetts, Lodge paid tribute to its most respected member, Past Grand Exalted Ruler James R. Nicholson, with the initiation of a class of well over 100 candidates. The event marked the largest class ever initiated, and the greatest attendance at any function, in the history of Springfield Lodge of which Mr. Nicholson has been a member for 62 years.

Whiting during whose term the lodge made much of its 119.31 per cent net membership gain.

GROUND HAS BEEN BROKEN for a modern \$250,000 home for the Elks of Warren, Ohio, Lodge, No. 295, to be ready for occupancy in March.

The ceremony was a milestone in the lodge's 67-year history and was participated in by many State officials, led by President N. A. Bartram.

The lodge's former building and property were sold for \$95,000 and a fund drive within the lodge is to raise \$60,000, under the Chairmanship of Frank Lafferty. The balance will be withdrawn from the Trustees' Fund.

District Deputy John Yerian was also on hand for the ceremony, along with Exalted Rulers William Smith of the host lodge, Frank Patrick of Girard, Lou Sandage of Kent and Dale Jacobs of Cuyahoga Falls. Principal speaker was Judge William McLain.

THE ELKS of Port Chester, N. Y., Lodge, No. 863, have been conducting a series of very rewarding programs recently, held under the heading of "Know Your Village" dinner meetings.

Mayor Anthony Zaccagnino was the guest speaker before a capacity audience. The Elks and their invited guests listened intently to the Mayor's informative talk on Port Chester Urban Renewal and Federal Housing Programs. He stressed the fact that Port Chester had the greatest number of Federal subsidized housing units per capita of any municipality in the State, and that the village had been the first to submit application for Federal funds, together with a complete slum clearance program.

His talk was followed by a spirited question-and-answer period. The meeting was termed an unqualified success, with full credit to the Committee, Esteemed Leading Knight E. P. Purpura, Lecturing Knight Rudiger Bulka and "Old Timer" Irving Werksman.



WEIRTON, West Virginia, Lodge celebrated its 12th anniversary by dedicating its new building. Pictured are lodge officers and special guests. Left to right foreground are Trustee A. J. Rosenshine, Est. Loyal Knight R. C. Lenker, U.S. Congressman A. A. Moore, Jr., guest speaker and an Elk, E.R. J. Y. Longacre, Jr., Past Grand Exalted Ruler Wade H. Kepner, Lead. Knight P. T. Duffy and Trustee G. P. Bohach.



OROVILLE, California, Elk Paul West organized a Junior Drum and Bugle Corps in 1932 which is one of the Order's most active youth groups. Composed of youngsters of grammar school age, the corps is really a two-fold group. Shown with Mr. West, left, are the older, more experienced, players whose places are filled by the juniors when age forces them to drop out. Dennis Bump, second from left, directs the juniors.



TUSCALOOSA, Alabama, Lodge sponsors this Community Rescue Unit, displayed here at the West Alabama Fair to acquaint the public with the facility. During the past year the unit was responsible for the saving of three lives and the recovery of 11 ailing persons. Shown with the unit are E.R. Grover Burchfield and Trustee G. S. Allen.



DEL MONT, Pennsylvania, Trustee C. A. Conley, center, earned a Golden Antler Seal through initiate Ronnie Pilot, left. At right is E.R. V. D. Blankemeyer, Jr.



GALLUP, New Mexico, Lodge's Little League Team won the local championship this year. Leading both the American and National Leagues with 23 home runs, they won 17 games, lost seven. They are managed and coached by P.E.R. Stanley E. Bennett, lodge Trustee, pictured at left background, with Elk Rudy Radosevich, right, also a coach.



TARPON SPRINGS, Florida, Lodge's E.R. J. H. Schmidt, Jr., right, welcomes Dist. Vice-Pres. J. W. Lyons on his official homecoming visit. Three hundred persons enjoyed a dinner served by the Elks' ladies.



CLINTON, Massachusetts, Lodge sponsored these fine young men as its team in the Babe Ruth League and the boys won the Town title. With them, when their sponsors honored them at a banquet and presentation of trophies were, center foreground, Coach Ruf, Asst. Coach John Salamone, Exalted Ruler Gordon Macklin and Est. Loyal Knight R. O. Shatrow, Chairman of the lodge's Youth Activities Committee.

LODGE NOTES

Cascade-East Point, Ga., Lodge initiated 80 new members at its first October meeting. The class was named in honor of Homer Forrer, a member of the lodge and currently District Deputy for the Northwest area of the State. This was the Deputy's homecoming visit, the first to the 11 lodges under his jurisdiction. Exalted Ruler Dr. Kenneth Humber stated that this was the largest class in the lodge's history, and that it now boasts a membership of 750.

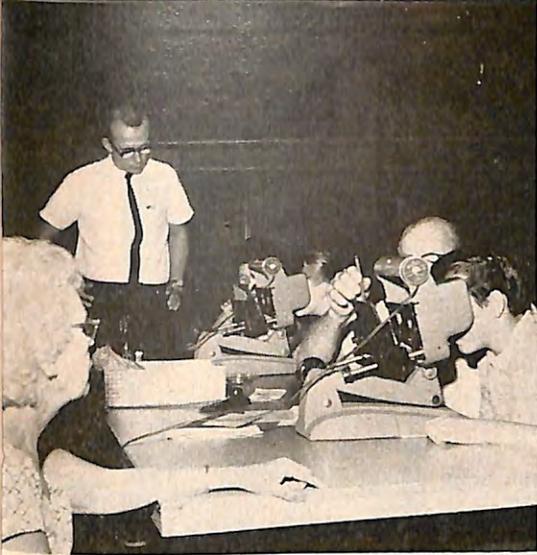
The members of Excelsior Springs, Mo., Lodge have purchased the Oaks Hotel and have moved the lodge and club quarters into its lower floors. The lodge will continue to operate the

Oaks, located in this well-known resort town, and it will remain open to the public. Members of the Order and their families and friends are invited to take advantage of the hotel's many fine facilities when they are in the area.

Noteworthy activities of Burns, Ore., Lodge within the past few weeks include its sponsorship of a polio clinic for the oral vaccine program. About 3,000 people took part. Another worthy activity of the Burns Elks is their semi-annual Blood Drive. At the April drawing 361 pints were collected, with 189 donations given at the September program. This lodge is growing nicely; Exalted Ruler Tommy Turner initiated a sizable class in September.

The Elks of Jacksonville, Fla., are proud of the fact that one of their Past Exalted Rulers, Tom Heaney, has been named the Nation's Outstanding Jailer of 1962. The award was presented by R. H. Jamison, President of the National Jail Assn. in Philadelphia. This is the first time the award has been given to a Southern county. Tom Heaney is Chief Warden of the Duval County, Fla., Jail.

The South Carolina Elks' "Workshop" conducted in Sumter this Fall was well attended, and Committee Chairmen started the ball rolling for what promises to be a fine year. The State Association will meet at Greenville January 18th and 19th.



NORTH MIAMI, Florida, Lodge's fine Screen Vision Program provides free eye check-ups annually for children from 7 to 17. Elk Dean Graham handles the program, with Drs. Art Helfman and Joe Horrun.



PORT CHESTER, New York, Mayor Anthony Zaccagnino emphasizes a point during his talk at the Elk-sponsored "Know Your Village" Dinner. At left is Est. Lead. Knight Earl Purpura; at right, E.R. James McGee.

JACKSONVILLE, Florida, Lodge presents a new TV set to the Duval County Medical Center. Left to right are Social and Community Welfare Chairman J. H. Jones; Mrs. Page, RN; Est. Loyal Knight C. C. Chaplin; Harry Stubbs, TV dealer; Secy. J. A. Budd, Sr.; Mrs. Turnbull, RN; Elk Moissant Smith, Physical Therapy Director for the Hospital; Hospital Supervisor Mrs. Gore, RN; Est. Lect. Knight Fred Rotstein, and Elk Club Mgr. Wm. A. Ready.



Portrait of Courage in Michigan

In the photograph above, Ann Arbor, Mich., Lodge's Handicapped Children's Committee Chairman C. W. Hall is presenting a portable tape-recorder to ten-year-old Paulo Parravano. The gift, made by the State Elks Major Project Commission, will further the boy's education in the arts, science and music.

Paulo's parents had migrated from Italy to this country in 1948 to build a better life for themselves and their family. His father teaches at the University of Michigan, and is also working for a degree.

At the age of four Paulo was stricken with cancer of the retina of the eyes; necessary surgery resulted in total blindness.

This tremendous handicap has not impaired the boy's interest in learning, however. He has completed the fifth grade in St. Thomas School with honors, and has been accepted for enrollment in the University Elementary School. By operating both Braille and regular typewrit-

ers, a set of which he has both at school and at home, he completed all school assignments. He now reads three foreign languages and is an accomplished pianist. In addition, he is studying the violin, plays football and baseball and even rides a bicycle, unaided, around his home and in a nearby park.

Through the use of the tape-recorder Paulo will broaden his scope of learning. Internees at Michigan State Prison in Jackson have kindly agreed to record required reading on tape for him. Through this medium, he will be able to accelerate the pace of his learning in languages, history and the physical sciences.

The courage of this child is magnificent, and the Elks of Michigan are proud to be able to assist him. But Paulo is only one of more than 900 children being shown the way to a happier and more productive life through donations made to the Michigan Elks Major Project.

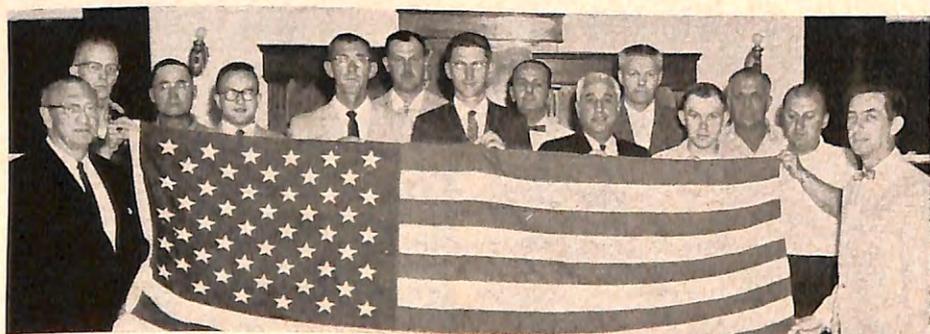




POMPTON LAKES, New Jersey



NEW HYDE PARK, New York



KANE, Pennsylvania



CORNING, New York

GARFIELD, New Jersey



... P.D.D. G. W. Schultz and E.R. E. J. Koenig of POMPTON LAKES, N. J., Lodge are pictured with local Women's Club officials who installed a plaque at the home of the lodge marking it as the oldest building in the area. Erected in 1700, it was the residence of Maj. Gen. Philip Schuyler during the Revolution. The Elks purchased it seven years ago, ending its period as the training camp made famous by Joe Louis and other boxing luminaries.

... E.R. F. X. Murray of NEW HYDE PARK, N. Y., Lodge served as waiter for James DeNicola during the party honoring Mr. DeNicola for his outstanding service to the lodge. Nearly 200 persons participated in the tribute.

... This Flag, which flew over our Capitol in Washington, was presented to KANE, PA., Lodge by U.S. Congressman Leon Gavin, through Secy. Ralph Neidig, left foreground. E.R. Everett Lindberg, right, accepted it.

... CORNING, N. Y., Lodge broke ground recently for a new addition to its remodeled home. Pictured are officers and P.E.R.'s of the lodge with P.E.R. E. H. Young, left foreground, Bldg. Committee Chairman, handling the shovel.

... GARFIELD, N. J., Lodge, No. 2267, was instituted with a roster of 180 to become the State's 112th branch of Elkdom. Participating were, left to right, P.D.D. G. W. Schultz, lodge organizer; Past State Pres. C. A. Hotaling; Garfield Est. Lead. Knight Samuel Sangis and E.R. Matthew Garbulinski; P.D.D. F. M. Santimauro; State Pres. Denis A. G. Lyons, and Past Pres. E. J. Hannon.



LOWELL, Massachusetts, Lodge's annual outing had these dignitaries enjoying the popular event. Left to right: Secy. F. V. Redding, P.D.D. F. L. Lappin, Past Grand Exalted Ruler John F. Malley, E.R. F. J. Buckley, Past Grand Exalted Ruler John E. Fenton and Chairman J. V. Crowley.



CASCADE-EAST POINT, Georgia, Elks Dr. Kenneth Humber, E.R., and Chairman Lovic Allen are pictured at the lodge's annual Turkey Shoot benefiting Aidmore, the State Elks Crippled Children's Hospital.



BLOOMSBURG, Pennsylvania, Elk George M. Hock is pictured, left foreground, with his five sons, all Brother Elks. They are, foreground, Clair C., center, and Harry S.; background, left to right, Eugene M., LaRue C. and Ray T. Hock.



LONGVIEW, Washington, Lodge welcomed the fifth member of the Grendon Family into its ranks at a recent ceremony. Left to right are Mike Grendon, his father, Fred, new Elk Tom Grendon and brothers Bill and Pat.



PROVIDENCE, Rhode Island, Elks and some young prize-winners at their first annual Family Participation Outing.



MOUNTAIN BROOK, Alabama, Lodge sponsored this Little League Team this year and the boys won the Division play-off.



HOT SPRINGS, Arkansas, Elk officers, led by E.R. E. E. Robbins, standing fifth from left with D.D. James H. Webb on his left, are pictured with 11 of 12 candidates initiated on D.D. Night under the "Golden Antlers Recognition Program". The lodge's plan is to initiate 12 men each month during the remainder of the lodge year.



ANNOUNCING A NEW GRAND LODGE PROGRAM:

FREEDOM WEEK — January 14-19

A Salute to Freedom of Speech and of the Press

The Grand Lodge Americanism Committee has announced plans for the celebration by the Order of Elks of Freedom Week, a salute to freedom of speech and of the press, during the week of January 14-19.

Chairman Vincent H. Grocott of the Americanism Committee said that Freedom Week is another in a series of events intended to strengthen the spirit of American patriotism for the long struggle for victory in the war against communism.

"Freedom Week is a part of our program to make effective Grand Exalted Ruler Donaldson's declaration that 'We Elks intend to go on talking patriotism until we make everyone aware of what it means to be an American,'" Brother Grocott said.

Freedom Week will stress freedom of speech and of the press because these guarantees in the U. S. Bill of Rights are basic to all of our freedoms. They not only give our citizens the means to protect their freedom, but also they make possible the successful working of our political, social, and economic institutions that are responsible for the tre-



mendous progress that our nation has made, Chairman Grocott observed.

"Underlying our Americanism program is the strong belief that in the fight against communism too much attention has been given to what we are against and far too little to what we are for and why," the Americanism Committee Chairman said. This was one of the major points made in a recent report that recommended improvements in the training of our armed forces about cold war issues, emphasizing that it was even more important for a soldier to understand and appreciate what he was fighting to defend, and why, than it was to know what he was fighting against,

important and necessary though that knowledge is also.

About a year ago, the Committee released "A Declaration of American Principles," which can serve during Freedom Week as a cornerstone of the Order's approach to positive Americanism.

Freedom Week will focus attention on major media of communication utilizing free speech and freedom of the press—radio and television, newspapers, magazines, and books—in promoting freedom and progress by keeping Americans informed, spreading knowledge and communicating ideas, offering criticism and comment.

"Because we have freedom of speech and freedom of the press, we Americans are free to speak and to publish, and we also are free to listen and read and to agree or disagree," Chairman Grocott pointed out. "We hope that every Elks lodge will celebrate Freedom Week to bring home to the people of its community the realization that their way of life actually depends on free speech and a free press, and that their job is to fight every effort to curtail those freedoms."



and again, Ed saw new markets mushroom for American businessmen from Accra, Ghana, to Osaka, Japan. From Helsinki to New Delhi to Jakarta—and even behind the Iron Curtain.

When not out of the country doing his part to plant the seeds for this golden harvest, Ed Scriven briefly touched base in Washington, D. C., as director of our Office of International Trade Fairs, U. S. Department of Commerce. But he spent most of his time crisscrossing the U. S., spreading the good word among businessmen who had been depriving themselves of their share.

(When the research for this article was being done, and interviews conducted, Mr. Scriven was still director of OITF. He has since been promoted to another Department of Commerce post: Deputy Export Expansion Coordinator for all U. S. export programs of the various Government departments [Commerce, State, Agriculture, etc.]. He was succeeded by John E.

To Increase Trade

(Continued from page 7)

Orchard, on leave from Food Science Co. of Washington, D. C., which he was serving as president.)

Soviet Russia and her satellites undoubtedly wish that OITF were unable to tell an unqualified success story. The truth is, however, for reasons that give the Eastern Bloc nations' world-trade promotion experts no aid or comfort whatever, that a whopping 97 per cent of U. S. businessmen who take OITF up on its offer to lend a hand are coming back, year after year, for more. Why? Because, thanks to OITF's small but able staff, American industrial participants who exhibit at overseas trade fairs outdraw and outsell their Kremlin counterparts at every turn.

During a few weeks last spring in Osaka, 40 U. S. firms and trade groups

(a comparatively small showing; we usually have 100 or more exhibitor companies) racked up sales of nearly \$3 million. That was just about the combined business done by the 14 other nations taking part. Together, the USSR and four satellites—Bulgaria, East Germany, Poland, and Rumania—took in less than \$350,000.

This economic fact is ironic, considering that the Soviet Union methodically mounts two and three times as many trade fairs around the world each year as we do. Furthermore, Russian managers on the trade fair scene have unlimited funds to operate with. Our OITF has to scrimp to get all the mileage it can out of appropriations which haven't topped \$5 million annually. Notwithstanding a relatively modest budget, the Scriven team steadily improved the quality and increased the number of our shows—with an incidental mammoth sales bonus—far outweighing in effectiveness Russia's much greater investment. In 1962 we have

staged 14 carefully planned exhibits in as many areas, including three "solos" —(the OITF term for a strictly U. S. trade fair with no competing exhibitors), held for the most part in undeveloped countries.

The U. S. exhibits invariably draw the largest crowds. Starting with our initial OITF exhibit at Bangkok, we have bagged first prize for originality from many a sponsoring government the world over. During the three to six weeks a fair lasts, throngs of a million and more traditionally crowd the aisles of our pavilions.

The main key to this superior pulling power is good old American ingenuity and foresight. For example, we haven't made the mistake of displaying only products that are chrome-laden or those which might simply bedazzle unsophisticated visitors. Instead, with a few calculated exceptions, we hand-pick items best suited for people of a particular region. To insure maximum and the most appealing exposure for these products, OITF earmarks as a matter of course part of its budget for each fair to enlist our leading promotion experts, graphic artists, and animation talent, who are entrusted with the delicate task of conveying the truth about America: that we are a friendly, constructively minded people, anxious to share the good life with our neighbor nations and possessed of no warlike designs on anybody. As a result of the thorough job our advance men do for an impending fair, we frequently come away during the event itself with priceless free publicity, such as the 16,000 column-inches of local newspaper space—all of it highly favorable—devoted to the U. S. exhibit at the Helsinki Trade Fair.

Scriven has said that the really big difference in drawing power between our exhibits and those of other nations is the care we always take to "animate"—i.e., to present, whenever possible, products which have moving parts and which can be demonstrated. Not that this precludes shelf displays; OITF has with notable success promoted American-style supermarkets and drugstores in Yugoslavia, Japan, Poland, Italy, and Spain. What the stress on animation does mean, however, is that at an exhibit of products of our milling industry, for example, demonstrators will bake a cake with the firm's flour right at the exhibit and share it with the audience.

Another key to our success, for which OTIF can't take credit, is the fact that domestic market research has helped make our products look better, work easier, and last longer under hard use. Consequently, foreign visitors see more goods at the American exhibit of a consistently higher quality, coupled with arrangements for service and

parts-replacement that are far more reliable than those from competing nations, especially USSR and company.

Bear in mind, however, that none of this vast outpouring of U. S. know-how and effort is geared primarily for the sale of even a spring-action clothespin at these fairs. From the beginning, selling of a different sort has been the intention. Approximately 185 of these business bazaars—some of them with charters more than a thousand years old—take place annually all over the world, but when we decided to get in on the act as a nation, pointed out Ed Scriven, it was for this purpose: "To correct the false propaganda the USSR was circulating about the U. S., namely, that we were in the production of war goods only."

It quickly became apparent, though, that the Reds themselves aren't in the trade-fair game solely to smear us. They have a financial objective too: an all-out campaign to surpass the West economically, ourselves in particular. The speed and thoroughness with which we have been able—through OITF—to deflect their efforts to corrupt our image abroad is gratifying. Equally gratifying has been the substantial number of sales and continuing new foreign business for exhibitors, many of whom wrote their first over-

seas orders under the wing of OTIF.

The Government now hopes, under our stepped-up foreign trade expansion program, to launch additional fairs designed above all to sell. Through more fairs we would be able to take greater advantage of our demonstrated lead over the Reds and friendly competitors alike in the art of winning new friends—and customers—abroad. These frankly commercial fairs would be held in areas where the image campaigns of the last eight years have uncovered almost limitless market potentials. To participate in these additional fairs, exhibitors would be asked for a certain amount of financial support—depending on the promise of the particular area—to backstop OITF's bid to Congress for a maximum of an additional \$3 million annually.

The odds are that there will be little change in OITF's approach toward would-be participants, except perhaps that OITF might be inclined to provide the easiest access to firms that have patriotically cooperated all along. Standard operating procedure now is for the host country of an upcoming trade fair to extend the invitation for American participation through our local embassy. Our embassy officials, of course, have been at pains to let the word quietly get around that we're

ive for the life of a child

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interested in exhibiting at trade fairs.

With the international situation as volatile as it is, last-minute checking is mandatory. State Department and U. S. Information Agency people constantly analyze the state of our relations with the country in question. If they're in order, a joint evaluation is made to determine if the country is one where our products can help its economy advance. Should that be the case, the final question to be answered is: Will this particular fair give us a forum where we can get maximum mileage in driving home our politico-economic message of human freedom and progress under the free enterprise system?

If the answer is affirmative, we accept the invitation and the OITF staff goes to work. Its experienced personnel first check their files, in which catalogues and filled-out questionnaires from interested firms reveal at a glance their qualifications to take part. More detailed inquiries then go out to the companies which look like the best bets for the particular fair, to former participants in that area who have expressed a desire to repeat, and to qualified newcomers who have indicated their wish to try to tap the market in that part of the world. (Incidentally, a notice of willingness to take part in future fairs—OITF supplies a list on request—has to be given eight months or more in advance.) Representatives from firms which seem to measure up then get together with Scriven's experts to iron out details.

OITF signs up, on a first-come-first-served basis, enough organizations to take care of our exhibit's capacity, and sends them complete instructions: how to pack products for ocean shipping, what coastal port to dispatch them to, and when. At present, these costs, together with all-risk insurance premiums and compensation-plus-maintenance for any engineers or technical advisers a manufacturer may decide to send along, are its only cash outlay. OITF assumes the cost of shipping the products to the fair, provides protection and utilities at the fair, and returns any unsold items to whatever U. S. seacoast port the exhibitor designates, or to any other location en route home which may serve his convenience or marketing purposes better. Should prospective buyers appear—as happens with 95 to 100 per cent of all U. S. products exhibited—OITF directs them to the firm's representative at the fair.

As noted, companies that produce goods capable of "animation" are on OITF's preferred list, but of equal importance are those products which are representative of a particular fair's theme. At the Karachi fair this year, for example, the theme was "Machines in the Service of Man." We built on Pakistan's interest in industrialization

by exhibiting equipment useful in making cement, glass and clay products, refining sugar, foodstuffs, and petrochemicals. We also demonstrated tire recapping, auto engine repair and rebuilding, printing, plastics molding, dry cleaning, farm machine shop practice, and mechanized doughnut making.

At the Berlin "Partners for Progress" Fair, we stressed automation equipment to capitalize on West Germany's growing labor shortage. In Turkey, at the Izmir fair, our contribution to the theme of "Work Together for National Progress" included seed graders to improve grain production, fig-packagers, and photoelectric raisin sorters—all aimed at helping boost that country's key industry, agriculture. Our "solo" in Jakarta, Indonesia, bolstered the "Technical Knowledge Brings Progress" theme with farm and industrial machinery for processing everything from fertilizer, jute, wheat, and rice to metallic ores, textiles, and pulp.

LONG BEFORE any integration of effort of this sort is possible, though, OITF puts in a lot of man-hours with the local embassy staff, picking up pointers on the local political atmosphere, labor supply, need for security measures, physical layout, available floor space, and hundreds of other details. Even such thorough preparation cannot prevent the unexpected from happening. We've had to cope with everything from demands from Tito's bodyguards that we demolish a brick wall in the interests of his safety on opening day at the Zagreb fair in Yugoslavia, to threats by Poland to prevent our appearance unless we jettisoned a book containing unfavorable comment on the Gomulka government. Physical problems also occur: workers have been injured and in Damascus the OTIF manager's leg was broken when a sandstorm suddenly knocked over some scaffolding. Floods in the Khyber Pass once forced us to airlift our exhibits into Kabul, Afghanistan, and a shipping strike came close to aborting the fair at Colombo, Ceylon. Sacred beasts have kept things gummy for hours on end in the Far East as they roamed construction grounds, stopping all work.

Even when a fair is going full tilt, there's no assurance it will stay that way. Ed Scriven was escorting Prime Minister Kwame Nkrumah through the U.S. exhibit at Accra, Ghana, not long ago, when suddenly Mr. Nkrumah shot a finger at some Ghanaian boys operating a series of U.S. shops.

"Where did you get so many native technical school graduates?" he asked.

"They're not technical school graduates, Mr. Prime Minister," said Ed with a note of pride. "They're ordinary boys we got hold of and trained in a few weeks."

Famous for his chilly feelings toward the U.S., Nkrumah grunted, ducked under the ropes and gloweringly demanded the truth from boy after boy. When each boy confirmed the statement, the Prime Minister came back to Scriven and said, with the nearest thing he has managed to a sheepish grin since he's been playing footsie with the Kremlin, "I don't see how you did it."

The explosive incident was closed nicely when the nearest boy presented Nkrumah with a metal milk bucket he'd just completed. "It may not sound like much," he told me, "but milk buckets of that workmanship are important in Ghana, and the effect it had on the Prime Minister was worth a lot to us in many ways."

After the huddle with the embassy experts for useful information, OITF people have our foremost design specialists fly over to the site of a fair to put their ideas into being with a minimum of delay, cost, and friction. Among the headaches these contractors must face are not just finding suitable local materials at a fair price, but coping with local labor attitudes. Not the least of these is an all-too-common penchant workers have for indicating they understand what's to be done and then blithely doing something quite different. Since the contractor is responsible for wasted time and money, he has learned the hard way to be "everywhere at once."

With universally high costs of design and construction, this is just as well. The highest construction outlay to date was at New Delhi, where we spent \$301,485 out of a total cost (shipping, hiring local demonstrators and guards, etc.) of \$892,000 just to put together the U.S. pavilion. Admittedly, it was a multiple-gold-domed doozy. By comparison our Colombo exhibit, on the island of Ceylon, took only \$87,000 for paint, lumber, and nails, out of an over-all \$265,000.

Probably our coziest design-and-construction investment has been the one made in 1958 at Poznan, Poland, where we built and have used every year since a beautiful glass-walled permanent pavilion which affords our exhibitors almost 20,000 square feet of floor space. Scene of six U.S. exhibitions, Poznan represents our top trade penetration of the Iron Curtain, although we have also fielded successful performances at Moscow, at Brno in Czechoslovakia, and twice at Plovdiv in Bulgaria—most recently in September, 1962. We have run off a total of seven in Yugoslavia, too—one in Belgrade and six at Zagreb (the latest, again, last September). Our message of freedom and hope for all men has been pounded home in areas of heaviest communist influence. But we've

also made our counter-propaganda sales pitch in such lands as Austria, Afghanistan, Finland, India, Japan, and Indonesia, where the frontier of freedom is bordered by the shadow of totalitarianism. Our impact has, of course, been felt. Yet, and such are the mysteries of cold-war diplomacy, the impact has failed to prevent our receiving repeat invitations, even from the nations most vocally aligned against us. Scriven's explanation is that these invitations stem largely from a persisting Russian belief that one day they'll show us up. U.S. exhibitors with whom I've talked feel our continuing participation within the communist sphere may be one of the few remaining rays of hope for eventual rapport between East and West.

To help reinforce the good will which our OITF program generates, we follow the practice of engaging bilingual college students from the country the fair is held in to show how to operate our products and to answer questions. These students, both male and female, have probably been as big an adjunct to promoting the U.S. as our products themselves. As Scriven pointed out, these students' participation show their own countrymen that our heart is in the right place.

As noted, besides the good feeling that helping to improve their country's reputation overseas provides, participating exhibitors have reaped an amazing harvest of sales. One New England drilling equipment manufacturer's initial foreign sale was for only \$2,300, but it was his *first*. Since then it's been followed by a lot more foreign business. So has the drop-in-the-bucket breakthrough—\$190—of a California aircraft instrument maker. At a Ceylon fair a Midwest exhibitor sold three completely equipped dry cleaning shops—his first sale anywhere outside the immediate environment of his plant. U.S.-built diesel roadbuilding equipment to the tune of \$58,000 and power shovels at \$197,000 each have enjoyed brisk sales in New Delhi, but the biggest dotted-line achievement to date has probably been a \$2 million order for 60 tons of insecticide, which had then to be airlifted to Cairo after 10,000 Egyptian farmers signed up for it at our exhibit.

"We like to feel—and we have reason to believe we're right—that every sale we make at a foreign trade fair is one the Russians didn't make," said Ed Scriven. "Every cent of outlay has come back in cash a thousandfold, but the real dividend has been what this kind of honest, straightforward promotion does for our good name among other members of the family of man.

Besides the widespread employment of native personnel at our exhibits, we have also employed Americans from

all walks of life to show other people "what we are." Among these have been a teenage boy who helped his father man their small-business laundry and an ecclesiastic who demonstrated credit-union practices. Another was a disabled Korean war veteran—a multiple amputee—whose modern artificial limbs gave memorable proof to thousands that American industry produces goods, the profit motive notwithstanding, that serve a humanitarian purpose.

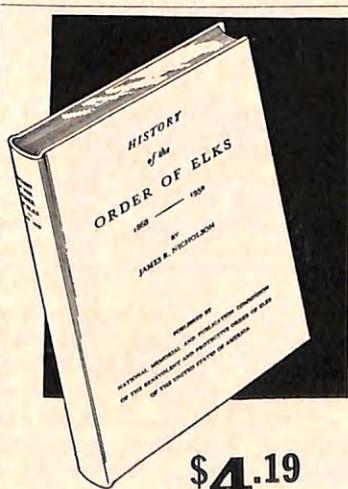
True, here and there exhibitors who have tasted the rewards of foreign trade for the first time and found it sweet, thanks to OITF's campaign in the interest of us all, manifest a reluctance to see their competitors share the new markets. Or, a few pre-OITF exporters have shown resentment toward the newcomers. Both attitudes are not only somewhat less than patriotic, says Ed Scriven; they are also factually unjustifiable. The foreign trade market, he pointed out, is so enormous and is expanding so rapidly that there is plenty of business opportunity for all.

We already have a favorable trade balance of about \$20.1 billion in exports against \$15 billion in imports. Our net deficit—the well-publicized outflow of gold—is caused by military spending abroad and foreign aid, both of which we have to finance from our export surplus and our gold reserves.

Hence, anything we can do to reduce that deficit of about \$2 billion a year—such as stepped-up participation in the OITF program—deserves support as a means of slowing the drain on our gold reserves.

Ironically—and largely, OITF feels, because not enough businessmen know how to meet the problem head-on, that support has not been forthcoming. Of some 300,000 manufacturers in this country, Scriven says, only a trifling 4 per cent, or roughly 12,000 firms, have ever exported or tried to export so much as a lollipop. Despite its phenomenal success to date, OITF has provided its services to only 5,000 organizations. "We could use ten times that many," Ed Scriven insisted, "and more people overseas have the money to make it worthwhile than the average businessman dreams."

He cites the OITF-sponsored sales in London of an American toy-maker which were the biggest in the firm's history. It is significant that they were booked in a country where the average income is half what it is here. Scriven has lots more examples like that which he liked to trot out when he was reminding audiences that it isn't often a businessman has somebody collar him and say, "Come on, friend, I'll help you find new markets and then I'll help you sell your goods there." ● ●



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THE ELKS MAGAZINE

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Cuban Crisis: B.P.O.E. Is Solidly Behind the President

President Kennedy's action in the Cuban crisis won immediate, strong, and united support from our Order. The day after the President's October 22 nationally televised announcement of the impending blockade of Cuba, Grand Exalted Ruler Lee A. Donaldson sent the following wire to the White House:

1,300,000 members of the Benevolent and Protective Order of Elks applaud your action in respect to the Cuban situation and pledge their wholehearted support which will be confirmed by telegrams you will receive from our various lodges.

At the same time, Vincent H. Grocott of Santa Barbara, Calif., Chairman of the Grand Lodge Americanism Committee, telegraphed the Order's 2,006 lodges, requesting that they wire messages of support to the President. Brother Grocott's telegram follows:

President Kennedy has spoken decisively. Urgently request your lodge dispatch wire to him pledging support of action taken. Mail copy of wire to undersigned.

Reaction was immediate as a flood of telegrams from Elks lodges throughout the country poured into the White House, leaving no doubt where members of the Order stood in the crisis. Here are excerpts from some of the Elk messages to the President, reflecting the strong support for the President's action throughout the Order:

Pledge 100 per cent support. All members are in agreement with action taken regarding Cuba and Soviet Union.

Join with 2,000 other Elk lodges in approving decision on Cuba and pledge efforts to help uphold sovereignty of our nation.

Actively support you. Lodge properties placed at disposal of local CD for use as they deem necessary.

Soundly endorse your Cuban action. Our prestige among free people around the globe will certainly be bolstered by your firm stand. While inherent risks are great, such a decision shows true leadership in the defense of our great heritage.

Your stand is in keeping with the great American ideals of protection of our God-given rights as free men.

Whatever sacrifices we may ultimately be required to make are completely justifiable under the circumstances.

Blockade now in effect reaffirms our Monroe Doctrine. No foreign domination in this hemisphere. We pledge full support.

Support you to fullest extent in action you have taken.

Strongly support your stand in present crisis and will cooperate with any suggested program to fullest possible extent.

We must keep the flame of freedom alive throughout the world and go forth to serve America.

Unanimously and enthusiastically approve your recent action relative to Cuba.

THE WHITE HOUSE

Mr. L. A. Donaldson, Grand Exalted Ruler
Benevolent and Protective Order of Elks

Dear Mr. Donaldson:

The President has asked me to convey to you his appreciation and thanks for the generous message of confidence you have sent him during the current international crisis.

He has asked me to extend to you and to the members of the Benevolent and Protective Order of Elks his gratitude for this expression of common purpose and unity. I can assure you that your message is most heartening to the President and his associates.

With all best wishes.

Sincerely,

Ralph A. Dungan
Special Assistant to the President

The tremendous outpouring of support for President Kennedy's determined stand also produced from many lodges commendation for the action taken by the Grand Exalted Ruler and the Americanism Committee to unite the Order in the national emergency. A number of lodges pledged their support for any further measures deemed necessary by the Order in the defense of America, and stated that they had stepped up their Americanism Program activity.



water that's held at bay by dikes.

The Dutch insist that Amsterdam—and Holland as a whole, with its more than 1,000 lakes and 2,000 miles of canals—is one of the most watery places on earth, even outdoing Venice. Of course, the picturesque canals create something of an obstacle course to the motorist. In fact, Amsterdam's firemen spend most of their working time fishing cars out of the canals. The soaking is the price that busy Dutch businessmen and absent-minded tourists pay for

For Elks Who Travel

(Continued from page 11)

forgetting to set their parking brakes.

Speaking of water, I know of no place else in the entire world but Amsterdam where a traveler can jump off a jet—13 feet below sea level—and hop a passing canal cab to get into the heart of town. These small boats are tethered to the docks less than 100 yards from the runways, and for the sum of \$2.50

each, passengers are delivered straight from the airport to any of six leading hotels: the new Hilton, the Apollo, the Amstel, the Doelen, the Europe, and the Carlton. This relaxing, no-traffic-jam trip takes from one to two hours, depending on the location of your hotel, in the course of which you pass along some of the city's most scenic and historic canals. I can think of no more pleasant introduction to Holland. Not only is it cheaper than land cab, but the water taxi passes the verdant Am-

sterdam woods and colorful, pipe-smoking fishermen, lazing on folding chairs alongside the waterways.

One of Amsterdam's older but still popular hotels—the Krasnapolsky—recently increased its number of beds to 500 and spruced up its public rooms. Or, for those who want modern facilities amidst Old World charm, the new Hotel Casa Academica offers you your choice of 384 streamlined rooms. For parents who would like to get off by themselves for a few days, Amsterdam boasts the unique Hans Brinker House, operated exclusively for tots under 12. This unusual and delightful Dutch playpen not only is staffed by trained nurses and a doctor, but it costs the daddy of a pint-size tourist only \$4 a day for room, board, and recreation. So you can see that in Holland a tourist can have his rusk and eat it, too.

On the other hand, for the family that wants togetherness in its travels, the Dutch offer a Rent-A-Boat plan whereby for about \$200 a week you can charter a small yacht that sleeps six. A competent skipper comes with the rig at no extra charge.

In 1938, tourism in Holland was a \$2 million-a-year, but hardly booming business; today it's a burgeoning \$200 million industry. The Dutch have succeeded to a large degree in keeping pace with such giant-striding neighbors in the tourism march as the British Isles and France by devising original and unique ways for entertaining their visitors.

For instance, there is the Netherlands' Minitour, designed for the between-planes passenger who hankers to add another country to his travel log. Since Holland can be motored across from east to west in about two hours, it's possible to see a great deal on a Minitour—usually a 200-minute jaunt through windmill-land. The modest tab for this sightseeing safari is \$3.50, whether you go by boat or car, and this includes a refreshment stop at a sidewalk cafe somewhere along your route.

One Minitour features a visit to a windmill, which is worthwhile if only to see how progress is updating the ancient methods of pumping water, grinding grain, and cutting lumber. Instead of depending on the wind entirely as in days past, the Dutch miller of today employs an electric motor. As for the miller himself, he wasn't the

In our listing of the new District Deputies, Lawrence G. Stevens, South Central California, was identified as a member of Huntington Park Lodge. Mr. Stevens dimitted from that lodge a few years ago and is currently a member and Past Exalted Ruler, of Downey Lodge No. 2020.

picture of what I had in mind when I stopped off for a visit. Instead of baggy britches and other vestiges of traditional costume, he was dressed casually in American-style slacks and a sport shirt. His assistant, a pert Dutch maid, conducted the tour of the mill in leather flats—no wooden shoes for her. After showing visitors about the premises, she'll offer to sell you coffee, tea, or a soft drink, as well as such souvenirs as post cards and miniature bags of grain.

The various Minitours have been set up jointly by the Amsterdam Tourist Association and KLM (Royal Dutch Airlines). Depending on the amount of time at your disposal, you can take in the Aalsmeer flower auction, tour a diamond-cutting factory, browse through a museum, or select other diversions from a dozen or so alternatives.

Visitors with plenty of time will probably want to avail themselves of what the Amsterdam Tourist Association describes as the "Grand Tour of Holland." Because the country is so small, relatively, even a "grand tour" will occupy only 10 hours of your travel time.

If you happen to be going to The Hague, be sure to treat yourself to a stop at Scheveningen—Holland's answer to the French and Italian Rivas. At

the seaside spot, you'll find inviting wicker chairs spread among the waves of sand, overlooked by the Palace Hotel—a bit of Old World atmosphere that contrasts sharply with the bikinied beauties who frolic on the beach. And several miles to the north, along a coast that is dotted with fishing villages, is Zandvoort—one of the Amsterdamer's favorite beaches.

The Dutch recently came up with a new bit of bait to attract American tourists: gift certificates obtained in this country but redeemable in Holland. With mine I picked up—completely free of charge—a luncheon, a bottle of Dutch beer, a boat ride, a dinner that included wine, a helpful map of Amsterdam, a cheese, a shot of Dutch liqueur, three color slides, a cigar, a streetcar pass—plus 15 more agreeable gifts. There's only one hitch in this Dutch giveaway program: Certificates have to be surrendered in Amsterdam within 24 hours after departing the U.S. The strategy behind this promotional plan, of course, is to get the American tourist into Holland first—before he spends his travelers checks elsewhere on the Continent.

Aside from rewarding the tourist with bargains, Holland, like the gateway slogan accurately suggests, is an excellent jumping off spot to other

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<input type="checkbox"/> Gold Filled Snap & Corners \$1.50 extra	
<input type="checkbox"/> 8-pass	<input type="checkbox"/> 12-pass
<input type="checkbox"/> 16-pass	<input type="checkbox"/> Elks Emblem Outside
<input type="checkbox"/> Yes	<input type="checkbox"/> No

Memorial Services and Christmas Charity Programs

The annual Memorial Services are being conducted by Elks lodges this year on Sunday, December 2. Brochures reporting those Services, to be eligible for Grand Lodge judging, should be mailed no later than December 20 to **Patrick H. King**, member of the Lodge Activities Committee, **Box 1698, Boise, Idaho**. Committee Chairman **John H. Bennett** has announced that awards for outstanding Services will be given in two categories: to lodges with more than 750 members and to lodges with 750 or fewer members.

Committee member **Alex A. McKnight**, **Box 6211, Dallas, Texas**, is in charge of the Order's Christmas Charity activities. Photographs and clippings, together with a completed questionnaire that he is sending to lodges, should be mailed to him by January 15. After Brother McKnight finishes compiling appropriate data, he will forward a selection of material to **THE ELKS MAGAZINE** for publication.

Please do *not* send material about these two activities directly to the Magazine.

countries. In fact, you might consider making the Netherlands your headquarters while in Europe. After all, right next door are Belgium and Germany; France is only a brief train ride away; the British Isles and the Scandinavian countries can be reached in mere air minutes.

If you're the thorough sort of tourist though, you'll find plenty to do and see right in Amsterdam. There are more than 40 museums alone; the most visited art museum is the Rijksmuseum.

I skipped the museums this time in favor of riding off to The Hague with a pretty Dutch maid—blond, brown-eyed **Sonja van Mall**, No. 1 hostess of the Amsterdam Tourist Association—for a look at the smallest town in the world—a place called **Madurodam**. At this Dutch version of Lilliput even a three-year-old towers like a giant over the model town with its small-scale buildings. At night the homes and office buildings of **Madurodam** are illuminated by 44,000 flashlight-size bulbs, while during the "bustle" of the day boats sail along its canals, traffic flows along six-inch wide freeways, toy size airplanes taxi along **Madurodam's** airport runways, and small live fish swim in its puddle-size lakes.

The town was established by the family of **George Madure** as a memorial to this officer in the Hussars during the German invasion of Holland, who died at **Dachau**. The toylike town of **Madurodam** is governed by a royal mayoress—**Princess Beatrix**, the daughter of **Queen Juliana**—and a municipal council composed of 30 boys and girls chosen from schools in The Hague. Visualize a toy store at Christmastime, and you begin to get an idea of the enchantment that awaits you at **Madurodam**. Its town hall is a replica of the municipi-

pal center at **Hilversum**, and the city features a miniature version of ancient **OestVoorne Castle**.

Another city you shouldn't miss is **Rotterdam**. Maybe you will recall **May 14, 1940**. That was the day the Nazis decided to wipe **Rotterdam** off the map of Europe. When the Germans invaded **Holland** four days before, Dutch resistance centered in the outskirts of the city. Several hours after the city had capitulated on **May 14**, the city died with the suddenness of a spring shower. Death descended on **Rotterdam** in the form of two brutal and militarily useless air raids 20 minutes apart, each of 20 minutes duration. In the space of an hour, **Rotterdam** was pulverized and devastated beyond recognition. The toppled buildings formed grotesque headstones for the innumerable dead who lay beneath the rubble.

The **Luftwaffe Stukas** finally droned off like a swarm of bees, just as suddenly as they had appeared. The sting they had inflicted upon the city, however, was a fatal one: nearly 12,000 buildings destroyed and hundreds of civilians killed. More than 100,000 persons were left homeless. That night the **Netherlands' General Gerard Winkelman** broadcast this vow to the heavy-hearted Dutch, along with the statement that the country had to be surrendered: "Holland will be herself again when the war is over."

And **Rotterdam** has seen the glorious fruition of that vow. The scars inflicted during those few minutes of senseless bombing 22 years ago have not altogether healed, much less entirely disappeared, but two-thirds of the city has been restored. The remainder of the restoration is scheduled to be completed by 1968—nearly three

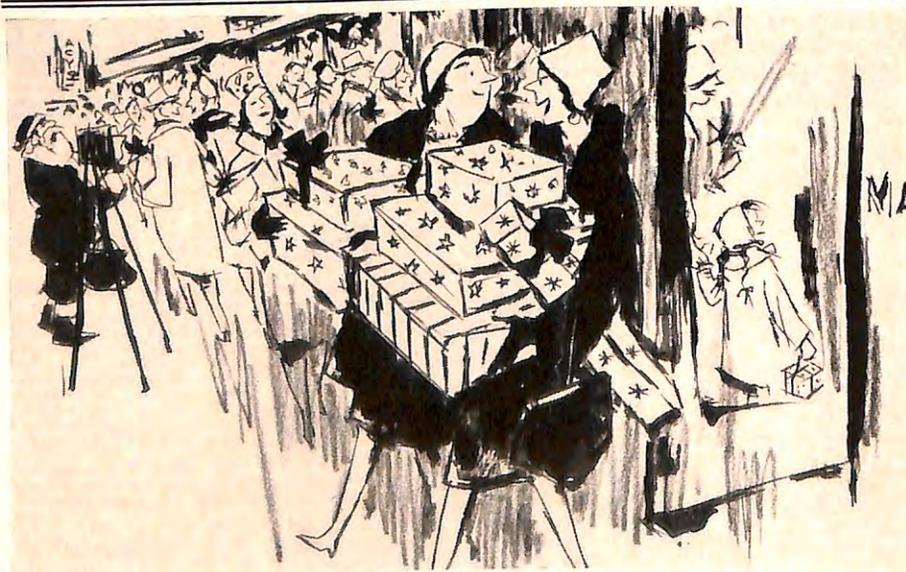
decades after the day **Rotterdam** died.

The **Rotterdam** of today is a city literally risen from its own ashes. New trees have been grown. New gardens planted. New buildings continue to be erected. The port, paralyzed at the end of the war, is thriving again. It is the second busiest port in the entire world today, handling more than 800 million tons of cargo and berthing upwards of 24,000 sea-going vessels a year. In the center of the city, a new opera house has been built with bricks from the former rubble. The new city has a statue called "Ruined City," symbolized by a man with his heart torn out. "Just as **Rotterdam's** heart was torn out," commented my guide.

Dr. Cornelius van Traa, chief of municipal planning, told me: "When you lose your heart, as **Rotterdam** did, you have only one thing to do—you make a new town. All things were lost from former times. There could be no middle way."

The resilient residents of **Rotterdam** have adopted a motto: "Stronger through struggle." The city that has risen is one of steel and glass—a complex of buildings rising above the dikes and canals. A broad avenue, the **Lijnbaan**, is divided into gardens and bordered by fashionable shops that bulge with merchandise from the corners of Europe. Overshadowing this new city is a tall, torch shaped tower called the **Euromast**. It resembles the **Space Needle** that was the symbol of the **World's Fair** in **Seattle**. Like that one, **Euromast** has a restaurant at its top, where I recently dined with a Dutchman who, pointing proudly to the city spread out below us, remarked confidently:

"Like a child, **Rotterdam** will continue to grow." ● ●



"It's always a challenge, whether I'll get my Christmas shopping done before Henry runs out of money."

THE ELKS MAGAZINE

WILLIAM VON RIEGEN

Winterizing FIDO

By ED FAUST

ALMOST ANY DAY NOW, you may be reading a story in the papers about the discovery of a dog that can talk. It's a news item that appears as regularly each year as the one about the Loch Ness monster. Now maybe those pups do talk, although I've never heard any canine conversation. I'm happy to report that the only dogs I know keep things pretty much to themselves, because, as much as I like my four-legged friends, I'd rather not know what they think about people—especially me.

What's more, if the pups are as honest as certain sentimentalists claim, I imagine a gabby pooch could create a heap of trouble for the family that owned him. Then too, a talking dog might turn out to be a conversational bore, the type that is always dissatisfied with the weather. For this breed of a Fido, it would always be too cold, too hot, too wet, or too dry. Worse, when the mercury was really having convulsions in the thermometer, he might turn out to be one of those cheerful idiots who go around asking, "Is it hot (or cold) enough for you?" Nope, not for me; I'll take Fido as is.

And as for the weather, all I want to know is whether or not I need an umbrella. Of course, where dogs are concerned, the weather concerns me more, particularly if a seasonal change is in the offing. The two seasons that affect the well-being of a dog most are the coming of summer and winter. Right now, Ol' Man Winter is making his customary visit, and it's time to see what we can do to make this a safer, more comfortable time of the year for our pups.

Rule No. 1 (and this goes for all other seasons, too, but particularly when the thermometer begins to fall) is: Keep that dog of yours away from drafts. I'll add this as Rule No. 2: Don't make an in-and-outer of him. If he's been kept outdoors most of the time, don't think you're doing him a favor by bringing him in at night or during the day, when it gets a bit colder. Of course, if he is a small, short-haired dog, he shouldn't be kept outside on particularly cold, cloudy days or on nights that are really cold. If he's been essentially an indoor pooch, then he should never be kept outdoors for long periods—day or night—when the temperature takes a nose dive. A long-

coated dog that's consistently been kept outside will have grown his winter coat by the time you read this; he need only be brought indoors when it's exceptionally cold.

Of course, I'm assuming that his dog house is warm and draft-free. It should be absolutely watertight, too. The best type of house is one with a partitioned-off sleeping compartment, which the dog can enter through a vestibule that leads to the outside door. The vestibule keeps direct air currents out of Fido's compartment. See to it that the floor is airtight; a thick layer of newspapers, laid underneath the dog's bedding, will help to keep the cold out.

For bedding, there's nothing better than a foot-deep layer of torn-up newspapers. Straw is good, but cedar shavings are better, because they discourage fleas and other unwanted boarders. Bedding of newspapers, shavings, or straw is economical, and it can easily be destroyed and replaced, which should be done faithfully at frequent intervals.

Yes, the bothersome flea is always with us. However, he's not as lively in winter as he is in warm weather. For some as yet unexplained reason, certain types of insects seem to dislike the color blue. Some dog owners, as a result, use this color when painting the

WALTER CHANDOHA



In the winter, bathing the dog becomes an inside job. Don't wear your finery, and dry him down to the skin.

inside of Fido's house. The pigment can be mixed into whitewash. Before whitewashing or painting, the house should be carefully examined for cracks, which should be sealed up with filler.

As I've pointed out in this column before, a dog house should never rest directly upon the ground. Instead, it should be elevated two or three inches by blocks or bricks. The ideal house is one that is high enough off the ground to permit the dog to lie under it, out of the direct sun during the day. Such a house has a ramp leading to the doorway. The door itself is a piece of carpet or canvas, hung to permit the dog easy entrance and exit, but flaps closed tightly enough to keep out drafts and the direct cold. In winter, it's best for a dog house to face toward either the south or the west.

To add to Fido's comfort, an open-sided shelter should be erected to permit the dog to lie outside on dry ground during wet weather. There should be some shade available near the dog house; winter or summer, dogs like to alternate their sun bathing with periods in the shade. Pay some attention to the drinking pan. During cold days and nights, water easily freezes in them, because they're shallow. And remember, a dog should never be given over-warm water. Food dishes should be scrubbed as regularly in the winter as in summer, and uneaten food promptly disposed of.

If you give the dog a piece of carpet or a cushion for bedding, use newspapers, as I advised before, as insulation. If a cushion, carpet, or other fabric is used, this bedding should be washed regularly and thoroughly aired. From time to time, examine Fido for fleas and other external parasites; if these are found, flea powder and a vigorous brushing are in

order. The bedding of a flea-afflicted pup should be burned or thoroughly disinfected, and the interior of his house should get a wash-down with a water and disinfectant solution. But don't make the solution too strong. After all, Fido's schnozzle is very sensitive; an overpowering antiseptic odor will make him reluctant to re-billet. Use one of the better-known flea powders to dust the interior. Dust lightly but thoroughly, getting into every crevice.

This is the time of the year when you can curtail the dog's bathing schedule. Unless your dog's coat gets very soiled, a bath once every six to eight weeks should be sufficient during the winter. When bathing the pooch, be sure you use a large enough receptacle. Trying to bathe a dog in a tub that's too small, or even one that just fits him, can touch off a domestic riot, and that's experience speaking. Before beginning the bath, it's wise to put on your oldest clothes. The bath water should be lukewarm, never hot. Test it by dipping your elbow in it; your hand is less sensitive to heat. Use a good dog soap, never one made for human use, since these sometimes contain ingredients which may be good for your skin but aren't so good for Fido's. Have plenty of old toweling or other drying material handy.

Here's the best bath procedure: Soap the dog's body first. Then rinse him off, using an unbreakable container to ladle the rinse water. Next, soap the dog's head, keeping one hand over his eyes. If you get soap in his eyes, you'll have a merry time trying to keep Fido in that tub. Rinse his head thoroughly. Then repeat the whole operation at least once again. When you put the dog on dry ground, give him a chance to shake himself, before attempting to towel him down. I can't

urge too strongly that you dry the dog thoroughly. A must at any time of the year, thorough drying is crucial during the winter.

If you keep your dog outdoors, don't keep him chained so that he can move only within a very limited area. Any dog treated this way may, understandably, turn vicious. Instead, put up a dog trolley by stretching a heavy wire between two posts or trees and running this through a metal ring to which the dog's chain can be attached. Use a chain, not a leash or rope, because a dog won't chew metal. A trolley lets your pup get plenty of exercise but still enables you to confine him to your grounds.

Owners who elect to keep their dogs in the house shouldn't make the mistake of permitting their pets to sleep or take their ease close to the heating unit or a radiator. Spending most of his time indoors is hard enough on any dog's coat, but prolonged periods of close proximity to artificial heat is a foolproof way to ruin his coat.

Now this isn't to say that you should keep your indoor dog outdoors. This would impose a hardship on him and might even impair his health. Even so, of course, an indoor pooch should get regular exercise outdoors—a brisk walk once or twice a day.

In conclusion, a word about winter diet. Don't give your pooch hot food. Fido's stomach isn't geared for such eatments, no more than it is for food straight from the refrigerator. Any food given to a dog should be of room temperature. During the winter, feed your dog a bit more than you would at other times of the year. He can use the extra body heat. And, add a little fat to his diet every so often.

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

Graden L. Rathbun



Officers and members of Nebraska Elklodm were saddened by the untimely death of Graden L. Rathbun on September 12th. His wife survives him.

Initiated into Lincoln, Neb. Lodge, No. 80, in November, 1940, Graden Rathbun immediately became active in its affairs. Appointed Esquire in 1949, he became Esteemed Loyal Knight the following year and served as Exalted Ruler in 1952. He had been a Trustee of his lodge for three years and was awarded an Honorary Life Membership in 1960.

After serving as State Trustee in 1953, and as a Vice-President of the Nebraska Elks Association he was elected to its Presidency in 1958. He was appointed District Deputy for Nebraska East in 1959.

Ritualistic work was one of Mr. Rathbun's deepest Elk interests; he had been Chairman of the State Ritualistic Committee for four years, and was a judge for the Grand

Lodge Ritualistic Contests of 1958, 1959 and 1961. He had also acted in this capacity for contests in several neighboring States.

As a lasting tribute, Lincoln Lodge has established a Graden L. Rathbun Memorial Fund to which all members may make contributions.

Oddball Football

(Continued from page 9)

portly and affable Mr. Hickey, of the Arkansas Hickeys, sat at Packer Stadium in Green Bay amidst the bloody remains of a 49er team which had just been demolished, 31-10. All day, the Packers 270-pound linemen "Hawg" Hanner, Willie Davis, and Hank Jordan had charged through to hit Hickey's T-formation quarterback, John Brodie. It was in a mood of quiet desperation that Hickey watched friends help the battered Brodie into his street clothes.

It is a Hickey belief that pro ball victory today is solely dependent on the answer to one question: Can you provide your passer with enough time to make his fakes, let his receivers deploy, aim, and accurately fire the

ball? Each season, defenses become faster, more massive. The need to bypass them grows ever greater. In the NFL in 1961, an aggregate 25,766 net yards and 205 touchdowns were gained by rushing, while 35,373 yards and 285 touchdowns came from passing. A half-dozen seasons ago, it's true, a trend back to the ground game appeared, but it was shortlived. The air game rules supreme again. And the time available for a bombardier ranges from three to four crucial seconds. If not protected, any quarterback will wind up a walking ambulance case.

The 49ers just couldn't keep Brodie safe.

One day during a team flight to Detroit, Hickey pulled some rough notes from his pocket. These outlined a weird offensive setup he'd toyed with late in 1960. There was a gleam in his eyes as he showed the plan to key players.

"Pretty wild, isn't it?" said Brodie, fingering a loose tooth. "What are the chances it'll work?"

"A lot better than any standard changes we might make," Hickey predicted.

On Sunday, the Detroit Lions, who'd just beaten the Packers and Colts, happily jogged onto the field, fully expecting to eat the 49ers alive. Then Hickey pulled the rabbit out of his fedora. The first inkling that something was up was when the 49ers lined up all over the place. From end to end, the team was spread half across the field. The right halfback stood 15 yards outside his end, who was split wide outside his tackle. The other backs were also positioned willy-nilly. And Brodie—instead of crouching over the center's haunches in proper T-quarterback style—stood seven yards to the rear, like a 1910 tailback. But that was only the beginning.

For his opening play, Brodie shot a ten-yard pass to halfback J. D. Smith. Then he dashed off the field. In came a new quarterback, Bill Kilmer, who ran around right end for 31 yards. Then he, too, returned to the sideline. In popped still a third quarterback, Bobby Waters. He swept left end for 11. And out went Waters and back in came Kilmer.

Kilmer sneaked over center for four yards and then here came Brodie again, waving to the referee.

"Time out!" yelled Joe Schmidt, the Lions' defensive captain. Hickey made fans dizzy, springing signal-callers. The bewildered Lions asked their bench for instructions; none were available.

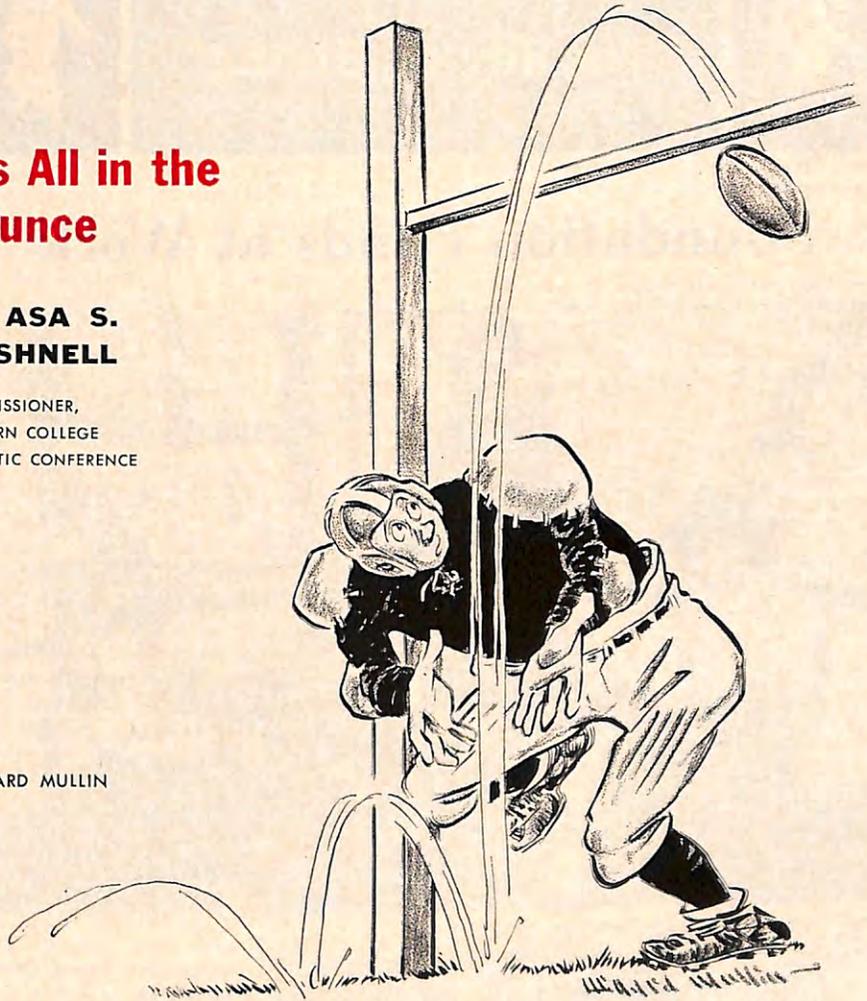
Relieving Kilmer again (or was Waters in there?), Brodie handed off the ball on a dippy-doodle fake that the distracted Lions didn't even try to unravel. It was a touchdown play.

It's All in the Bounce

By ASA S. BUSHNELL

COMMISSIONER,
EASTERN COLLEGE
ATHLETIC CONFERENCE

WILLARD MULLIN



FOOTBALL RULES have been changed for a wide variety of reasons—to speed up the game, slow it down, put new teeth into old rules, and keep the players from having to replace their own. A half-century ago a rule was changed—and in a hurry—to take care of the fact that (a) footballs are not round, and (b) they will occasionally take a peculiar bounce.

The 1911 Princeton-Dartmouth game went to Princeton, 3-0, on a fourth-period field goal which covered half the distance of the field. The ball left the kicker's toe, barely cleared the line of scrimmage, then dipped to hit the ground and bounce along rapidly in the direction of the goal posts.

Dartmouth's quarterback set himself a half-dozen yards in front of his goal, ready to catch the errant ball. He timed the bounces, but on the final one, which should have delivered the ball into his waiting arms, a sudden high bounce flip-flopped the ball over the crossbar with a margin of perhaps a yard.

He raced back, fell on the ball, and was tackled promptly by a couple of Princetonians. Some of the spectators insisted that one or two of the defenders had touched the ball as it bounded merrily along, which would make it a two-point safety.

The referee, however, ruled it a field goal—and three points.

He knew the rule-book, all right, because in connection with the kick it read: "If the ball passes directly over one of the uprights, or if, after being kicked, it strikes an opponent and then passes over the crossbar or one of the uprights . . . a goal." Nothing was said about *bouncing over* on a funny hop.

The rule-makers didn't tarry too long before correcting this situation. When the 1912 book was issued the offending section had been amended to read: ". . . In no case shall it count a goal if the ball, after leaving the kicker's foot, touches the ground before passing over the crossbar or uprights."

And that's how it is still played today.

—As interviewed by Harold Rosenthal.

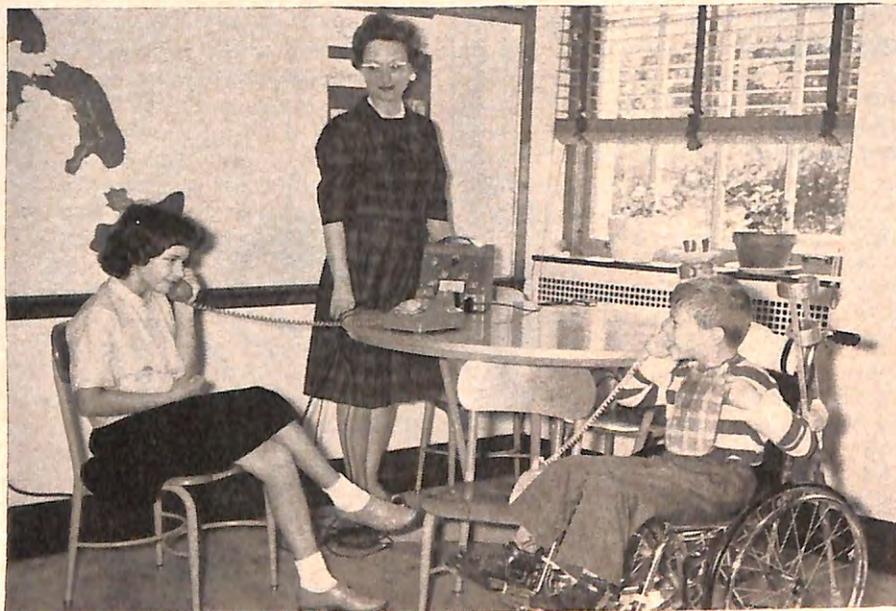


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Above: Mrs. Eleanor Miller administers to Cindy, 12, and Donny, 8, who are working with telephones, which are employed to help these cerebral palsied youngsters overcome perceptual problems that impede learning. A resident of Kalamazoo, Mrs. Miller was the recipient of an Elks National Foundation Grant that paid tuition for a summer course at Western Michigan University.



Left: Miss Toby Lemelman is shown at work with a handicapped child. Sponsored by Washington, Pa., Lodge of her hometown, Miss Lemelman received a \$1,000 Foundation Grant in 1961, which enabled her to complete her training in the field of cerebral palsy at the D. T. Watson School of Physiatrics.

The final score was 49-0 for the underdogs. It was 1961's most stunning upset. No one before Red Hickey had thought to employ three always-fresh, rotating quarterbacks, stationed far back where they couldn't be man-handled, and to scatter receivers and decoys everywhere.

No better example of how effective a brilliant new idea can be comes to mind. Hickey's "shotgun" offense—sometimes called the "stuttering shotgun"—stunned the league for several weeks. With it, he was able to bury the Rams, 35-0, and the Minnesota Vikings, 38-24, and thus earn a fine new contract.

"The Chicago Bears finally figured out a defense that stopped the shotgun," Red Hickey has commented, "but it's far from finished. This season we're basically back in a 'T'. But our opponents never will know when we'll pull the trigger again . . . boom!"

Red was recently asked if all the great brainstorm innovations hadn't been used up by now. What could he possibly do for an encore?

"Listen, years ago an oldtimer back home in Arkansas told me that the only thing that hadn't been invented was a way to get rich off rattlesnakes," replied Red. "Then a fella nearby began selling venom to doctors at \$50 an ounce. Maybe that washes up snakes—but I doubt it. There'll always be new ideas, and pro football has only begun to tap them. To name just one—who says you must have four players in the backfield?"

Tradition does, but a youngish coach named Nick Skorich was the first to ignore the practice.

A rookie Philadelphia Eagle coach a year ago, Skorich's team was doped to take a drubbing from the New York Giants, strongest eleven in the East. But Skorich was determined to prove the experts wrong. Staring at game movies late one night, he had an inspiration. Putting the idea into practice, Skorich's formation made the Giants rub their eyes with wonder. The Eagle backfield was depopulated, with only a single man—the fullback—stationed behind the forward wall. All other hands were far, far away.

Over toward the sideline—stacked up one behind the other like kids playing leapfrog—were halfbacks Tommy McDonald and Tim Brown, along with end Bobby Walston. At the far opposite side danced Pete Retzlaff, the other end. At the snap of the ball, they broke in all directions. Now, football has been played with two and, at most, three ends since its beginning. If three ends are used, the added man is called a "slotback." Skorich had invented what he termed his "stacked-deck" formation—or the first four-end offense in history.

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"Suddenly it looked like they had 13 or 14 men on the field," recently observed Allie Sherman, the Giants' coach. "Receivers kept breaking open with nobody near them, which in this league just doesn't happen consistently."

The best defensive team in the country was badly shaken, if not demoralized by Skorich's strategy. Eagle quarterback Sonny Jurgeson threw three scoring passes through the Giants, and a fourth was called back on a penalty, or else the Eagles would have won. And although the Giants pulled out a 28-24 win, the game had established Skorich's reputation as a brain.

"Didn't we riddle them for 367 yards by air and lose only on a bad call by the officials?" Philadelphians say, proud of the Eagles who soared to the position of No. 2 star attraction in 1961.

Right now, the coach who most worries his opponents, next to Hickey and Skorich, is Norm Van Brocklin, the former passing star, who directs the Minnesota Vikings. Even when he was a player, the pudgy Van Brocklin seldom went by the book. At one point during the Pro Bowl game a few seasons ago, he huddled his team and told Green Bay Packer Billy Howton, "We're on our own 26 yard line. I want you to start running. Keep running and don't look back until you get down by the other goal."

"Which way shall I cut?" asked Howton.

"No way. Run absolutely straight, without any fakes. I'm making up a thing they never saw before."

"It'll never work," objected Howton.

But following orders, Howton legged it 60 yards without deviating from a true course. The All-Stars facing him couldn't take him seriously, because on every pass play there's a "pattern," or design for faking. So after chasing him awhile, they relaxed. That was what Van Brocklin had been banking on; he hauled back and threw one of the longest aeriels ever seen—a 74-yard strike good for a touchdown.

As a coach, Van Brocklin is unusual in that he's perfectly willing to risk everything on something new. A hastily-organized new team, the Vikings were predicted last season as sure to be trampled by the Chicago Bears, who'd walked over them earlier, 30-7. But Dutch Van Brocklin had a trick up his sleeve; he took one of his substitute quarterbacks, Jerry Reichow, and unobtrusively switched him to end. It gave the Bears a laugh to see a guy whose only talent was throwing the ball out there at a receiver's position.

But the Vikings had the last laugh, when the final score was posted: Vikings 37, Bears 13. Reichow had hauled in 103 yards worth of passes; when the Bears began to cover him, he had

switched to the role of blocker and decoy. Sportswriters termed the upset "unbelievable."

When he was running the Los Angeles Rams a handful of seasons ago, Jumbo Joe Stydahar, was a losing coach and about to be fired. In a desperate attempt to score a win, Stydahar locked his practice field gates and strung the fences with canvas. He forbade his players to talk football, even with their wives. The mystery mounted—what was Jumbo Joe up to? The cloak-and-dagger work that goes on in the NFL is substantial, and it wasn't too long before the 49ers were tipped off by their spies to Stydahar's secret.

No sooner had Jumbo Joe reached San Francisco with his team than a local friend of the 49ers approached him, grinning smugly and said: "So you're going to throw a lot of light, fast halfbacks at us today and run us out of the park, eh?"

"Who told you that?" roared Stydahar, managing to look both outraged and crestfallen.

Convinced they knew his battle plan, the 49ers sent out equally light, swift men as linebackers and deep defenders. And that was when Stydahar applied one of the all-time great shock treatments—his "Bull Elephant" backfield. He trotted out three 230-pound fullbacks, as a unit, behind a 210-pound quarterback. Such a grouping was unique, and when the Bulls crashed into their 180-pound opponents, the lighter bodies were tossed across the field and stretcher-bearers were run ragged. When the 49ers countered by rushing in their power troops, Stydahar simply substituted the Rams' fast boys. By this point, the 49er supply of fast talent had been decimated—thanks to the Bulls. The maneuver worked. It worked so well that Stydahar not only won but the game eventually proved to be worth a surprise league championship to him.

And what about those 49er spies?

"Information was leaked to them by a source so close to me that modesty forbids my mentioning his name," said Stydahar, smiling. He smiles a lot now.

But the value of espionage in implementing a "panic" plan cannot be overestimated. The pros keep it quiet, but all teams use what are called "poop guys." The term denotes ex-players, ex-referees, sporting-goods big-shots, and wealthy party-givers who often casually pick up more inside intelligence than any regularly employed and readily recognized scout can gather.

In investigating the sources from which coaches get their innovations, this writer finds that most of their ideas spring from (a) watching game movies—the best stimulus for "thinking new" yet devised, (b) hiring "I. Q." quarterbacks—the sort whose minds work in-

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ventively, (c) sending out spies, and (d) going back to Charley Brickley and Pop Warner days and relying on something very old to which a new switch can be added.

"But don't forget us 'dumb' guys in the line," protests Mel Hein, the all-time pro center and current Giants' scout. "One time in 1938 I wanted to score a touchdown so bad, I invented the weirdest play anyone ever saw."

Having been stuck in the line all his career, Hein asked himself what would happen if he passed his T-quarterback the ball, who then would slip it directly back to him. He'd be a hero, that's what. No one would ever anticipate that a center might become a pass-eligible receiver.

He worked it thus: To become eligible (as an end man on the line), Hein whispered to the tackle and wingman on his right to move somewhere else. Both lined up on the left side. Hein passed back to Quarterback Harry Newman, who returned the ball in the same motion. "It was gorgeous," says Hein. "The Chicago Bears charged Newman and actually shook him, looking for the ball, and never glanced at me. I just strolled downfield, right past two Bear halfbacks. One of them did stare at me suspiciously. Once past him I ran like a big thief."

The sight of 230-pound Hein frantically pounding goalward was ludicrous. The Bear safety man zoomed after the elephantine con man—but didn't catch him until Hein had gone 40 yards to the two-yardline. Sadly, Hein didn't get his touchdown, but he earned a lot of glory. After that, the Giants scored the winning six points.

Most likely before any such maneuver would be used nowadays, it would be diagrammed and hashed over endlessly, secretly rehearsed, filmed in slow motion for flaws, and incorporated into the attack only after weighing the S-element (surprise) against the E-factor (potential error in execution)—and all this by a braintrust of no less than five coaches. In the super-scientific present, even gridiron surprises seem to come out of an electronic computer.

But there still are exceptions to this, occasionally. Red Hickey, the "shot-gun" originator, tells how, one 1957 night, his wife reported hearing him mutter something that sounded like "alley-oop" in his sleep. The next morning, Red denied it, vehemently.

A week later, the significance of "alley-oop" became apparent to Mrs. Hickey—and a lot of other people. With 11 minutes to play in a game against the Rams, Hickey's 49ers were trailing by a 20-16 score. Then, a lanky rookie

end named R. C. Owens hotfooted it down to stand flatfooted on the Ram goal line. The 49er passer, "Yat" Tittle, threw a pass that soared in a high, comical arch. It was a throw that looked ridiculously easy to knock down. But, uncoiling all of his 6-feet-4, Owens jumped five feet into the air from a standstill, cradled the ball, and toppled into the end zone for the winning touchdown.

The fans in San Francisco's Kezar Stadium went wild, for Hickey had shown them something entirely new. He had discovered that Owens, a former high-jumper and trapeze performer, could outleap any football player of the day. When he jumped, he went as high as a kid on a trampoline. Taking advantage of Owen's unique talent, Hickey designed a play that was so cockeyed that it worked to perfection. Needless to say, he had named it the "alley-oop." With 19 seconds to go against Detroit, Hickey's circus stunt worked again to give the 49ers a spectacular winning touchdown. And later it beat the Rams and Packers.

To this day, no dependable defense has been found for it. When Red rolls over at 2 A.M., muttering "Alley-oop . . . alley-oop . . . alley-oop . . .," Mrs. Hickey just sighs with sympathetic contentment. ● ●

News of the State Associations

(Continued from page 14)

The Grand Exalted Ruler's forceful address at the President's Banquet was well received by the 225 diners who also enjoyed hearing the well founded praise Mr. Anderson gave the Association's efforts in the field of cerebral palsy, and their Hides for Veterans and blood bank programs. Former Grand Chaplain Father Connelly delivered an inspiring message and Vice-President Hawes of Washington commented on the fine cooperation being shown in the hides program conducted jointly by his State and Alaska.

THE MID-TERM CONFERENCE of the California Elks Association took place September 20th, 21st and 22nd at San Francisco. On the opening day, the Board of Trustees met under the Chairmanship of Eric Silva and the Convention Committee of Long Beach presented its tentative program for the 1963 Convention of the Association scheduled for May 22nd through the 25th in that city. The Directors of the California Elks Major Project were also in session and interested observers at both meetings were Past Grand Exalted Rulers L. A. Lewis and Horace R. Wisely. A total of \$270,704.29 was presented to the Piggy Bank Committee for the Major Project.

Special guests of the Association included Charles C. Bowie of Texas, a member of the Grand Lodge Judiciary Committee, and Past State President William King, Director of the Washington Elks Association's Major Project. Chairman for this Conference was Grand Esquire Henry J. Budde. President Paul T. Wemple presided at the business sessions whose attendance registered 1,308 with all but two of the State's 154 lodges represented.

CLINICS for Youth Activities and Americanism programs were highlights of the 33rd Fall Reunion of the Ohio Elks Association in Cincinnati September 14th, 15th and 16th, with President N. A. Bartram presiding.

Some 400 Elks and their ladies attended the session during which an additional \$5,000 in scholarships was announced, to make an annual total of \$13,500. This is apart from the Youth Leadership Contest in which awards will total another \$6,000. Lima Lodge presented \$714 to the Elks Cerebral Palsy Training Center Board. Rehabilitation of C/P victims is the State Elks' Major Project and over \$10,000 has been raised so far this year toward the goal of \$50,000.

In attendance at this conclave were

Grand Trustee Nelson E. W. Stuart, former Grand Chaplain Rev. Fr. Richard J. Connelly and Grand Lodge Committeemen Herschel Deal and James Plummer. These dignitaries saw State Chairman L. E. Strong present leather for occupational therapy to the local VA Hospital, and presentations of top national awards for the best State publication go to Ivan Hesson, Editor of the Ohio Elks Newsette, and for the best Major Project display to State Chaplain Sam Fitzsimmons. Second-place national honors for over-all Youth Programs went to State Youth Chairman Russell Pfeiffer.

GRAND EXALTED RULER Lee A. Donaldson was guest of honor at the September 20th, 21st and 22nd Convention of the Colorado Elks Association at Grand Junction. Mr. Donaldson delivered the keynote address at both the business session and the Association officers' and Ritualistic banquet.

A total of 1,100 persons attended; among them were Past Grand Exalted Ruler H. L. Blackledge, Chairman Jacob L. Sherman of the Board of Grand Trustees, Grand Chaplain Dr. Kenna T. Trout and Chairman Campbell F. Rice of the New Lodge Committee of the Grand Lodge.

During this session, \$12,346.53 was contributed to Elks Laradon Hall in Denver, the school for exceptional children which has long been the Major Project of this State organization. Included in the total was \$5,000 from the Elks National Foundation which was presented by Mr. Blackledge.

Pueblo Lodge will be host to the 1963 Convention September 19th, 20th and 21st. Officers for the current year are President Richard L. Tatman, Greeley; Vice-Presidents G. L. Strain, La Junta, and J. J. Connolly, Lakewood; Secretary James L. Sterling, Canon City, and Treasurer D. K. Platt, Grand Junction. Trustees include L. E. Saleh, Boulder, W. E. Bozman, Cortez, John Stavast, Pueblo, John Haynes, Denver, and John Allen, Gunnison.

DELEGATES to the 1962 Convention of the Maryland, Delaware and District of Columbia Elks Association August 23rd through the 26th elected Clarence M. Mullican, Jr., of Annapolis Lodge as their new President. Serving with him will be Vice-Presidents Raymond Gafney of Frederick, Horace Pugh, Dover, and H. W. Abel, Silver Spring. R. Edward Dove of Annapolis Lodge continues as Secretary and J. G. Motyka of Washington remains as Treasurer. Other officers are Chaplain Arthur Kirby, Frostburg; Sergeant-at-Arms Philip Hickman, Pocomoke City; Tiler Jerry Stegman, St. Mary's County, and Trustees John Blozis, Washington, and T. J. Kimmel, Dover.

Mayor Earl Chaney extended a welcome to the Elk visitors and congratulated Cumberland, the host lodge, on

its 75th anniversary. The Association's Youth Activities Chairman John Byrd rewarded Youth Leaders Judith K. Snook, sponsored by Frederick Lodge, and D. W. Gantz, a Hagerstown entry. Other Youth Leadership winners were Peggy L. Groves, Cumberland, C. P. Smith, Towson, Diana L. Koonce, Annapolis, and C. D. Drenning, Frederick. Chairman R. C. Boyer of the Scholarship Committee presented a \$900 Elks National Foundation Scholarship to Ellen M. Spathelf who was sponsored by Washington Lodge; Cynthia Siehler, Cumberland, received \$150 from the Association. A \$1,000 award from the Elks National Foundation and \$250 from the Association went to William C. Spedden, sponsored by Cambridge Lodge. The Association's \$150 award went to John Falter of Towson. A special \$600 Elks National Foundation Certificate was presented to Fletcher K. Adkinson of Washington.

Grand Exalted Ruler and Mrs. L. A. Donaldson were honored guests at a dinner attended by more than 300 Elks and their ladies, among them Past Grand Exalted Ruler and Mrs. Wm. J. Jernick, U. S. Congressman Charles Mathias and many other dignitaries.

Mr. Mullican, as Chairman, reported that 690 boys had attended the Elks' Camp this past summer, its seventh year of operation. Chairman Charles Kretzman of the Veterans Hospital Committee announced that the 26,471 veterans hospitalized within the Association's jurisdiction had been entertained by his committee, and Co-Chairman Harvey Diehl revealed that 108 shows had been presented.

Rod and Gun

(Continued from page 12)

to attack everything from boxcars to bulldozers.

So, although I never heard of it actually happening, there always remains the possibility that a raging bull might mistake a hunter for his arch rival and proceed to touch off a round of mistaken gallantry. And I sooner would get into a bullring with a red cape to intrigue Ferdinand than get run down by a lovelorn bull moose.

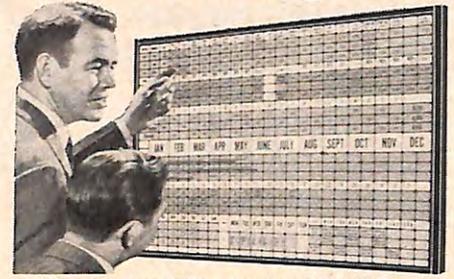
Once I took a photo series of two bulls fighting; I don't know if they always engage in battle so casually, but I'm inclined to doubt it. The encounter started off with all the animosity of a sparring bout. The cocky smaller bull approached the larger one and just started it, as much, it seemed, to test the other's boiling point as to test his own strength. I expected the clash to be accompanied by a great deal of snorting and tearing of the turf, but there weren't any dramatics of this sort. They merely locked antlers, and

were off. I started to snap photos.

I was able to follow the battle over more than a hundred yards, because they were apparently too preoccupied with themselves to be distracted or alarmed by my presence. The small bull started out by holding his ground, but after a few minutes, he gradually began to give way. His backward course increased in momentum, and I followed the whole thing, shooting film as I went. Finally, the retreat made the wise decision to concede the contest and just turned tail. That was all there was to that, except for some fairly remarkable photos.

As soon as the small bull ran, however, the big one glanced first at another ringsider—a third bull nearby—and then turned and stared directly at me, as though to let me know he'd been aware of me all the time. I don't know if he was merely inquiring if I had got a good shot of his final, decision-making thrust, or if he was

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seriously considering challenging me to a round or two. There was a deep meadow creek behind me, which proved to be well over my boot tops, but that was incidental. I was following the young bull's example.

There's a world of difference, of course, between hunting with a camera and hunting with a gun. I've done a lot of hunting with both, and I get satisfaction out of a successful photo hunt. But without a gun, the element known as buck fever is missing. Every hunter experiences this to a degree, some mildly, others to the extent that they go almost crazy with excitement. The excitable are often irrational, even dangerous, but anyone who doesn't get *somewhat* excited should stay home and watch a Western. However, I doubt if there are many hunters who wouldn't get into a bit of a dither over the prospect of bagging a bull moose.

This excitement has a way of igniting long before the actual hunt. How many duck hunters across the country get up and turn off the alarm clock long before it's set to ring? I, for one, haven't let an alarm clock go off on the morning of a hunt for years, even toward the end of a season. I guess even as I'm sleeping my mind is churning with the prospects of the day ahead of me; invariably I'm up and dressed long before starting time. And if ducks produce that kind of a fever, try a moose.

Last fall I spent my first night in a moose camp, along with seven other hunters. It was the night before the opening of the season in northern Saskatchewan. The cabin was small, with just enough room for four double bunks and a stove. All eight of us were healthy and successful men in our particular walks of life, and we considered ourselves to be self-disciplined and self-controlled.

This was a moose camp, however, and the season opened the next morning at sun-up. After a great deal of animated discussion about calibers, bullet grains, the proper place to aim at moose, and other fine points, silence fell upon the inside of the cabin around midnight. You couldn't hear a snore, or even the sound of heavy breathing. Some of the fellows I'm sure had dozed off but were only sleeping lightly. The rest, myself included, were too excited to sleep; we were staring into the darkness, envisioning all manner of encounters with big bulls. One huge one I saw that night—unquestionably a record-maker—was downwind of me, which gave him the advantage. But exerting all the speed, dexterity, and skill of a Dan'l Boone, I managed to outsmart him with a rapid flanking movement, which brought me right up on him while the perplexed moose was still looking back over its

A Notice from the Elks National Foundation to: State Association Presidents, District Deputies, and State and Lodge Foundation Committee Chairmen

In a letter sent out by a District Deputy we saw the following: "The Elks National Foundation does not send reminder statements that the annual Foundation investment is due." This is an incorrect statement. The actual procedure is as follows:

Every year, on the anniversary of the original subscription for either Participating Membership or Honorary Founder, it is the practice of Foundation headquarters to send to the subscribing lodge or member a notice of the amount due on all subscriptions in the files. This practice is followed for a period of three years. If the subscriber does not respond to any of the notices sent during the three-year period, the subscription card is placed in a "dead" file on the assumption that the subscriber has lost interest and does not intend to make further payments. The subscriber may be restored to good standing at any time by resuming payments on the subscription.

We request most urgently that payments received from any source for the benefit of the Elks National Foundation should be forwarded promptly in order that acknowledgment may be sent to the donor and that Foundation records may be in accord with the intention of the donor.

We shall appreciate your full cooperation.

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hefty shoulder to see what had become of me. Another great specimen, about 300 yards away, was running toward the cover of heavy willows, when I hastily dropped to one knee and made an incredible shot, felling the big bull in his tracks with the finest shot I'd ever made.

My continued successes ultimately began to make my drowsy, however, and I was just about to continue my exploits via dreams, when the dentist across from me suddenly started to kick violently and twist and turn in his sleeping bag.

"What's the matter, Doc?" I whispered.

"That was a close— Huh? What's that?"

"What's the trouble," I answered. "The way you were kicking, I thought maybe you were in pain."

"Me? Kicking? Oh, sure. Just a cramp; it's OK now."

Settling back, I drifted off to sleep. Our guide let out a moose call that suddenly resulted in our finding ourselves directly between two enraged bulls. The guide was really cornered, certain to be crushed beneath the powerful hooves of the moose nearest him. But, just in time, I dropped the onrushing bull with a perfect neck shot.

Then, as I was starting out on another adventure, my partner above me began to grunt and groan, waking me. The double bunk shook. Eventually, his agonies tapered off to a few fitful sighs and gurgles. Silence reigned again. Although I'd come close to it a lot of times, I can't recall ever having actually been killed in a dream, I reflected. But Hank had just given a pretty good imitation of a man being trampled, fatally, by a big moose.

This disrupting pattern continued,

until, at last, everyone seemed to have settled down for at least a few hours of uninterrupted sleep. Having slaughtered several dozen sizable bulls by now, I was just on the verge of deep sleep, when—about three A.M.—a voice, loud, clear, and sonorous as though it were addressing a political rally, reverberated against the walls of the small cabin. It came from the lawyer in the corner.

"Here they come! Here they come!" he boomed.

Now we were all sitting up, the seven of us peering into the darkness in the direction of the corner.

"Don't shoot! Not yet!" the voice commanded in the same penetrating tone. "Don't shoot until you get 'em in the sights!"

Soon someone broke the spell by letting out a guffaw. Reaching down from the bunk above, the man in the upper shook the lawyer awake, no doubt interrupting a glorious vision of a whole herd of moose dropping into the decoys.

I credit myself as being the only completely self-controlled hunter in that cabin that night. No nightmares, not even any wild dreams. Nope, the fact of the matter is that I didn't get any sleep at all after that. Instead, I crawled out of the sack, leaving the rest of the "sleepers" to their individual torments. Being self-controlled, I went over to the cook shack for some coffee and stoically sat it out until dawn.

In the bright light of day, the others had regained their control and kept it. Until, that is, they actually met up with the first real live bull moose, antlers and all, and tried to "get 'im in the sights." That moment's excitement surpassed their wildest dreams. ● ●

Brazil: Land of Ferment

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.

"HUNGER is our biggest problem."

The man speaking those words was Leonel Brizola, governor of the Brazilian state of Rio do Sul, at a recent meeting of governors with Brazilian President Joao Goulart.

The meeting was called by President Goulart in an emergency move to find some solution for the many economic problems facing Latin America's largest country.

Shortages of such staples as milk, rice, sugar, and beans have been increased by price controls set by officials who have little understanding of how a free economy works and by producers whose concept of capitalism apparently dates from the early 19th century.

The Growing Inflation Bubble

Inflation is being fed by money coming off Government printing presses, by the flight of capital to the U.S. and Western Europe, and by an unfavorable trade balance reported to be \$150,000,000 for the first six months of 1962. Brazil faces an economic explosion. Communists are standing ready to pick up the pieces.

There are two communist groups at work. One—oriented toward Moscow—is working among the city workers, promoting general political strikes and demands for better working conditions and higher wages.

The other—leaning toward Peiping—is working among the peasant leagues, setting up collective villages, forming guerrilla units, and urging peasants to seize land from the big land owners.

Anti-American Propaganda

Pedro Motta Lima, of Brazil's Communist Party, blames all of Brazil's ills upon "the resistance of U.S. trusts and their agents" to economic progress in Brazil.

Communists claim that while communists fight to "uphold the constitutional system," the "agents of U.S. imperial-

ism and reactionaries . . . are resorting to violence."

Hunger for food is the biggest problem. But communists are also exploiting hunger for land and a better life. Failure of the Brazilian Government to provide the system and the leadership to guide the people on the road toward satisfying these hungers will open the way wider for dictatorial, perhaps even communist, control.

Multi-faceted Solution

Experts on Latin America generally agree that food, capital, and know-how from the United States can help, if well administered, but these aids alone are not enough. Brazilians themselves must organize to boost production and give all of their own people brighter hopes for a future in a free society.

What this analysis suggests is that those of us in the United States, in Brazil, and free men everywhere must concentrate much more thought and effort on practical ways to combat communism while seeking to open the doors through which people can move toward a better life.

REFUGEES: RED AGENTS?

The rioting of West Berliners—most of them youths—over the "Wall of Shame" dividing East and West Berlin has revived one of West Germany's greatest fears: That communist agents might have moved into West Berlin along with the flood of sincere refugees fleeing to freedom and that these agents would cause incidents which would bring Soviet reprisals.

It is reported that there are 675,000 foreign workers and students in West Germany. Indications have been detected that communist agents from Italy, Spain, even Iran, have been working among these groups for the possible purpose of using them to undermine West German security.

This is no discredit to the thousands of freedom-seeking refugee workers and students. But the situation, nevertheless, is of deep concern to the West German Government.

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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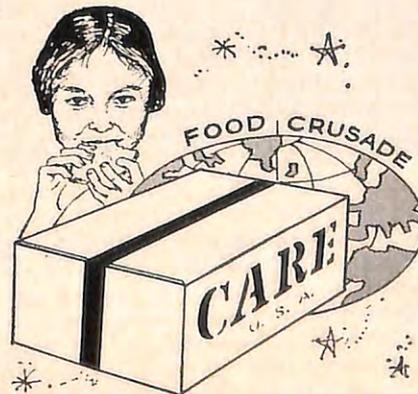
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AN OLD ELK TRADITION

All across the land, thousands of Elks and members of their families are spending, busy days and busy nights gathering, sorting, and assembling packages of food, clothing, toys, and candies. Then, just before Christmas, trucks and cars will take aboard these baskets and packages for delivery to homes unwarmed by fortune's smile.

It is an old Elk custom, and it is a good one. To some it may seem strange that in this day of abundance and of the welfare state there would be any great need, or any need at all, to be met by neighborly generosity and kindness. But there is, and there probably always will be due to human frailty and the natural vicissitudes of this life, and it is a wonderful thing that there are people like the Elks who respond to the need with good works in the true spirit of charity, in the true spirit of the holidays.

Some may think that the money and effort were better spent in other, more beneficial, more practical ways, and they may be right. But it is hard to weigh

the value of a gift of good food, sound shoes, bright toys, a load of fuel. It is hard, that is, unless it is Christmas and your cupboard is depressingly barren, and your stove is cold, and you hear the youngsters wondering what Santa Claus will bring.

There are, no doubt, a good many adults today who remember—and when the occasion is just right they may reminisce about it—that a group of Elks came to their house one Christmas long ago, when things weren't going very well. They remember the happiness those visitors brought, not only with the bundles in their arms but with the friendly spirit of Christmas in their hearts. Some of those youngsters today may be Elks, and how well they would know that convivial companionship is not the only thing an Elk lodge offers.

It would indeed be a happy day if there were no family in need. But until that day arrives, Elks will continue the tradition of sharing at Christmas with their less fortunate neighbors.

Merry Christmas to all.

The Private Sector in Economic Aid

The free world has spent and will spend many billions of dollars to promote the economic development of poorer countries in order to raise their standards of living. Most of these funds have been provided by governments, and the programs are government sponsored. But that is not all of the story. Private initiative also has been at work with programs and projects, which, although dwarfed by the gigantic governmental efforts, nevertheless have produced spectacularly successful results.

We are aware of the Alliance for Progress and the Peace Corps—just two, and the newest, of the many U. S. Governmental agencies through which our country is working to help our neighbors to raise more food, provide more jobs, achieve better health, become better educated, to live better. Then there are dozens of international agencies coordinating and pooling the efforts of Western nations in this massive development undertaking. Comparatively little is known, however, of the work that is being done by business organizations and by private groups. Yet their achievements, when they do come to light here and there, offer gratifying evidence of what enterprise and initiative can accomplish.

One example is provided by the

Chase Manhattan Bank of New York. Twelve years ago it began a two-pronged program designed to upgrade the cattle industry in the Republic of Panama. Enlisting the cooperation of both Panamanians and citizens of this country, Chase offered cattle growers two things: knowledge and guidance in modern production methods used by the U. S. industry and low-interest loans to put them to use. When this plan went into effect, Panama was a beef importing country. Now, thanks to private enterprise and intelligent cooperation, Panama has a surplus of high grade beef for export, Panamanians are eating better, and thousands of cattle-growers are enjoying a rising standard of living.

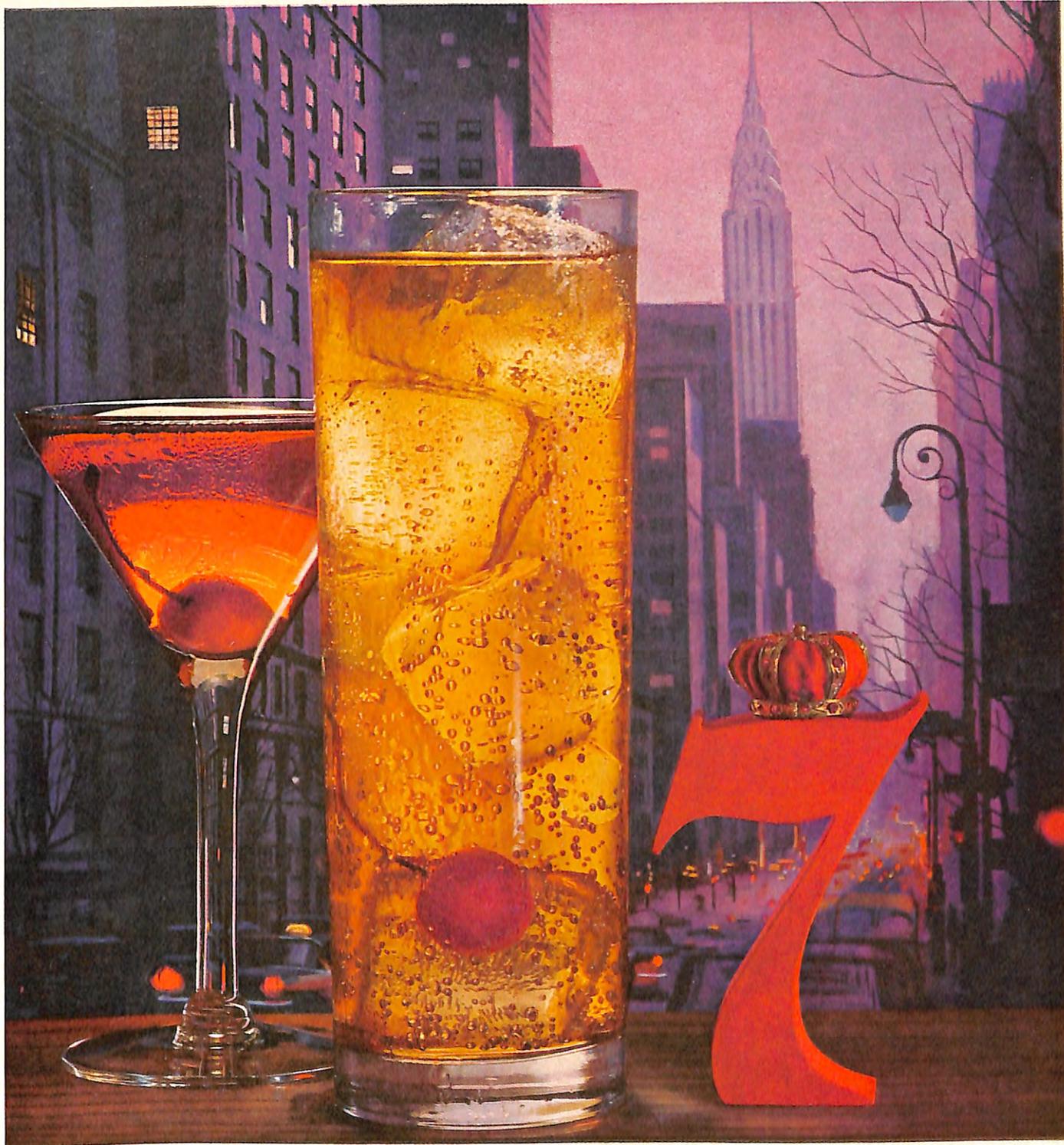
Then there is *Acción* (Action), a small group of young U. S. men and women who are operating their own private "Peace Corps" in Venezuela. In the slums of the cities and in the back-country villages, these volunteers are winning the confidence of poverty-stricken Venezuelans and countering communist propaganda by living with them and working with them while showing them how to better their condition through self-help. They have led the way in building improved water supplies and in sanitation projects. With hand-operated machines they have made

bricks for housing projects and community halls. They have helped to build roads, organize sports programs, and set up classes in literacy, English, sewing, nutrition, hygiene, and the like.

Financing to get the *Acción* program going was provided by Venezuelan businessmen and U. S. companies operating there, including Bethlehem Steel, Creole Petroleum, and Shell Oil, and the North American Venezuelan Association.

There are many other examples, a notable one being that of Shell Italiana, the Italian affiliate of the Royal Dutch-Shell group. This company, through the application of modern technology accompanied by a liberal quantity of common sense, literally lifted the mountain village of Borgo a Mozzano from poverty and medieval isolation into a prosperous Twentieth Century community. The success of this enlightened community leadership on the part of private enterprise has resulted in adaptation of the methods employed to projects in other countries.

If all of the programs and projects of this nature initiated by corporations, associations and private groups were to be related, the sum would be a magnificent tribute to vision and courage and to the stimulating power of private enterprise and initiative.



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