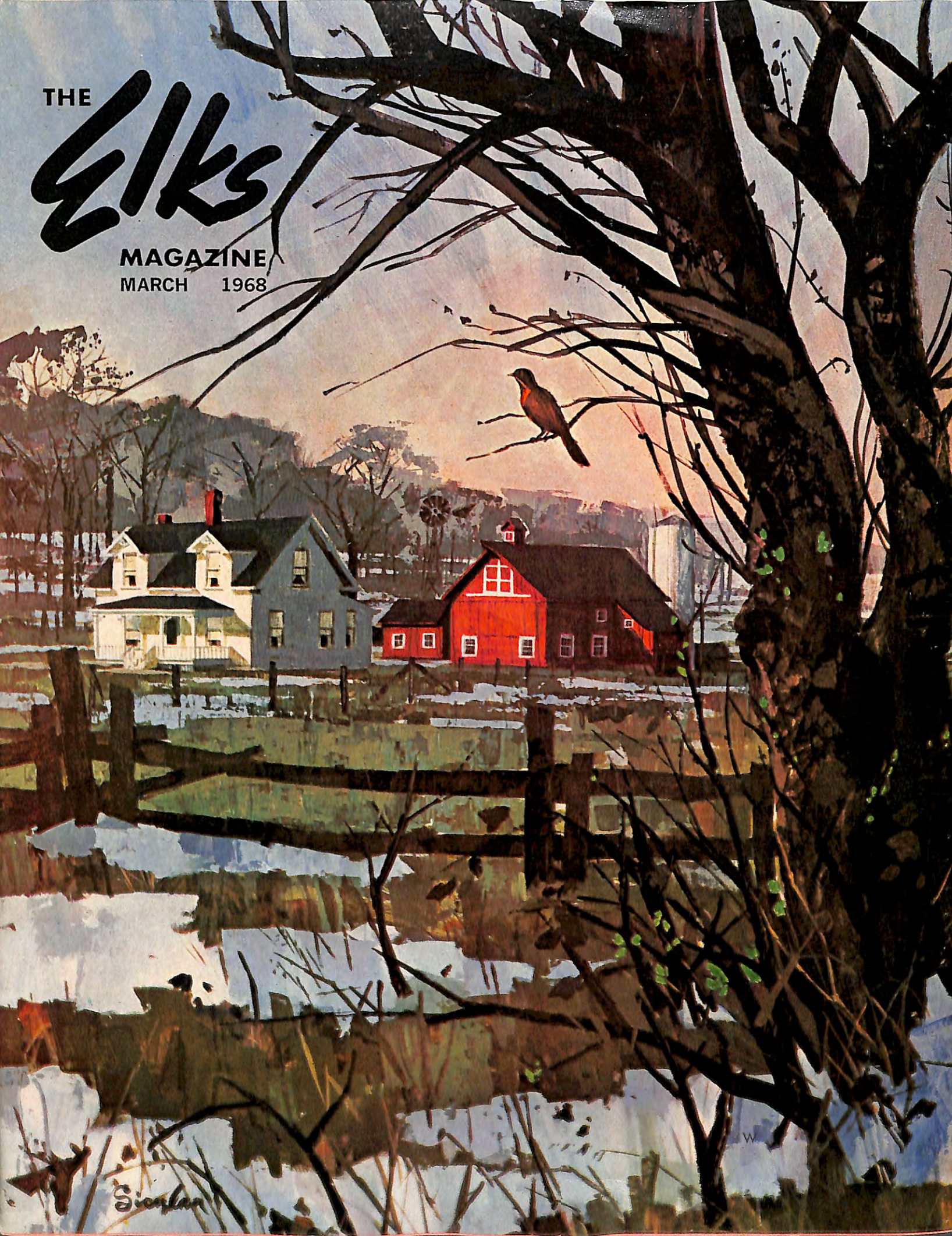


THE
Elks

MAGAZINE
MARCH 1968



THE ROYAL SWORD OF THE FIERCE SIKH WARRIORS

Forged, Engraved and Tooled
Completely by Hand in the Indian State
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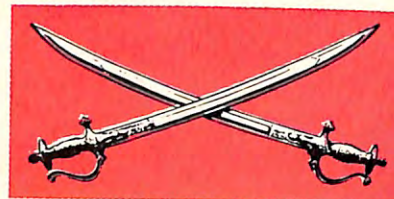
The Legend of these rare and magnificent swords dates back to the 16th Century and the founding of the Sikh sect by Guru Nanak. Originally formed as village groups, the deeply religious Sikhs became more and more influential as the years went on. In the 17th Century, Guru

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A Message from the Grand Exalted Ruler



Centennial all year long

The BPOE has made a wonderful start on its second century.

The celebrations that were staged by lodges throughout the land in February offered a stirring tribute to Elksdom's glorious past.

The induction of so many fine citizens into our fraternity in the February Centennial classes is a pleasing augury for the future.

We welcome them to the ranks of Elksdom, knowing that membership in this fraternity will yield them impressive dividends. Among these they can count the happiness that will come to them from the pleasurable associations that Elk membership develops. They

can count, also, the satisfactions that they will experience through their personal involvement in the Elk programs that yield so much benefit to our fellowmen and contribute so much to the nation's welfare.

I would like to underscore that reference to "personal involvement." These new Elks will derive pleasures and satisfactions from their Elk membership in direct proportion to their participation in Elksdom, in proportion to what they give of themselves.

It is important at any time to draw new members into a lodge's activities, but it is even more so this year, when our lodges are initiating so many mem-

bers. Alert lodge officers will recognize this and make extra effort to see that new members are thoroughly indoctrinated and brought into lodge and club activities as quickly and as much as possible.

Remember, most of our Centennial year lies ahead of us. I hope that no letdown in our activities will follow the events of February. Lodge officers who are elected this month should study carefully the Centennial program for the rest of the year. They should have their plans and programs ready so that when they are installed in April they can move forward without loss of time or momentum.

We who are fortunate enough to hold office in our lodges or in the Grand Lodge during this wonderful Centennial year owe a special responsibility to give our best effort to insure that it redounds to the greatest benefit of the Order.

Sincerely and fraternally,

A handwritten signature in cursive script that reads "Robert E. Boney". The signature is written in dark ink on a light background.

Robert E. Boney, Grand Exalted Ruler

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THE ELKS MAGAZINE

VOL. 46, NO. 10

MARCH, 1968

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

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Tom Wrigley

TW TW TW TW TW TW TW TW

NEW MEDICARE RULES for those who take the voluntary supplemental insurance at \$4 per month beginning in April make it easier to collect on doctors' bills. Patients need only to send in an itemized bill with request for payment. Hospital insurance covers 60 additional days, as well as pathologists' and radiologists' fees, starting April 1. Coverage for physical therapy is broader after July 1.



CALENDAR NEEDS FIXING, and even this Leap Year will not bring it in line with sun time. Julius Caesar put in the first leap year in 45 B.C., but in four years the actual runover was 23 hours, 14 minutes, and 5 seconds. In A.D. 1583 Pope Gregory found the calendar was off some 10 days. He patched that up by holding no leap year in years not divisible by 400. However, there is a hangover of 26 seconds each year. Thus in 2,938 more years the calendar will be off a whole day.

A BADGE TO RESPECT is the one worn by the law enforcement officer because it is the symbol of public faith. So declares FBI Director J. Edgar Hoover in his message in the *Law Enforcement Bulletin*. He says, "Daily, in many areas, the law enforcement officer is the principal target of abuse from mobs and dissident groups. He is subject to personal insults and physical attacks. Increasingly, he is falsely accused of brutality by persons who seek alibis and excuses for their criminal acts. Even so, his conduct must be beyond reproach. There is no substitute for high principles. Honesty and integrity must ride in every cruiser, walk every beat. The ethics in which we believe are one and the same—ethics of good police service."

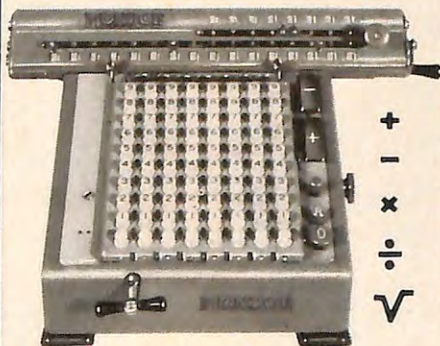
KENNEDY ART CENTER now taking shape in Washington's historic Foggy Bottom district is already an eye-opener. The framework is more than one-fourth completed and spring visitors might well take a look at it. Early in 1970 it will be dedicated as the John F. Kennedy Center for the Performing Arts. The present estimated cost is \$52.5 million, but the final cost will probably greatly exceed that total. Many friendly nations have contributed—Italy, shiploads of Cararra marble; Sweden, 14 huge crystal chandeliers for the grand foyer; Denmark, grand foyer furniture and draperies; Japan, a hand-woven red silk curtain, to mention a few. The center will have a 1,114-seat theatre, a 2,140-seat opera house, and a 2,744-seat symphony hall on the main floor.

HIGHER POSTAL RATES started a move by some Congressmen to make a trip to France and other countries to study their postal systems. Rep. H. R. Gross (Iowa), however, said they could get plenty of information by just taking a taxi to the Post Office Department, which has complete studies of foreign postal systems. The congressmen of course would prefer first-hand information just to be sure.



SOCIAL SECURITY PAYOFF on March 2 will send checks totaling an average increase of 13 percent to some 23 million Americans. Nothing like this ever happened before. It's the biggest boost since Social Security started in 1937. This year SS expects to pay out \$25.2 billion. SS officials estimate that a worker around 50 now paying his SS taxes can expect, when he is eligible, to benefit by increases up to 21 percent of present payments. And the beginner between 25 and 27 who pays and pays

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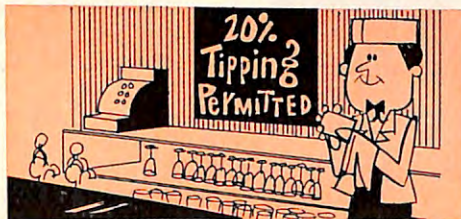
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**WRITES FROM
WASHINGTON**

TW TW TW TW TW TW TW TW

may, when he reaches retirement age, collect monthly benefit checks at least 30 percent higher than the new rate. Government specialists estimate that the rates now going into effect will put at least a million people above the poverty level. Right now, they say, SS keeps some 5.6 million old folks out of real poverty. How is all this done? You pay for it, meaning the workers, the employers, and the government. But for a lot of people the SS tax is the only one they pay except gas, sales taxes, and such. In the beginning critics said SS would be bankrupt in a few years. It is bigger than ever, and even has Medicare.



TIPPING COSTS MORE, like most everything else here. The established minimum is 15 percent of the bill in restaurants, cafes, and taxis, but many patrons, especially at lunch or for short taxi trips, give 20 percent tips. One big drug store chain which for years had "No Tipping" signs at the soda and lunch counters has taken them down.

MARCH MINIES. The U.S. is now one of the four nations with more than 200 million population, and Japan recently became the seventh nation with over 100 million people. . . . Calls for books at the Library of Congress average 3,300 a day. . . . Prosecution witnesses in General Sessions Court here now get \$4 a day instead of the 75 cent dole paid last year. . . . Over a million doses of the one-shot, live-virus mumps vaccine recently licensed by the government are now available. . . . California gets the most defense contracts (17.9 percent), with Texas second (9.5 percent), and New York third (8.7 percent). . . . Vital statistics show American Catholic nuns have a life expectancy of 76 years, four more than the average U.S. woman.

**Evinrude
exposes
what a lot of
boat-builders
hope you'll
never see**

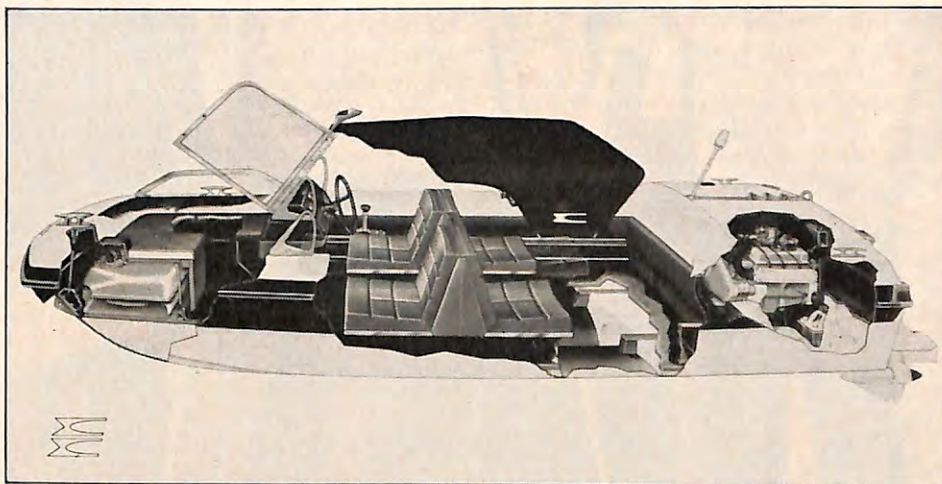


You can save \$150 on a boat and never know what's missing. Until it's too late. Because the first item to get the corner-cutting treatment is usually the flotation. And fiber glass doesn't float. On some boats, you can buy flotation for \$150 or \$200 extra. But when flotation is added on instead of built in — it contributes nothing to hull strength, or rigidity, or riding comfort.

On an Evinrude boat — the hull, floor, engine mounts, and foam are welded together under heat and tons of pressure — a rigid, solid unit that keeps its exact designed shape forever.

An Evinrude boat gives you dozens of hidden values. Corrosion resistant fittings. Extra strength at points of stress. Even the area above the trailer rollers is specially reinforced. And it comes complete with all the "extras" that usually have to be added — at extra cost — later on. (See list below.)

In fact — when you find out why an Evinrude boat costs a little more — maybe you won't dare settle for anything less.



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- Warning lights.
- Cigarette lighter and dash glove compartment.
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- Two engine choices: 120 or 155 hp.

*Boat above is the Sportsman. Other Evinrude boats are comparable.

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WHO'S LIABLE FOR WHAT?

by Thorn Bacon



Illustration by Ben Otero

One of the most dreaded experiences that can happen to anybody is to get tangled up in a lawsuit. Yet today, neighbors are suing neighbors with greater frequency. And our courts play over and over again an old drama that starts with the familiar lines, "Who's liable for what?"

This used to be a relatively simple question to answer, but the mode of living of Americans has so changed that the courts no longer recognize a law that came to us from England by way of ancient Rome—"Let the buyer beware."

Now, we live close together. Neighbors and their children shop in our supermarkets, eat in our public restaurants, purchase prescriptions from our drugstores, and buy merchandise we advertise in our newspapers. In all of these activities there is the potential for an accident. And each accident is a potential lawsuit.

But the courts today which must arbitrate grievances resulting from physical injury or damage to reputation are applying a broad general rule that "We must not create or fail to anticipate risks that tend to cause injury." The

law in more than 20 states now requires those dealing in products and services to the public to exercise greater care and conscience. And judges and juries are issuing financial penalties for those who fail to do this.

How can the average businessman or homeowner protect himself from the threat of a damage suit that may blast his savings and cripple his standard of living? No one is free from the menace of being sued, but a knowledge of how the law treats negligence or carelessness can be helpful in avoiding risks that might result in someone's harm.

An accident may not be the fault of the individual who ends up defending himself in court, but a judge or jury will often decide that he should have prevented it. As examples:

The owner of a nursery in Oregon was transplanting a shrub but hadn't finished the task by dusk when a man and his wife called to price some trees for their new home. While the nurseryman and the husband were talking, the wife wandered down a row of boxed flowers. She didn't see the hole the nurseryman had left in the ground. She fell in and broke a leg. The nurseryman had failed to anticipate danger. Luckily, he was insured against accidents on his premises and his insurance company settled with the woman out of court for \$7,500.

A woman shopping in a New Mexico supermarket was pushing her cart of groceries down an aisle past a soft drink display when a carton of bottles tumbled, shattering glass. The manager promptly gave her emergency aid and personally rushed her to the hospital. Fortunately, the lacerations were not deep, but the hospital bills and subsequent scars on her legs cost the supermarket chain \$9,300. Attorneys for the supermarket's insurers were glad to settle for this amount because they knew the woman had two causes of action had she decided to go into court—negligence and breach of warranty. She was entitled to rely on an implied warranty that the premises of the supermarket were safe. The manager had been negligent by not anticipating the danger to his customers when he allowed the soft drink display to be piled so high.

Ignorance of the law is no excuse for failing to obviate danger or harm, and more and more lawsuits are being pressed not only against the retailer from whom a product or service has been purchased, but against anyone involved in making or marketing it. Negligence on the part of the injured party is often not a factor these days. A jury may simply find that injury resulted from normal use of a product and decide this is reason enough to award damages. Previously, an injured person had to prove negligence on the part of maker or seller before he could collect. A North Carolina case demonstrates this principle.

The parents of a 17-month-old toddler purchased a poisonous chemical from a hardware store to exterminate rats. Their child ate some of the poison which had been left within his reach. The youngster was rushed to the hospital, but treatment was delayed for three hours while the hardware store frantically sought to discover the formula of the poison from the manufacturer so physicians could administer an antidote. The child recovered but the par-

ents collected \$10,000 for the anxiety they suffered.

Their own negligence in leaving a dangerous substance within reach of their curious son was not a factor in deciding the outcome of the settlement. In many similar cases, the courts have decided action was not dependent on the child's injuries but rather on the basis of breach of duty to warn the parents of the hazardous contents of chemicals. Both the hardware store and the manufacturer were at fault for failing to label the poison clearly as dangerous.

While no one keeps count of the lawsuits started by injured persons, it is estimated that at least 12,000 to 15,000 end up in our courts every year, and they keep piling up, so much so that protesting legal machinery in some states is five years behind in trial work. But the bulk—about 95 percent—of all personal injury claims are settled by agreement before a trial is ever scheduled. The annual court bill to taxpayers now approaches \$1 billion, and studies reveal that about \$2.20 is contributed by liability insurance policyholders or taxpayers for each dollar that reaches an accident victim.

What is responsible for this increase in personal injury claims?

An Atlanta attorney says part of the answer lies in changes in our way of living: "Courts are just catching up with public opinion. Our laws are fashioned by the general philosophy, customs, and mores of the people. In the past when people dealt with each other on a direct buy-and-sell or barter basis, the law put the burden on the buyer. But today the onus has been shifted to the maker or seller and he has a legal responsibility, a 'strict liability' to protect the consumer against commodities or services which—in normal use—might be dangerous or cause injury."

Strict liability has even been extended to advertising. This was demonstrated in a Washington state case in which an automobile owner went to court to recover damages for the loss of an eye

when a pebble thrown by a passing car shattered his windshield.

In commenting upon an appeal to the case, a higher court observed that the automobile owner should have been allowed in the original trial to introduce catalogs and printed material furnished by the auto maker to its dealers which represented the windshield was "... so made that it will not fly or shatter under the hardest impact."

Too, our courts have firmly ruled that standard warranties issued to customers by manufacturers to limit their liability if something should go wrong with a product "... are violative of public policy and void." Today, a manufacturer cannot evade responsibility for the goods he sells. If a customer comes to harm using them normally, the manufacturer most probably will have to pay.

The idea of legal responsibility to the consumer has been applied to almost every type of business and profession. Makers and sellers of more than 700 varied products and services ranging from airplanes to pharmaceuticals to restaurants to automobiles to canned salmon are finding themselves hit more and more frequently with lawsuits from consumers who claim their feelings, their persons, or their possessions have been damaged.

In Kansas, a 15-year-old girl paid her first visit to an ice skating rink. As a novice, she skated along the edge of the ice. Later she said she saw there were holes in the ice and papers were scattered over the frozen floor. Suddenly, a fast skater threw her off balance and one of her blades caught in a hole in the ice. She fell, injuring a leg. The proprietor of the skating rink had to pay because the law said he owed a duty to the girl to provide a safe place for her sport and he should have supervised the skating sessions.

As a result of this and similar decisions, manufacturers and business proprietors have added "litigation reserves" to the price of things they sell. But it is the consumer who in the end pays for these reserves, which show up either as overhead or as a fractional increase in the price of a commodity.

In a real sense, the individual consumer is buying protection against the possibility that he may have to have a day in court. Actually, unfair though it may seem for the public to buy a product, then pay a hidden cost to assure payment for injuries which might result from using it, the system, with all its faults, is working to everybody's advantage. Through the combined pressure of insurance companies and the unforgiving attitude of the courts, the whole concept of strict liability has brought about some notable improvements in products and services.

(Continued on page 26)



presented for grand exalted ruler:

Edward W. McCabe

NASHVILLE, TENNESSEE, LODGE NO. 72, BENEVOLENT AND PROTECTIVE ORDER OF ELKS, in its regular session on December 7, 1967, unanimously resolved to present the name of its most distinguished member, Edward W. McCabe, for the office of Grand Exalted Ruler.

Edward W. McCabe was born in Nashville, Tennessee, on June 9, 1912, and was educated in the public schools. He received an L.L.B. degree from the YMCA Law School and in 1937 was admitted to the Tennessee bar. He attended Harvard School of Business and Georgetown University and is a graduate of the U.S. Treasury Executive Development School.

In 1939 he was initiated into Nashville Lodge No. 72. He served in all of the chairs of the Lodge and was elected Exalted Ruler for the year 1943-44. He served on its Board of Trustees for 20 years, 19 of which he was chairman. He holds one of the two Honorary Life Memberships of his Lodge.

He assisted in organizing the Tennessee Elks Association in 1941 and after having served in various capacities was elected its president in 1949. He has been active in the organization of new lodges and in the rehabilitation of lodges in Tennessee.

Brother McCabe was appointed District Deputy Grand Exalted Ruler in 1946 and 1947 and was appointed a Special Deputy in 1948.

For the Grand Lodge, he was a member of the Ritualistic Committee for eight years, serving as chairman the last three years. He served as National Ritualistic Judge and Checker. He was elected Grand Esteemed Loyal Knight for the year 1957-58 and served as a member of the New Lodge Committee for the years 1958-1961. In 1961, he was elected to a five-year term on the



Board of Grand Trustees, serving as chairman his last year. He is presently on the Committee on Judiciary.

He began his business career with the U.S. Treasury Department in 1933. He served that department in several executive capacities and when transferred was the Assistant District Director of the Internal Revenue Service for the state of Georgia. He climaxed his governmental career in 1967 with the U.S. State Department as Senior Public

Administration Advisor to the Republic of Panama. He is a tax attorney. He served in the United States Army in World War II and is at present a Colonel in the United States Army Reserve.

Brother McCabe has taken a leading part in numerous civic, community, and church affairs, including president of the Nashville Chapter, American Cancer Society, Vice-President of the Tennessee Cancer Society, and delegate to the American Cancer Society; Vice-Chairman and Director of the Nashville Chapter for Infantile Paralysis; and Federal Savings Bond Coordinator for Tennessee, promoting the sale of United States Savings Bonds. He actively worked with the Red Cross, United Givers, Boy Scouts of America, Catholic Youth Organization, and the American Legion. He is a member of the Roman Catholic Church and past president of the Holy Name Society. He is a past president of the National Association of Internal Revenue Employees and has been appointed by the mayor of Nashville and the governor of Tennessee to serve in special capacities, such as on programs to aid the handicapped.

He has three children, Charles Edward, a member of Nashville Lodge No. 72; Rosalyn (Mrs. John Murray Lynch, Jr.), and James Timothy. On June 21, 1963, he was married to Marguerite Wilson.

Nashville, Tennessee Lodge No. 72, with confidence in his ability, integrity, and leadership, proudly presents its illustrious member, Edward W. McCabe, for Grand Exalted Ruler of the Benevolent and Protective Order of Elks.

Harry L. Mittwede
Exalted Ruler

Edward T. Wohlbold
Secretary

WHY THE WRIGHTS RENT A PITNEY-BOWES POSTAGE METER TO MAIL JUST 5 LETTERS A DAY.



If you walk through the long, low building that houses the Wright Implement Company in Liberty, Kentucky, you're bound to run into a Wright. Either John Wright, the owner; his wife, Linnie; Russell, his son; or daughter-in-law, Mabel. (That's Mabel and Russell in the picture.) Together, they've made a nice family business of selling farming, tobacco and highway machinery to customers in their rolling, rural part of the state.

About a year and a half ago, the Wrights took a non-family worker into the business: a Pitney-Bowes desk model postage meter,

to help with the work in the office.

Since then, the meter's been adopted by every Wright who's used it.


The meter prints the postage right on the envelope. So to Linnie, who "dreaded the thought of having to lick all those stamps," the meter has meant a more pleasant job. To Mabel, it's the way the meter and its flap sealer "cut the time we spend getting the statements out."

Because she can have the meter set to hold up to \$99.99 in postage in just one trip to the Post Office, Mabel can spend more time at her job. Something quite impor-

tant since Linnie has her own work to do and there's no one else to replace her. As Mabel put it, "It's unhandy for us to go uptown for stamps."

Even Russell and John, who prefer the repair bays to the office, like the meter because it can print a little ad on the envelope at the same time it prints the postage. The ad they chose reads, "It's Service After The Sale That Counts."

If you've a business where every person and minute counts, you should adopt our meter, too.

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The Noble Elk

The sixth installment of the Elks' official history tells how the group, then a half-century old, expanded its horizons

By T. R. FEHRENBACH

In the 1890s it was firmly established that no one man, or even a group of "disgruntled men" could destroy the Benevolent and Protective Order of Elks of the United States of America. The Order had grown too strong. Too many members believed deeply in the ideals of charity and fraternity it stood for. Elks were human, and therefore subject to all the errors, sins, and bewilderingments mankind can suffer, but it seems clear that from the very first Elks were an unusually decent group of Americans.

This did not come about by accident, or purely through Providence. The first controversy in the Order, in 1868, was over the question of what kind of men would be members, and the great crises of the 1890s grew out of frictions between the early "professionals" (theatrical people) and businessmen who had joined the Elks. These problems had their dark side, but they were settled to the credit, and the lasting good, of the Order. In the end, Elkdom, and not the passions or controversies of the hour, was seen to come first. There can be no question that this decency and flexibility in crisis came from the nature of the membership itself—regardless of what walk of life it represented.

On the local lodge level, there was always some sort of control, or screen-



ing, of new members. Later, as the Elks became a mass, national body, certain national standards were adopted. This set a pattern. The striking characteristic of the Elks was that lodges enjoyed local government and freedom within broad limits—but the Grand Lodge leadership, which was comprised of men of proven leadership on the local level, was never afraid to act or legislate for the good of the Order. This combination of local sovereignty and decentralization, together with national standards set by committees of outstanding men, was rather peculiar to the Elks and, at the same time, brilliantly successful. Few other groups enjoyed the Elk flexibility to change, or to be responsive to ideas or wishes from below.

For some years, there seem to have been no criteria for membership except those set by individual lodges, and no particular regulation of the Order, except in the fields of ritual and statutes. Until the 1880s the only general requirement was that an applicant be over 21, and there was no orderly or standard procedure for admission. But as the Elks grew, and in some cities reached local importance, it must be admitted that people applied who had other ideas in mind than the good of the Order. A fraternal order that was attracting outstanding professional people and business executives was bound to find this true.

In 1883, to prevent any exploitation of Elk membership for business purposes, the Grand Lodge ruled against "commercialism." The statutes were rewritten to forbid the display of membership certificates or Elk emblems in a place of business, or the deliberate use of Elk brotherhood to do or attract business. None of this was designed to prevent one Elk from doing business with another, but to stop cynical or flagrant exploitation by men who entered the Order only to take advantage of it.

Further, in 1886 Grand Lodge ruled that prospective members must be screened by a committee of three in each lodge. Now, applicants were to be proposed in writing by a Devout Elder, or member of the Second Degree, and the proposal had to list the name, age, occupation, birthplace, residence, and references of the applicant. Membership committees were instructed to "carefully examine into the character of the applicant," and to determine if he had been previously rejected by any lodge.

Except for the age limit of 21, no requirements were made for member-

ship until 1890. In that year the Statutes of the Order read:

Any white citizen of the United States, of sound mind and body and good reputation, over 21 years of age, who desires initiation in a lodge, must be proposed in writing by an Elk of the lodge; said proposition shall state the name, age, business, birthplace, residence and references of the person and also whether he has ever been proposed by any lodge of the Order and with what result, over the signature of the applicant.

These requirements were amended a few years later to include a belief in a Supreme Being (later, God), possession of the five human senses, and, much later, to exclude Communists or those who would overthrow the United States government by force. But this decentralization, and generally broad requirements, permitted lodges to develop in their own way, and to reflect, generally, the ethnic and religious make-up of their locality, in an America where there was already a growing pluralism. What actually happened is that while lodges varied in kind of names and denominations across America, Elks were members of the great American middle and upper-middle class. This was inevitable, for the most obvious of reasons: the Elks were founded as a charitable organization, and charitable societies could only be supported and run by a reasonably affluent membership.

Almost from the very first, the concept of a "mutual benefit" society, which some "theatricals" had in mind, began to be broadened into the grander idea of charity for all. Elks sent a donation to victims of the great Chicago fire, and their first recorded instance of a nationwide effort was the assistance provided to the unfortunate people who were hurt or damaged by the Johnstown flood. This last action, in which lodges everywhere joined, was a far cry from the raising of benefits to bury an Elk, or to aid his widow or orphans.

The first concept, and assistance, was limited and parochial. However kind-hearted, it was rather like passing the hat or taking up an office collection for people you knew. The raising of disaster relief on a national scale, when the Elks were still small, was of national significance and showed clearly that the Order was thinking not just in Elk, but American, terms. From the first, no conditions, other than genuine need, were put on Elk help. The Elks were perhaps the first fraternal group to do this on a national scale. From 1889 onward, Elks assisted in virtually every

national natural disaster, and in dozens of small, localized disasters, such as fires or tornadoes, where fellow citizens suffered. In 1906, the Grand Exalted Ruler directed Elk assistance operations—both money and volunteer labor—on the site of the terrible San Francisco earthquake and fire. Elks contributed a total of \$109,140.60 to the inhabitants of San Francisco. According to the governor of California, the Elks were the first organization of any kind to render help at San Francisco. Elks were arranging for refugees within twelve hours, and Elk food wagons were the first in the stricken city, preceding the Red Cross and all other private or governmental organizations.

This was significant, because it shows that Elkdom was already not only benevolent on a national scale but already well-organized to carry out its operations. In fact, this organization continued to impress governmental and other observers almost as much as the spirit behind it.

Another clear indication of the broadening of purpose, and the nature of the early Order, was the brief history of the Elks Mutual Benefit Association. Few later Elks, probably, ever realized that the Order once sponsored its own insurance branch. This Association was created in 1878, and opened to Elk membership. Fees were \$3.00, and assessments were levied upon the death of members.

For some years, the total membership of this insurance association—which was much like any fraternal society's insurance company—rose. It provided the benefits of any such company to deceased Elks' families. But very early, it created some difference of opinion. Many Elks felt that the Order should not be in the insurance business, and should not be pushing enrollments in the Association. A reference to the Association had been placed in the ritual of 1884, and this was greatly disliked. By 1889, Exalted Grand Ruler Leach showed a growing sentiment in the Order, saying, "We need no partnership or connection with any other society or company, insurance or otherwise, to either give us strength or identity." The Association was dropped.

In 1899, the Grand Exalted Ruler, in opposing a new insurance plan, said simply: "We are neither an insurance society nor a benefit society. What charity we do and what help we administer is done from a spirit of benevolence and a spirit of brotherly duty, but not from a sense of contractual obligation."

(Continued on page 40)

New Elk Film a Smash Hit

"An American Experience," a motion picture that sets new film standards while telling the story of the BPO Elks as it is woven into the life of the nation, had its premiere showing before an enthusiastic audience at the Centennial dinner of New York Lodge No. 1 in New York City's Waldorf-Astoria Hotel February 17.

The film's whimsical and imaginative story captivated the audience of over 1,000 Elks and their wives, gathered to

celebrate the founding of the Order on February 16, 1868. The distinguished audience included several Past Grand Exalted Rulers, numerous Grand Lodge officials, and many prominent in business and public affairs.

The film avoids all of the usual techniques employed in sponsored films. Instead it amuses and entertains the audience while telling the story of Elkdom's first century through the adventures of Chuck Jones, BPOE, and Harry

Shown here are "stills" from the Elks Centennial film. Harry Pippins, attending an Elks Flag Day service (below, left) is moved by the pageantry of the ceremony. (Right) He is taken on a tour in a balloon by his guide.



(Left) Harry Pippins and Chuck Jones prepare to take off in a biplane for one of the scenes while Director Philip Stuart (second from right) gives final instructions. (Right) Pippins enjoys his honorary position on an Elks baseball team, having just introduced a new style of playing with a cricket paddle.

Pippins, BBC (British Broadcasting Co.). These heroes speed across vast deserts on a racing camel, wing over the Rockies in a vintage biplane, float serenely through clouds in a balloon gondola—adventures made possible by a remarkable time machine that is conveniently portable.

Grant Sullivan, veteran television, film, and Broadway star, is superbly cast as Chuck Jones. Harry Pippins is played by Mark Harris, currently seen in the Warner Bros., Seven Arts production of "Camelot." He seems about ready to give up his English citizenship in order to join the Elks when the film ends.

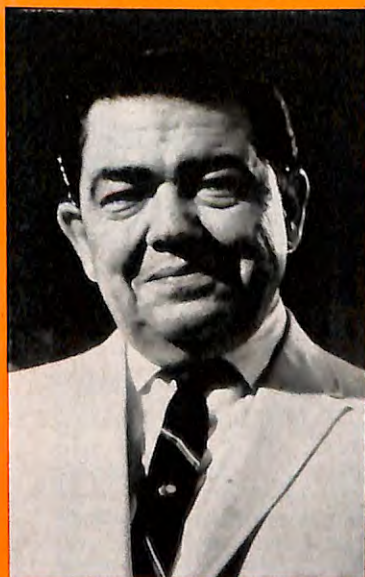
While "An American Experience" will have special significance to Elks, it will delight any audience, young or old. This motion picture is a pleasurable experience. More than that, anyone who sees it will take away an enhanced pride in America and a much greater appreciation of what it means to be an Elk.

That was the goal of the Grand Lodge Centennial Committee, headed by Past Grand Exalted Ruler Emmett T. Anderson. It has succeeded admirably through the efforts of the young Hollywood producer-director, Philip Stuart, working in close liaison with Past Grand Exalted Rulers Horace R. Wisely and R. Leonard Bush.

By purchasing a 16-mm print of "An American Experience," lodges will be able to arrange its showing over their television stations, at theaters, before other organizations in the community, at a private preview for their own members and families and to indoctrinate new members.

Prints of this 28-minute film in sound and Technicolor can be ordered at \$125.00 per print plus shipping from Stuart Production Associates, 1342 North Hayworth Ave., West Hollywood, Calif. 90046.

As portrayed in the film, members of the Jolly Corks of 1868 relax after a show.



Marvin Miller of TV's "Millionaire" plays the Exalted Ruler of a desert lodge. Chuck Jones (right) demonstrates camelship.



Rufe Davis of TV's "Petticoat Junction" discusses his favorite old-time folk songs with an Elk fan on the movie set.

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ELKS NATIONAL SERVICE COMMISSION

1868 B.P.O. Elks Centennial 1968



A gift of 100,000 packs of cigarettes for servicemen in Vietnam was made possible through the cooperative donation of five Massachusetts West District lodges. Presenting the check to Nobe R. Koontz (left), divisional manager for the R. J. Reynolds Tobacco Co., is DDGER Edward J. O'Brien, Springfield. Pictured with them are Springfield ER Mitchell P. Krach; Springfield Secy. Donald C. Metzger, chairman of the project; West Springfield-Agawam ER James Pacitti; Est. Lead. Kt. John J. Garstka, Northampton; and Chicopee ER Frank A. Saccavino. Holyoke Lodge also participated in the project.

Dallas, Tex., Elks display the hides presented to the Veterans Administration Hospital in Dallas. Members of the lodge's hospital committee pictured are Est. Loyal Kt. John Smith, PER Dale R. Eberly, John Burnett, Co-Chairman John Sices, Bill Lake, William Anderson, Xaver Mentner, Bill Gale, and Chairman Isidor Soblowich.



Fort Worth, Tex., Lodge recently donated leather to be used in occupational therapy by patients at the Clinical Research Center in Fort Worth. Presenting the gift to Dr. Warren Jurgensen, the Center's Deputy Chief, are Brother William Brown, ER N. A. Hensley, and Chairman William Martin of the Elks recreational committee.

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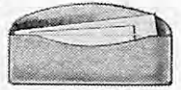
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News of the Lodges

BPO ELKS CENTENNIAL 1868-1968

Maine Elks Meet

ABOUT 150 MEMBERS of the Maine Elks Assn. attended a meeting Dec. 15 in Bangor that was highlighted by a dinner and dance.

A \$600 check for a summer camp for retarded children, part of the state major project, was presented to SP Philip H. Oliver, Bath, by ER Gerald Hurley, Bangor.

Brother Hurley presented a scholarship check to Carol and Lois Wiggins of Ellsworth, sisters and students at Farmington (Maine) State Teachers College. Each received \$100.

Also at the meeting were DDGERS Donald L. Edwards, Houlton, and John J. Koris, Rumford; VP and Bangor PER Richard Hughes; VP and Presque Isle ER and PER Donald Ireland, and VP and Lewiston PER Samuel Michael.



BANGOR, Maine, ER Gerald Hurley presents \$100 scholarship checks to Carol and Lois Wiggins of Ellsworth, sisters and students at Farmington (Maine) State Teachers College. The presentation took place during a meeting in Bangor of the Maine Elks.



A BASKETBALL-TENNIS COURT presented by Santa Clara, Calif., Elks to Agnews State Hospital is tried out during its dedication by ER William E. Beard, Dr. C. Lee Sandritter, hospital director, state Sen. Alfred E. Alquist, and Vice-Mayor Gary Gillmor. Mentally retarded youngsters are using the court for the two sports.



FALMOUTH, Massachusetts, Lodge No. 2380 is instituted with 260 charter members. Shown at the ceremonies are (seated): PDD Benjamin A. Merrihew, Wareham; ER Frank J. Spencer; PGER and Judge John E. Fenton; W. Ashley Paige, Wareham, state new lodge chairman; SDGER John F. Cahill, Cambridge, and VP Henry T. Flaherty, Clinton, and (standing): state Secy. Alfred J. Mattei, Worcester; W. Edward Wilson, Newton, A GL Americanism Committeeman; John J. Harty, Lawrence, a member of the GL Committee on Credentials; SP Arthur D. Kochakian, Haverhill; SDGER Edward A. Spry, Boston; Michael J. McNamara, Brockton, a GL Youth Activities Committeeman; VP Joseph E. Brett, Quincy, and VP Charles M. Zellen, Everett.



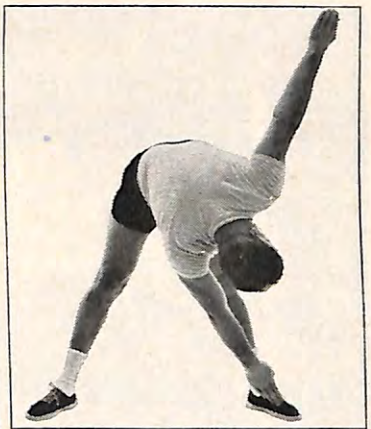
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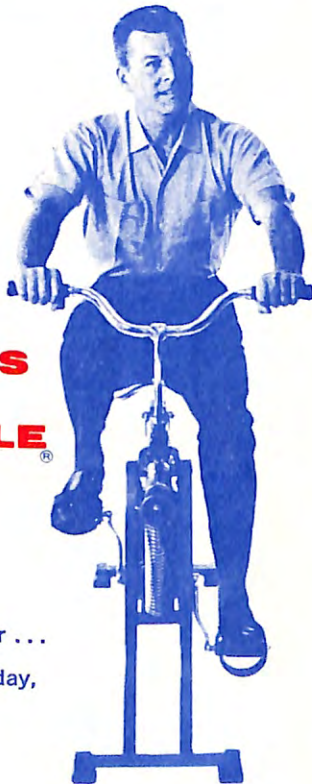
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ST. LOUIS CARDINALS LEFT FIELDER and National League leader in base-stealing last season—Lou Brock—accepts St. Louis Lodge's Elks Memorial Award for the outstanding 1967 sports figure in the area from ER Andrew J. Laws at the lodge's 18th annual Sports Celebrity Night dinner. Brock played a leading role in the Cardinals' defeat of the Boston Red Sox in the World Series; his name will be inscribed on the Elks Memorial Trophy (left) along with those of previous winners. The Cardinals' general manager—Stan Musial—and field manager—Red Schoendienst—shared the Bruce A. Campbell Memorial Award for meritorious service to sports. Proceeds from the dinner resulted in the purchase of 1,800 pairs of shoes for needy children. The principal speaker was Wilmer (Vinegar Bend) Mizell, former Cardinals pitching teammate of Musial and Schoendienst. The toastmaster was Jack Buck, radio-television sports announcer. The chairmen were Brother Laws, Secy. Lawrence Horan, and E. H. Siesel.



GRAND EXALTED RULER Robert E. Boney addresses representatives of 11 North Dakota lodges during his recent official visit to Bismarck Lodge. Seated at the speaker's table are Mrs. Boney, PGER Raymond C. Dobson, Mrs. Dobson, and Gov. William L. Guy, a Bismarck Elk, and Mrs. Guy.

SOME PONTIAC, Michigan, Elks pose with GER Robert E. Boney and SP and PDD Lewis L. Nurnberger (fourth from left), Jackson, of Manistee Lodge, at Michigan Elks' fall conference in Petoskey. They are PER Russell M. Dodd; Reg Rippberger; PSP Thomas P. Gilotte; ER James Hanes; Est. Lead. Kt. Clement Berden; PER George Schroeder, and PDD Donald J. Wilson, a state Trustee.



PAST GRAND EXALTED RULER and Judge John E. Fenton, president of Suffolk University, Boston, presents a Most Valuable Student scholarship certificate to Robert J. Sullivan of Brighton, Mass., at a reception at Brighton Lodge. The youth was one of several Massachusetts scholars to win an \$800 Most Valuable Student grant. Also shown are his mother, Mrs. Marion Sullivan, Rudy J. Fleischhacker, youth chairman, and PER David R. Vellela.



EXAMINING DECORATIONS at Green Bay, Wis., Lodge's annual charity ball are PER and Dr. Melville J. Junion, chairman of the GL Youth Activities Committee; his guest, Rose Coppens; Leon J. Rondou, state youth activities chairman, and his wife.





NINETY-FOUR-YEAR-OLD H. Ward McQuown (seated, left), whom fellow Punxsutawney, Pa., Lodge members believe to be the oldest living Past Exalted Ruler in Elksdom, is feted by about 100 members at a lodge dinner. Also shown are PGER Lee A. Donaldson, the principal speaker; PDD Burt S. Burns (standing, left), 85, Reynolds-ville, and ER Gerald Amundson. A class of 10 men was initiated in Brother McQuown's name; he also was presented with a fishing rod and reel and a plaque. The nonagenarian was born May 10, 1873, in Punxsutawney and initiated into the local lodge in 1904. He served as its Exalted Ruler in 1908-1909 and was made an Honorary Life Member in 1943.

Lodge Notes

Anaheim, Calif., Elks recently presented a blood gas monitor system to the Anaheim Memorial Hospital. Installation of this much-needed electronic device—helpful in sustaining life in acutely ill patients and newborn babies—was made possible through the generosity of lodge members, their families, and friends who supported the recent campaign.

Helium balloons launched at Muscatine, Iowa, Elks' Christmas party for children drifted all the way to Gibsonville, N.C., where they were "found in a fishing pond on the tobacco farm of Harvey Apple by his son Larry Apple."

The Elks had attached a dollar bill and holiday greetings to the balloons and set them loose Dec. 23 at 4 p.m. Returning the bill to the Elks, Larry Apple reported that Dec. 25 at 11 a.m. he found 23 burst balloons with the message. In previous years, the balloons traveled to the vicinities of St. Louis and Chicago. Incidentally, Larry Apple is receiving the dollar, with a thank-you for his cooperation.

As a service to any of our readers who are World War II Navy veterans and who were shipmates of Brother Alex O'Hara of Toledo, Oreg., on the USS *Pinckney* from 1942 to 1944, we make the following announcement:

A reunion of men who served aboard the USS *Pinckney* from 1942 to 1944 is being planned. Further details may be obtained by writing to Alex O'Hara, P.O. Box 456, Toledo, Oreg. 97391.

West Haven, Conn., Elks recently honored a member—Joseph Celentano—as the "Italian Elk of the Year." During the dinner celebration, attended by more than 300 persons, Brother Celentano was presented a plaque by Joseph Gianotti, dinner chairman.

A La Salle-Peru, Ill., Lodge-sponsored bake sale brought in a profit of almost \$1,300, which will be used to benefit crippled children.

Lima, Ohio, ER Edsel R. Peyton recently presented U.S. Savings Bonds to the two local Youth Leadership Contest winners—Pamela Conaghan and David W. Roush.

The Mount Holly, N.J., Lodge-sponsored poster, painted by William Whiting, a senior at Moorestown High School, won first prize in the recent New Jersey State Elks Association's Crippled Children's Poster Contest to aid the seal fund drive. Whiting received a total of \$165 as winner on the local, district, and state levels.

Webster, Mass., Elks mourn the death on Jan. 2 of a Brother—PDD Arthur L. Ryan of the West-Central District.

Arlington-Fairfax, Va., Lodge, in cooperation with the Fairfax County Police Assn., recently hosted a Sports Night dinner at the lodge for 23 Navy and Marine Corps patients of Bethesda Naval Hospital. Andy Stynchulla of the Baltimore Colts and Carl Kammerer of the Washington Redskins were guest speakers at the affair.

Point Pleasant, N.J., Lodge was packed with merry-makers at the annual New Year's Eve Ball, which benefited the community welfare program. The night's festivities included a buffet supper and dancing. Brother Ronald Gahr was event chairman. The lodge also held a traditional eggnog party, attended by 250 Elks and their guests, and a holiday party for Elks' children, which was enjoyed by 95 youngsters.

Williamsburg, Va., Lodge's Secretary since the lodge's institution four years ago—Arnold B. Henretta—died Dec. 20 in Williamsburg Community Hospital at the age of 47. A native of Hagerstown, Md., Brother Henretta was ruling elder of the Williamsburg Presbyterian Church and an active member of a number of community organizations. Survivors include his widow, Gertrude; a daughter, Debra Kay; two sons, Arthur and David, and a grandson.

The boxing show held by Bangor, Maine, Lodge's Boys Club at Old Town Lodge recently was so successful that the boys were invited back. They already had won a number of trophies in shows in Maine and Massachusetts. The group was started when the Elks converted a garage adjacent to the lodge building into a clubhouse. The club is free to all boys, especially those from nearby Dow Air Force Base. The lodge also sponsors a Boy Scout troop and a Junior League baseball team.

Coshocton, Ohio, PER Raymond F. Turner, 48, died Dec. 4 after a short illness. He was elected Exalted Ruler in 1958 and lodge Secretary in 1966. The 15-year Elk will be missed by all the Brothers at Coshocton. Survivors include the widow, Evelyn, and two sons, Edward, who is stationed with the Army in Germany, and Robert, a sophomore at Dartmouth University.

Danville, Va., Lodge recently presented local Youth Leadership Contest awards to two Washington High School seniors—Rick Bendall, first-place winner of \$100, and Miss Ellis Hodge, second-place winner of \$50. PER Henry I. Slayton Jr. is the Scholarship Committee chairman.

Orange, N.J., Lodge recently announced its Youth Leadership Contest winners—Miss Joan Duffy, a student at Our Lady of the Valley High School, and Carmen Louis Morano, of the Valley High School. Miss Duffy went on to place third in New Jersey's North-Central District.



NEW HAVEN, Connecticut, PER James R. Ryan is honored at a lodge dinner by his four sons—all lodge members—and others. Behind Brother Ryan are his sons: Russell, the lodge's Esteemed Leading Knight; James, a lodge trustee; Robert, and William.



DOVER, New Hampshire, Elks honor Brother and Sgt. Richard E. Keefe—shown with his mother, Brother and City Mgr. Donald E. Chick (left), and ER John F. Duyon—at a roast beef dinner in the lodge. Brother Keefe just had returned from Vietnam, where he had completed more than 100 combat infantry missions.



THE MUCH-LAUDED head football coach at Indiana University—John Pont—chats with four members of the Big Eight Football Team at a Rockford, Ill., Lodge party. The grid stars are Nick Janicki, Mike Weiskircher, Veto Sawtini, and William Lewis. Lodge members entertained 26 high school athletes named to the Big Eight team at the affair, which was attended by more than 300 persons. Pont was the featured speaker.



THE NEW YORK STATE Cerebral Palsy Poster Girl—Kimberly Barnes—charms Elmira, N.Y., ER George P. Generas and SP and PDD William F. Dobberstein, another lodge member, at a fund-raising dance featuring Guy Lombardo and his Royal Canadians. The proceeds were to be used to buy a station wagon for the CP home service program—a part of the state major project.



A NINE-PASSENGER SCHOOL BUS is delivered by the Ohio Elks' Cerebral Palsy Training Centers Board—with the help of Berea Lodge—to the Cleveland Society for Crippled Children as part of the state major project. Pictured are ER Jack F. Wise, Berea; PDD Thomas J. Price, Zanesville, board chairman; VP and Willoughby PER George B. Walker, Mentor, and Ben Hopkins, the society's president. The vehicle is the fourth donated to the society by the Ohio Elks Association in recent years.



MAHWAH, New Jersey, Elks present a plaque to Mrs. Teddie Napolitano, Ramsey, a widow, at a testimonial dinner in recognition of her charitable contributions to New Jersey Elks' crippled children's program, the state major project. Others pictured are PER James F. Price; ER James E. Hackett; Frank Hershner, the lodge's crippled children's chairman; PDD William J. Windecker, Orange, GL Americanism Committeeman; PER John C. Erp, and Sharon Morgan, the lodge's "adopted" cerebral palsy child.



HOLLYWOOD, Florida, Elks hold a ceremony to raise a flag that had flown over the Capitol in Washington, D.C. At attention are Chap. William T. Norfleet, ER James R. Roads, and Congressman J. Herbert Burke, a lodge member who presented the flag.



UNION, New Jersey, ER George Pregrim (left) presents the members' \$3,500 contribution to the Elks National Foundation to DDGER Francis W. Kaiser, Union.



A MIRROR AT SOMERSET HILLS, New Jersey, Lodge displays some of the currency netted for the New Jersey State Elks Crippled Children's Fund, the state major project. Most of the credit for the fund-raising idea goes to Steward Oscar Blair. The money was contributed in a fund box placed conveniently for members and visitors to see. Last year \$621 was raised, and the prospects for this year are reported to be even brighter.

POINT PLEASANT, New Jersey, PER Frank E. Schroeder (right) congratulates his younger son, Jeffrey, after initiating him. Among those at the ritual were Jeffrey's brother, Terrill (second from left)—who 11 years ago also was initiated by his father—and ER Ira M. Gray.





GLEN COVE, New York, ER Norbert Stemcosky (second from right) presents an Elk membership card to U.S. Congressman Lester L. Wolff, Great Neck, after officiating in his initiation. Waiting to welcome Brother Wolff into the Order are PSP and PDD Peter T. Affatato, Levittown-Hicksville, a member of the GL Committee on Judiciary, and PDD John E. Organist, a lodge member.



FAIR LAWN, New Jersey, PER Alfred Vander Veen (left), the lodge's Crippled Children's Committee chairman, helps 5-year-old Mary Bernadette Oswald, Lincoln Park, with an ice cream cone. She is the New Jersey State Elks' poster girl for the year. The scene was Dietch's Kiddie Zoo and the affair was the lodge-sponsored crippled children's fun day, in support of the state major project. ER Harry Gravatt assists.



AT NORWOOD, Massachusetts, Lodge's recent "homecoming" for DDGER Donald A. Podgurski (third from right), an Honorary Life Membership card is presented by PGER John Fenton (center) to the Rt. Rev. Jeremiah Minihan, Boston's auxiliary bishop. Other dignitaries at the event were John J. Harty, Lawrence, a GL Committeeman on Credentials; Brother Frank Connolly, the lodge's homecoming chairman; PDD Michael J. McNamara, Brockton, a GL Youth Activities Committeeman, and Melville J. Junion, Green Bay, Wis., the GL Youth Activities Committee chairman.



DISCUSSING PLANS for observance of Elkdom's Centennial Year with two active veteran members are Tulsa, Okla., Lodge's Secy. F. Ralph Grosswiler (second from left); ER Lon H. Dillman, and Brother Bob Leclerc, Centennial Committee chairman. At the left is PSP, past state Trustee, and PDD Billy B. West, 85, a 55-year lodge member, and at the right is Brother Watt Smith, 91, a 31-year Elk, who served as lodge Treasurer for more than 20 years.



AN AEROSPACE VEHICLES EXHIBIT at Lancaster, Calif., Lodge's recent Edwards Air Force Base Night netted about \$1,300 for the California Elks Assn. Cerebral Palsy Fund, a part of the state major project. ER Leonard A. Cosgrove (third from right) welcomes five pilots at the event: Milton Thompson, Jack McKay, Bill Dana, Fitz Fulton, and Don Mallick. The two-fold purpose of the exhibit included bringing recognition to workers and the many firms at the base that contribute greatly to the economic growth of the area. Among the displays was a model engine that will power the supersonic transports of tomorrow.



BOONE, Iowa, members show off a mobile store being used in the state major project—sales of goods handmade by handicapped persons—which recently was adopted. Boone Elks and their wives sold items on the van's first stop. Iowa Elks donated \$7,500 to the Easter Seal Society for Crippled Children and Adults of Iowa, Inc., to pay for the van and its operating expenses for a year. Shown are (first row): Est. Lead. Kt. Edwin L. Morgan, Est. Loyal Kt. Ken Furman, and Est. Lect. Kt. Ray Trygg and (second row): Esq. William Newbold, In. Gd. Donald Sturtz, ER Warren J. Rinehart, VP and PER Ralph W. Coan Jr., and Chap. Larry Ohge.



GROTON, Connecticut, ER Carmine Ruma presents \$196 to aid families of victims of the fire last July 29 aboard the aircraft carrier USS *Forrestal*. Accepting the donation is Rear Adm. Charles D. Nace, commander of Submarine Flotilla 2. Looking on is Capt. Walter A. McGuinness, commanding officer of the submarine base. The money was raised at a lodge dinner honoring area veterans of the war in Vietnam.



PARTICIPATING IN A COURT OF HONOR are Girard, Ohio, ER Alfred V. Weekly and Eagle Scouts William Boyee and Jack Pence of the lodge-sponsored Troop No. 44. Boyee was awarded his Eagle Scout badge during the ceremonies. Pence was the first in the troop to earn the Eagle Scout badge.



EL PASO, Texas, ER Raymond C. Strom (left) accepts a set of antlers presented to the lodge by Conrad Ramirez, local chairman of Goodwill Industries. The gift was in appreciation of the annual Thanksgiving dinner the Elks give for Goodwill workers.



AT ELIZABETH, New Jersey, Elks' Farewell Charity Ball, marking the sale of the lodge, ER James A. MacLaren (left) presents a plaque to Tiler Robert W. Sparks, the lodge's oldest active member. Brother Sparks, who was initiated in 1911, has served since 1964 as interlodge visits chairman.

(Continued on page 56)

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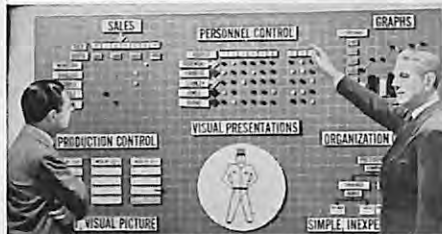
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Who's Liable?

(Continued from page 7)

Whole industries have had to reassess testing procedures. New products, particularly pharmaceuticals once released on the market with only perfunctory evaluation, now undergo more rigid inspection. Booby traps carelessly designed into mechanical devices are being eliminated. In the automobile industry alone, the menace of lawsuits, plus pressure from Congress, has brought about safety innovations in new cars that promise to reduce hazards of driving. And, as an active New York trial attorney whose practice has been representing the survivors or families of commercial air crashes has said, "The shift toward protection of the individual in our courts is a big step forward. A reasonable defense in an aircraft wrongful-death suit used to be that the aviation industry benefited from investigation into crash incidents and that the state of the arts had improved. But we are not guinea pigs for anybody. All of us are entitled to rely on a warranty of fitness of a product, whether it is an airplane or a prescription from the neighborhood drug store."

There is no question that money verdicts have been getting more generous as juries try to compensate persons more realistically for debilitating injuries. Judgements ranging from \$50,000 to \$300,000 are not uncommon.

As an example of the trend to higher jury awards, the Los Angeles Superior Court reports that in 1950 the average of all plaintiff verdicts was \$6,729. This compares with an average of \$14,594 in 1960, or an increase of more than 100 percent.

An Oaklawn, Illinois, woman, blinded when a can of drain cleaner containing lye exploded in her face, won a judgement of \$930,000 against the manufacturer. This may be the largest single jury award ever made in favor of an accident victim. But as a Chicago attorney commented, "Is this excessive? I wonder? This woman must go through her life in darkness. Can any amount compensate her for that loss? The least we can do is to try to make up to such victims the economic loss they must suffer in unearned wages."

On the other hand, most courts are realistic when a jury's sense of justice seems misguided.

A woman shopper won \$10,000 after she caught her heel on the pavement as she entered a South Carolina department store, fell and bruised her knee. However, a U.S. Circuit Court deprived her of the award with the comment: "The plaintiff's heel was over three inches in height with a slim shaft

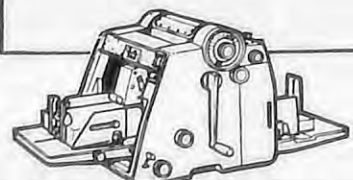
(Continued on page 48)



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with luck you'll have forgotten some of your bad swinging habits.

Check the basics: your stance, backswing, head steadiness, body movement, follow through. Keep swinging—easily, smoothly.

And now comes the most important thing: see your golf pro as early as possible this year for some instruction—that is, if you're going to make a determined effort to improve your game.

The man to see, of course, is your nearest Elks golf course pro, if you have an Elks course in your area.

Tell him your goals for 1968: to break 100 for the first time; to lower your handicap by 5 strokes; to straighten out those hooks or slices; to make yourself a respectable putter. Whatever your golf problem, your pro is the man to see. Just as a sick man sees a doctor, so the golfer with something less than a perfect game should look for the nearest professional.

And golf lessons aren't expensive. The few dollars involved you'll probably make up on your first few bets with your foursome buddies—when you attack the course with an improved game for '68.

TRUE TIP OF THE MONTH

There are an unusually large number of helpful new golf products on the market this year—and they may or may not help your game. But they're at least worth looking into.

There's a little prism device that you place on the ground during practice sessions. Your slightest head movement is immediately apparent when a series of lines on the prism begins to wiggle.

Another new golf club shaft material is making news. First there was hickory, then steel, followed by fiberglass. Now there's aluminum. Each had certain advantages. Aluminum is the lightest material used in a shaft so far; it lets you increase club head speed.

Solid golf balls—some molded in one piece, some with a solid center plus a cover—will be much in evidence this year. They're ideal for the higher handicap players, ladies, and youngsters, and for practice rounds. Some of them are practically indestructible.

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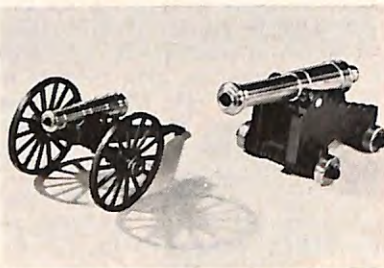
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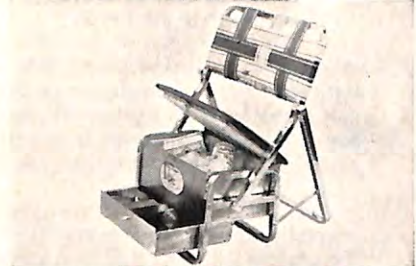


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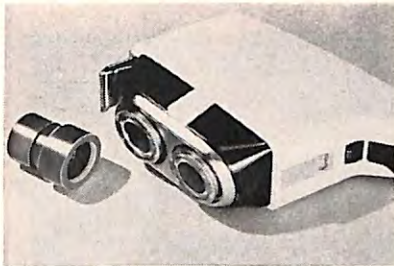
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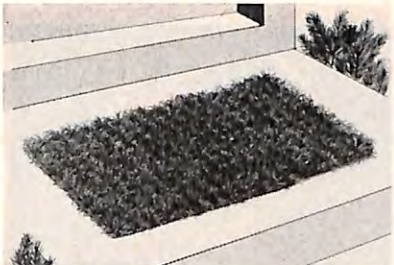
Sales Rooms open Mon-Fri 9-3:30

UNITED BINOCULAR CO.
9043 S. Western, HS-322, Chicago, Ill. 60620

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



SHARPEN YOUR ROTARY SHAVER with a sharpener specifically designed for rotary blades on all floating head, regular Norelco and other make rotary electric shavers. Gives them the sharpest possible cutting edge, keeps them at peak efficiency. Rotary Shaver Sharpener, \$2.98 ppd. Barclay, Dept. 51, 170-30 Jamaica Ave., Jamaica, N.Y. 11432.



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BRILLIANT BLACK MAGIC — the "IN" Shirt for exciting occasions. Its front has broad panels of richly embroidered lace with a black underlay. Fine Sanforized combed cotton in white or blue. 14-16½; sleeve 32-35. \$10.95 ppd. Write for free catalog of dramatically styled apparel and imported footwear. Eleganza, 728 Monument St., Brockton, Mass. 02403.



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THE GIRL whose dreams never come true
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Carpeting Wall-to-Wall

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Send check or M.O. If COD, \$2 deposit.
Money Back Guaranteed!

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I enclose check or money order for \$_____. Sorry No C.O.D.'s.

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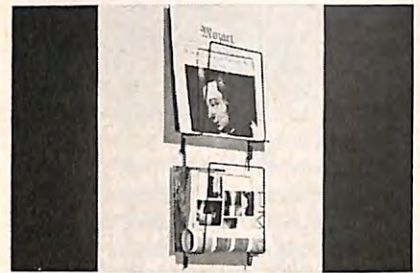
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ADD-A-RACK TO ORGANIZE—papers, magazines, records, sheet music, etc. Requires no floor space. Six can hang on door or wall. Attach one rack and add as needed; they hook on, can be used separately. Paint your choice of color. One rack, \$1.50; 2 for \$2.85; Add 50¢ post. Lilly, Dept. LK-2, 2991 W. School House Lane L-34-W, Philadelphia, Pa. 19144.



SEE THROUGH THE WATER to where the fish are with Fishing Glasses. You'll spot big ones in holes, brush piles, weed beds in fresh or salt water. Lunette Radar Glasses allow you to see 2' to 12' below the surface. #69 Regular or #70 clip-on. \$7.95; 2 pr., \$15.00. Ppd. Alexander Sales, Dept. EL3, 125 Marbledale Rd., Tuckahoe, N.Y. 10707.



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"TOP SECRET makes my hair look as it did years ago!" says famous dance band leader Jan Garber. "I noticed results after just a few applications. And TOP SECRET is easy to use—doesn't stain hands or scalp. TOP SECRET is the only hair dressing I use."



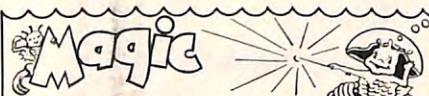
A FAVORITE OF THE STARS

TOP SECRET has been a favorite with famous personalities for years. Exclusive formula imparts a natural looking color to grey or faded hair. Does not streak or injure hair; does not wash out. Send \$4.50 for 6 oz. plastic container. (Convenient for traveling, too.) Ppd. No COD's, please. Money back if not delighted with results of first bottle.

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6 OZ. BOTTLE \$4.50
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LIVE Sea-Monkeys BORN ALIVE before your eyes. Just add water and see INSTANT LIFE®. Raise an amazing Sea-Monkey family. Adorable baby Sea-Monkeys—watch them grow—identify the SEXES. The first LIVING PETS created by science! What is the explanation for this strange and wonderful "Miracle of Life"? Complete kit with instructions and eggs. Guaranteed to grow to maturity. Only \$2.00 ppd. U.S.A. No C.O.D.

JAIMI CO.

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--- Coupon for advertisement on 4th Cover ---

**MICHIGAN BULB CO., Dept. SG-1444,
Grand Rapids, Mich. 49502**

Send order as checked. If not satisfied on arrival for Spring Planting I may return within 10 days for purchase price refund.

- GIANT 42 PIECE ASSORTMENT plus HYDRANGEA and 4 planting guides\$2.98
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- 100 FOOT PRIVET HEDGE (50 Plants)\$2.98
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- Remittance Enclosed. Add 65c and we ship postage paid. Send C.O.D. plus postage.

Name _____

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City _____ State _____ Zip _____

--- Coupon for advertisement on 2nd Cover ---

**Alexander Sales Corp., Dept. EL-368,
125 Marbledale Road, Tuckahoe, N.Y. 10707**

Gentlemen:

Enclosed find \$..... Please send () Sikh swords at \$20.00 each or any 2 for \$35.00. Alexander Sales pays all postage and handling charges. Check your choice of Scabbards.

- Red
- Royal Peacock Blue

Name.....

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City..... State..... Zip Code.....

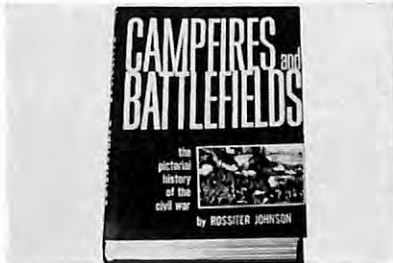
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LEARN TO PLAY THE PIANO or organ by the "Play-by-Chord" system. Easy-to-follow instruction book, pages of chord stamps to apply to sheet music, basic chord chart and Book of Old Time Tunes with chords in color. \$5.00. Complete course. Book of Chords and 7 Play-by-Color Books. \$14.95 ppd. Wolfe's, Dept. EK-368, Box 432, Millburn, N.J. 07041.



NEW LOOK FOR AN OLD FUR—as a graceful pocket cape stole (shown above) or in 39 other styles—remodeled by I.R. Fox craftsmen. Includes cleaning, glazing, repairing, new lining, interlining, monogramming. Style #43 pictured, \$39.95, post. coll. Other styles from \$27.95. Send for Free Style Book. I.R. Fox, Dept. E-3, 146 W. 29 St., N.Y. 10001.



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PERSHING SQUARE DELUXE

only **99¢**

to introduce you to the **John Surrey Cigar Club**

1st Quality—
guaranteed
fresh, moist
delivery!

- ★ Finest imported and domestic tobaccos
- ★ Premium quality, mild smoking

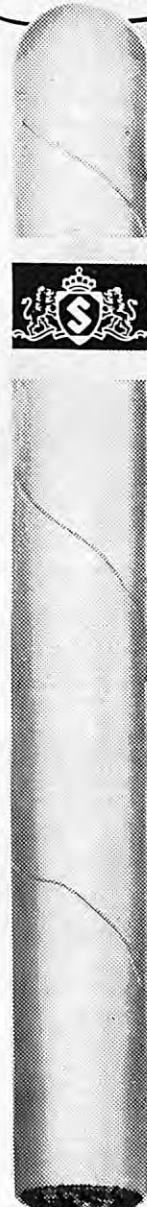
TAKE this box of 25 choice Pershing Square DeLuxe cigars for only 99¢ and enjoy all the benefits of trial membership in the John Surrey Cigar Club.

Pershing Square DeLuxe is a superior blend of premium quality leaf—factory fresh and very possibly the mildest smoking cigars you ever tasted—a full 6 inches of smoking pleasure.

Prove it to yourself. We're convinced—once you test-smoke these Pershing Square DeLuxe cigars you'll be glad you joined the thousands of doctors, lawyers, executives, sportsmen, and other cigar smokers who are members of the famous John Surrey Cigar Club. Just look at the benefits of membership.

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6. **FREE CIGAR DIVIDENDS!** As a member in good standing you receive **FREE** cigars every three months.

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MAIL APPLICATION TODAY

John Surrey Cigar Club Dept. EL3
19 East 45th Street, New York, N.Y. 10017

My 99¢ is enclosed. Please rush my bonus box of 25 Pershing Square DeLuxe Cigars. I **AGREE** to take as little as **ONE BOX** of cigars each month for six months from the Club Catalog—which describes 46 brands—if I am accepted as a trial member. As a member in good standing I can keep receiving **FREE** cigars every 3 months... **EVEN FOR LIFE.**

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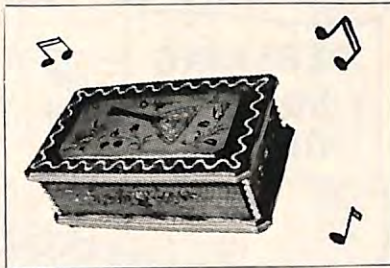


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McGreggor Jackets, Slacks, Sweaters . . . all extra long. Arrow Shirts with bodies cut 4" longer, sleeves to 38. ALSO 80 SMART SHOE STYLES in sizes 10 AAA to 16 EEE. Hush Puppies, Boots, Dress, Sport, Casual Shoes. Mail only. 100% Guaranteed. Send for FREE 88 Page Color CATALOG. The KING-SIZE Co., 2298 King-Size Bldg., Brockton, Mass.

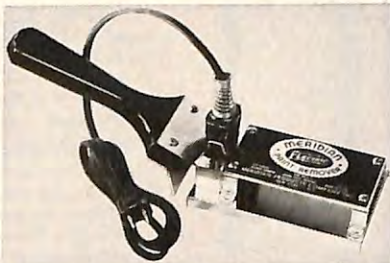
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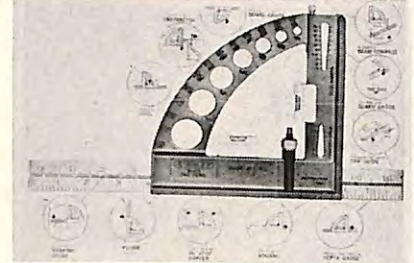
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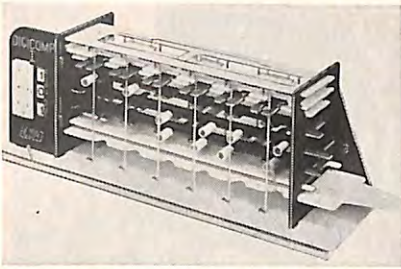


A Blessing For Folks Over 40

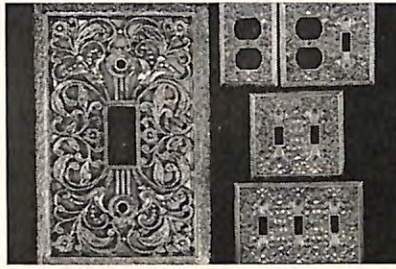
Read newspaper, telephone book, recipes, Bible, and do close work easily. Good-looking stylish amber frames. Wear like regular glasses, SEE CLEARER INSTANTLY. Not Rx or for astigmatism or diseases of the eye. 10 Day Home Trial. Send age, sex. SATISFACTION GUARANTEED. On arrival pay postman only \$4, plus C.O.D or send \$4, and we pay postage.

PRECISION OPTICAL CO. Dept. 41-C Rochelle, Ill.
(Sorry, no orders accepted for delivery in Mass. & N.Y.)

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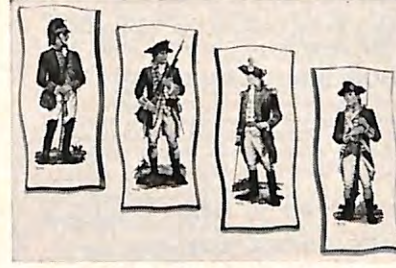
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ELECTRIC STEAM PRESSER keeps trousers, neckties, skirt pleats, etc. in apple-pie condition whether you're traveling or at home. It's a compact 5" x 3 3/4" for easy packing. Has Dupont teflon-coated surface and thermostat for easy pressing. Comes with 6' UL approved cord. \$11.99 ppd. Gracious Living, Dept. 2265, Berkeley, R.I. 02864.



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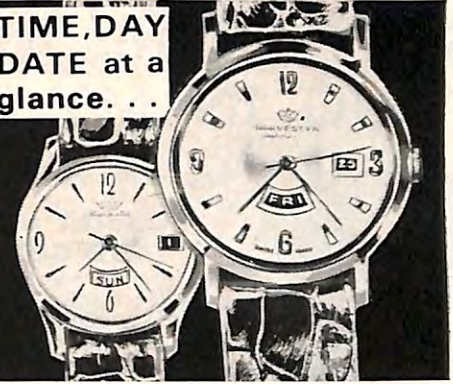


KEEP AIR FRESH and odor-free in your refrigerator with the Refrigerator Purifier. It clamps under a shelf, uses no electricity, takes no shelf space. Filters and activated charcoal do the trick! Also great for freezer, food locker, bread box, etc. Only \$1.50 postpaid from Sherman Marshall Co., Dept. EK, P.O. Box 306, Newton, Mass. 02158.



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DATE at a
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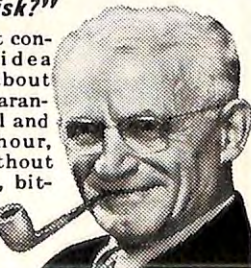
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Wear this radio wherever you go! Great for ball-games, beach, fishing, golf, skiing, etc. Tiny transistor radio built into frames. 3 transistors built in antenna, volume and station controls. Battery smaller than a dime gives amazing reception. Styles for men and women. Comes in handsome protective plastic carrying case . . . pink for ladies, grey for men. The perfect gift for people on the go. Warranted for 90 Days against defects in workmanship and materials. **\$19.95** Ppd.

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SAVE TIME, WORK & MONEY PLUG IN MY ZOYSIA GRASS

By Mike Senkiw, Agronomist, Zoysia Farm Nurseries

**EARLY BIRD SPECIAL! ORDER NOW
AND GET UP TO 200 PLUGS FREE!**



Amazoy is the Trade Mark registered U. S. Patent Office for our Meyer Z-52 Zoysia Grass. As a turf specialist I live with grass every day the year around.

Based on my experience with Zoysia and other grasses, I fully recommend my Zoysia for your area because I KNOW what it will do.

Every year I watch people pour time and money into lawns that fail them just when they want their lawns the most.

I see them reseed, feed, water, weed and mow, mow, mow! When it turns to hay in midsummer, I feel like calling out, "For Heaven's sake, when are you going to stop throwing money away and switch to Zoysia grass?"

In comparison, I'm always happy to get letters from people who have plugged in my Zoysia Grass, because they write me to say how beautiful and weedfree their lawns remain in scorching heat and drought. To depend on artificial lawn watering is now as uncertain as rainfall itself.

IT'S AS HARDY AS BEAUTIFUL

Frigid winters and scorching summers in Iowa proved Zoysia grass as hardy as it is beautiful. There, the Men's Garden Club of Des Moines picked a Zoysia lawn as the "top lawn—nearly perfect" although it had been watered only once to August.

Established Zoysia is so drought-proof you'll forget how you once labored with endless lawn sprinkling and worried over water bans.

No Need To Rip Out Present Grass

Plug my Zoysia into an entire lawn or limited "problem areas." With the same leaf color and appearance as blue grass, it will blend perfectly. Plug it into poor soil, "builder's soil," clay or sandy soils—even salty, beach areas, pool areas and I guarantee it to grow!

Cuts Your Work, Saves You Money

Your deep-rooted, established Amazoy lawn saves you time and money in many ways. It never needs replacement . . . ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower under a blistering summer sun by 2/3.

WEAR RESISTANT

Your Amazoy lawn takes such wear as cook-outs, lawn parties, lawn furniture, etc. Grows so thick you could play football on it and not get your feet muddy. Even if children play on it, they won't hurt it—or themselves.

NO SEED, NO SOD!

Do not mistake Amazoy pre-cut plugs for sod or seed of any type grass. There's no seed that produces winter-hardy Meyer Zoysia. Sod of ordinary grass carries with it the same problems as seed—such as weed, diseases, frequent mowing, burning out, etc.

Order now for earliest delivery and proper planting time in your area and fullest growing season. Orders are shipped collect, same day as taken from the soil, via most economical means.

PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checker board style. Every plug 3 sq. inches. When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds. Easy planting instructions with order.

Your Own Supply of Plug Transplants

Your established turf provides you with Zoysia plugs for other areas as you may desire.

For Slopes, Play Areas, Bare Spots

Or correct problem areas such as slopes where Amazoy halts erosion, in hard-to-cover spots, around swim pools, in play areas, etc.

CHOKES OUT CRABGRASS

Thick, rich luxurious Amazoy grows into a carpet of grass that chokes out crabgrass and weeds all summer long! It will NOT winter kill. Goes off its green color after killing frosts, regains fresh new beauty every Spring—a true perennial.

Every Plug **Guaranteed to Grow** In your Soil In your Area

- **WON'T WINTER KILL**—has survived temperatures 30° below zero!
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Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it—you know we have to be sure of our product.

SAVE ON PATENTED STEP-ON PLUGGER. OR GET IT FREE WITH LARGER ORDERS—600 PLUGS OR MORE.

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FREE UP TO 200 PLUGS For Ordering Early!

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bonus of 10. TOTAL
OF 110 PLUGS **6.95**

100 plugs and plugger, plus bonus of 20 FREE TOTAL 120 PLUGS 9.95	200 plugs and plugger, plus bonus of 25 FREE TOTAL 225 PLUGS 13.75	300 plugs and plugger, plus bonus of 50 FREE TOTAL 350 PLUGS 17.75	1100 plugs and plugger, plus bonus of 200 FREE TOTAL 1300 PLUGS 39.95
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**MEYER Z-52 ZOYSIA GRASS WAS PERFECTED
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NATIONAL GOLF CO. Dept. G-224
56 Lake Shore Drive, Rockaway, N. J. 07866

PRO-STAR IS DOUBLY GUARANTEED —IN WRITING

First, you get 30 days to try out PRO-STAR under the most exacting conditions. See how it stands up under your hardest drives. Watch it cut strokes right from the start.

See it zing through the air straighter and truer than the most expensive ball you've ever used. Enjoy the money it saves you in cut or damaged balls you'd have to toss away. Then if you're still not convinced that PRO-STAR is one in a million—return yours "as is"—and get back every penny of your money.

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MAIL THE NO-RISK COUPON TO ORDER. SAVE \$3 PER DOZEN

PRO-STAR is specially priced for this introductory offer. A set of 4 is \$5, 12 are \$12, 24 are \$20—all shipped postpaid and all will deliver a lifetime of service.

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 \$12 enclosed for 12 PRO-STARs
 \$20 enclosed for 24 PRO-STARs

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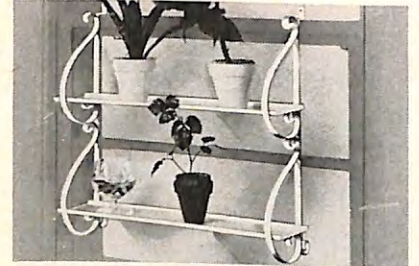
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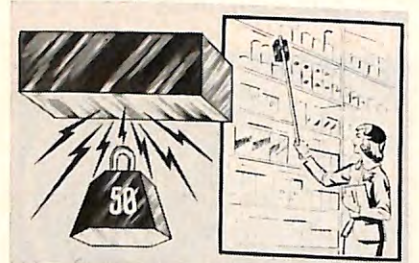
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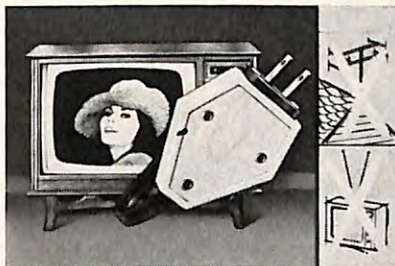
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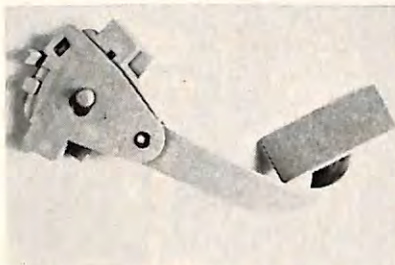
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These "Ben Franklin" style glasses are a perfect aid in reading fine print in phone books, programs, etc. Wear "look over" specs and have normal vision without removing. Not for continuous use or as Rx for eye diseases. Black with silver threads, Brown with gold threads, Brown Tortoise or Jet Black. Specify men's or women's. With case only **\$5.95** ppd.

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Lodge Visits of Robert E. Boney

B.P.O. Elks Centennial 1868-1968

The Grand Exalted Ruler, flanked by PGERs Ronald J. Dunn and John E. Fenton, is pictured during his visit to Connecticut. Standing are GL Committeeman Edwin J. Maley and SP Harrison Berube, both of New Haven Lodge.



GER Robert E. Boney visits New Jersey Gov. Richard J. Hughes in Trenton. On the left are PGER William J. Jernick and ER Joseph M. Welke; on the right is DDGER H. Edward McClaskey, Trenton. A Past Exalted Ruler of Trenton Lodge, Governor Hughes is also a past Justice of the Grand Forum. Trenton Lodge honored Brother and Mrs. Boney at a dinner dance.



During his visit to Connecticut, GER Robert E. Boney stopped at Newington Hospital for Crippled Children, the state major project. Seated are Dr. Burr E. Curtiss, director of the hospital, PGER Ronald J. Dunn, Brother Boney, and PGER John E. Fenton. Flanked by State Police Inspectors Robert Dill and Kenneth G. Hall, a Westbrook PER, standing are: Francis J. Adams; Roderick Gettel, hospital administrator; Edwin J. Maley, New Haven, Connecticut Crippled Children's Committee chairman; GL Committeeman W. Edward Wilson, of Newton, Mass., Lodge; Mrs. Boney; SDGER Edward A. Spry, of Boston Lodge; Mrs. Wilson; SP Harrison Berube, New Haven; DDGER Francis A. Joyce, New Britain; SDGER Arthur J. Roy, Willimantic, and ER Harland E. Flynn, East Hartford.



During a visit to Maine, GER Robert E. Boney reviews newspaper clippings on the state Elks' participation in the Elks National Foundation's Most Valuable Student contest and on the local lodges' scholarship programs with state Scholarship Chairman Donald H. Ireland, Presque Isle.



During a visit to Brainerd, Minn., Lodge, GER Robert E. Boney poses for a photograph with lodge officers and some of the recent initiates—members of a 25-member Grand Exalted Ruler class. Elk dignitaries also present are (first row): DDGER Orval V. Hopfe, Austin; DDGER A. J. Carew, International Falls; SP Everett F. Anderson, Brainerd; PGER Raymond C. Dobson; DDGER James A. Metcalf, Fergus Falls; ER John T. Kennedy, and PER M. H. Carlson, past Grand Tiler.

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COMMEMORATIVE STAMP APPROVED



POSTMASTER GENERAL Lawrence F. O'Brien announced on January 17 plans to issue a special 6-cent stamp during Elkdom's Centennial year, honoring the BPOE for its youth work.

Past Grand Exalted Ruler Emmett T. Anderson, chairman of the Grand Lodge Centennial Committee, welcomed the announcement as a deserved recognition of the Order's splendid record of public service.

The date and place for the first day of issuance of the stamp and other details will be announced later.

The Noble Elk

(Continued from page 11)

Thus, before the turn of the century, Elks had long ceased to think of themselves as existing only to help themselves, or as being Elks for what they could get out of it, such as good terms on insurance.

These sentiments stemmed from the kind of people the local lodges enrolled.

Because, in a few cases, there was trouble with newly-organized lodges, the Grand Lodge finally made a requirement that no new lodge could be created without the backing of at least 25 persons of known reputation and good character in the community. This was especially important when charters began to be granted to lodges in towns of 5,000 or more inhabitants. The procedure was that the nearest Elks tried to investigate the situation before a charter was issued. Judging from the continued growth of the Order, and its maintenance of remarkably high standards, this stipulation was well-conceived. The Grand Lodge quickly learned, however, that it could not effectively interfere in internal affairs of any lodge, especially internal quarrels where no statutory or constitutional procedure was involved. But it could, and did, lift the indispensable charter when any lodge became ineffective or

broke down from internal dissension, or lack of effective leadership. The Elk image was preserved and, before 1900, it was already a very good one.

The growth in these years—the Elks reached 725 lodges and almost exactly 100,000 members in 1901—required a certain administrative supervision and standardization, though this was deliberately kept to a minimum. "Elks cards" or "Traveling cards," which showed paid-up status in lodges, were issued, and finally, a standardized system of dimitts was instituted. Elks, like all Americans, tended to move around.

If there was a growing stability in solid, middle-class membership, however, these years were marked by a bewildering series of changes in the Elk constitution and the Order's rituals. Growth had something to do with this. About the time a group of 1,000 or 5,000 worked out a set of ways that suited them, 10,000 newer members were clamoring for change. The herd, up to the end of the century, was restless.

The original Elk Constitution of 1871 was superseded in 1874, and then rewritten again in 1878, 1885, and 1890. Revision continued, until finally, in 1907, the Elk constitution emerged in a form in which the statutes and the basic document itself did not have to be rewritten or recodified in order to make minor changes. From 1907 on-

ward, changes were to be made regularly at annual Grand Lodge sessions, but the constitution of Elkdom, like that of the United States, remained virtually intact. In fact, this constitution was consciously patterned on that of the United States. The Grand Lodge was its legislative body; the Grand Exalted Ruler its executive or President; the Grand Forum its judiciary.

The problem of settling on a ritual was more troubling than the question of a constitution, which bothered principally Elk lawyers. Everyone had ideas about what the ritual should be. As a result, the Elk ritual was altered, amended, or completely changed about every two or three years. At the same time, many lodges, with latitude granted them both officially and unofficially, developed their own interesting variations. In perspective, two things were wrong: Elkdom, made up of new members, did not yet have an established ritualistic tradition; and too many additions and accretions were brought in from other organizations.

It is hard to simplify the trends and changes of the period between 1880 and 1900 but, in perspective, a certain amount of the original simplicity, dignity, and drama of the original ritual was lost, or buried under foreign accretions.

Sometime around 1883—there is no official record—the mouth-filling title of "Right Honorable Primo" went out of use for officers of the First Degree. The basic reason was that the First Degree was only a probationary phase; an Elk became a Devout Elder after four months. The Exalted Ruler of the Second Degree usually held the chair of R. H. Primo also, so the first title gradually phased out. In 1881, the office of Esquire was instituted, and the Grand Lecturer became the Esteemed Lecturing Knight.

In a series of further chair changes, the Exalted Grand Ruler's title was changed to Grand Exalted Ruler, which hardly altered the magnificence of his office, but did make it easier to pronounce. A year afterward, in 1891, the four chair officers of Elkdom received their modern names, and the two separate degrees were abolished in favor of a single order. The term Devout Elder went out of use; Elks were afterward called just plain Elks.

About the same time the memorial tablet was ordered displayed in each lodge, beginning one of Elkdom's most distinctive and impressive practices. Royal purple was decreed the Elk color, and the forget-me-not the Elk flower. Thus, the majority of Elk traditions and practices were established before the turn of the century.

The new ritual adopted in 1890, however, proved no more lasting than those that had gone before it. As Ar-

thur Moreland, Past Grand Secretary, who was both articulate and opinionated as editor and publisher of the *Elks-Antler* wrote:

In 1893 a new ritual was submitted to the Order, eliminating most of the work of the old ritual and substituting paraphernalia of various kinds, considerable rough-house, and borrowing many features of obsolete degrees of other fraternities.

This ritual, to which many Elks objected, came under immediate attack. In 1896, although Grand Exalted Ruler William G. Meyers said plaintively that "the practice of having a new ritual every two or three years is not a means by which our Order gains prominence," it became obvious that many things had to be again changed. In a series of steps, the various accretions were dropped or removed. The apron went in 1895. The "secret password" expired in 1899. The badge and hand grip died natural deaths in 1902 and 1904 respectively. The test oath and a few other extraneous things disappeared, and the Elks began to be themselves and look less and less like a cross between the Masons and a college fraternity.

The elimination of horseplay seemed to be the most difficult; many Elks held on to an almost sophomoric conception of initiation practices to the bitter end. The idea of hazing was popular with some of the rank and file. But there was a strong feeling among Elk leaders that such practices were certain to sour potential members, particularly the men of great accomplishment, like U.S. senators, who were coming in.

After a hard fight, and some attempts to revive it, a second part of the ritual that contained the controversial practices was buried. The use of any device, paraphernalia, or any conduct during initiation "which tends to subject the candidate to any indignity, or which might give offense to any gentleman" was outlawed.

In retrospect, it is hard to imagine future Presidents who became Elks, such as Franklin D. Roosevelt or John F. Kennedy, or the many mayors and prominent bankers of large cities, being paddled, or forced to manipulate suggestive paraphernalia in order to join.

The ritual continued to create certain problems, but after 1900 the fast changes slowed; traditions were being set. While the Elks ritual was always, like the organization itself, highly flexible, order was achieved. Committees and commissions were created to study ritualistic questions on a permanent basis, though it was not until the 1920s that interest in changing the ritual was finally superseded by a growing interest in perfecting the existing one.

Looking backward, it seems safe to
(Continued on page 58)

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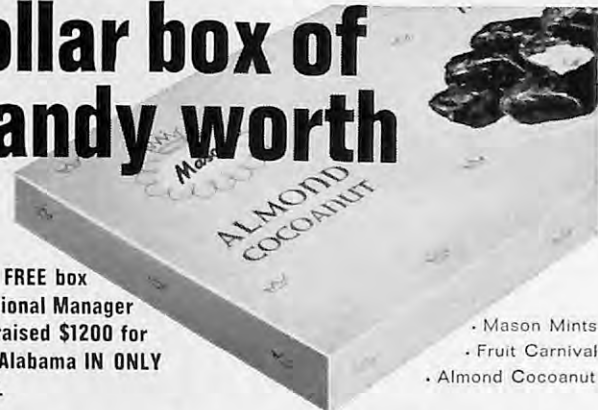
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Airplanes Shrink as Aviation Expands

by AL GRIFFIN



Not only business firms but smaller commercial airlines are using planes like the one shown at the top to fill the travel gap; such planes can have comfortable accommodations (lower left); an example of this type of plane is the Beechcraft H-18 (lower right).

Ben Hollis slammed the door of his car and strode across the parking lot towards a building marked "Aircraft Sales & Service." A glint of sunlight flashing from the sky caught his attention, and he glanced up at a sleek 707 jet streaking majestically at 20,000 feet overhead. Within moments, even the proud vapor trails had feathered into nothingness. Ben cursed and yanked open the door of the airport's sales office with renewed determination.

"Good morning!" a man in a golf shirt said from behind a desk. "Can I help you?"

"You can if you can sell me an airplane," Hollis said.

"Got a pilot's license?"

"No, I haven't," Ben admitted. "But I understand that most guys start to solo after eight or ten hours of instruction, and that only 40 hours of flight time is required to qualify for a license."

"Less than that with the new FAA rules," the man said as he stood up to shake hands. "My name is Phil Weintraub and I sell as many airplanes as anybody in the state . . . to people who can afford them. What have you got in mind . . . a sports plane?"

"No," Ben said. "I want a plane I can use for business. When I built my plant in this town I got a good deal on taxes, real estate, and a labor pool, but I didn't realize that I'd be so isolated from my markets and suppliers. Public transportation out of here has dwindled to the point where it's almost useless for my needs. What will a plane of my own cost me?"

"Well, if you want to travel at around 130 miles an hour, your new single-engine planes average around \$12,000," Weintraub said. "Plus instrumentation."

"That much?" Hollis said. "And that's pretty slow, isn't it?"

"If you want more speed, you'll have to go to retractable landing gear," the salesman said. "That adds about 50 miles an hour to your air speed, and about doubles your price."

Hollis whistled. "Twenty-five grand!" he said. "I'm not so sure that a single-engine plane is what I'd be satisfied with, either, what with all the lakes and mountains I'd be flying over. How much is an extra engine?"

Weintraub chuckled amiably. "Twin-engine planes average \$50,000," he said. "And you can easily add \$20,000 or \$30,000 for navigation and communication equipment besides. Maintenance isn't cheap, either. Aircraft manufacturers like to estimate total operating costs at around \$30 an hour, but I'll be honest with you . . . plenty of companies using corporate aircraft figure as high as \$65 an hour for a professionally piloted twin."

Hollis threw up his hands in resignation. "I've got a good business, but not that good," he said. "A company airplane would be literally over my head. It looks like I'll just have to be satisfied with a lot more nighttime driving on those tollroads."

Ben Hollis represents a growing number of peculiarly "underprivileged" Americans who are being caught in a unique pinch in the expanding economy . . . an increasing lack of public transportation in many areas of the United States. And the very expressways and tollroads Hollis detests so much have as much to do with the situation as any other single factor.

Over 85 percent of all interstate travel is now by automobile. As the network of superhighways developed, the railroads began to curtail passenger service as demand dwindled. Inasmuch as time is the most valuable thing an executive has, the railroads lost almost all of their business travel to the airline competition. And the more service the railroads eliminated, the faster the highway system had to grow. The continuing spiral resulted in a situation where many railroads are now frankly trying to discontinue their unprofitable passenger service altogether.

(Continued on page 53)



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You are needed to join in the greatest drive we Elks have ever undertaken to help the Elks National Foundation to continue to expand its benevolent work. Hundreds of Elks are joining forces, in this, our centennial year, to make this drive our finest success. The Foundation needs you . . . and you need the Foundation.

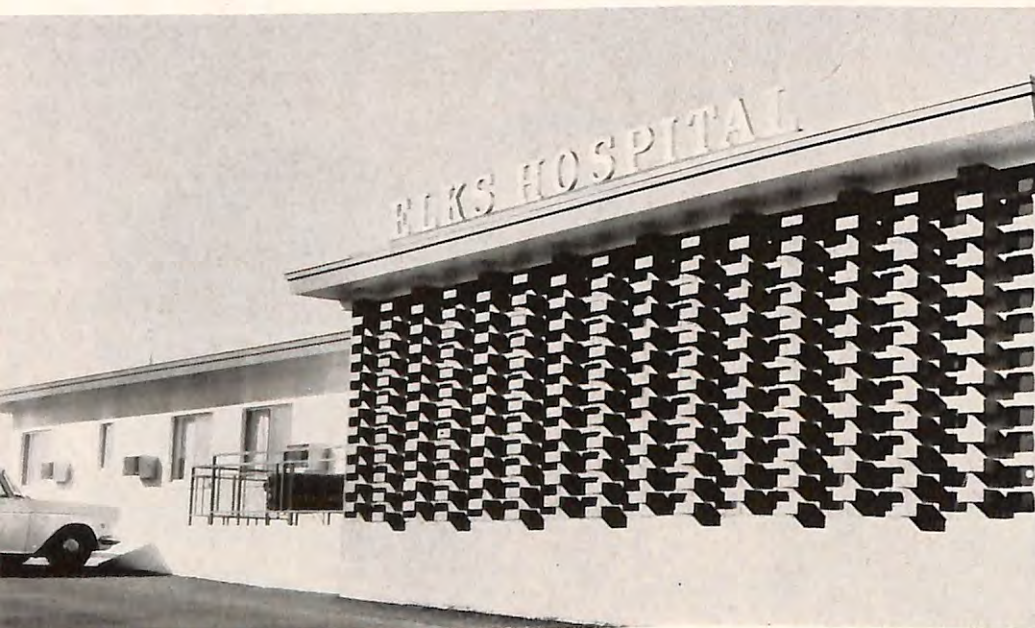
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A Unique Elks Hospital



Arizona Elks Association operates this modern, 48-bed hospital in Tucson.

Elk Jim Davis of Iowa, who is wintering in balmy Tucson, Arizona, threw a handful of dry bread from the window of his ground-floor room. Right on cue, a covey of broad-breasted, curlicue-topped quail pranced into view and busily began to devour the "free lunch."

"Some of them are as big as chickens," Jim said proudly.

Jim's roommate, a brother Elk from a small town in Colorado, added, "Of course we also get daily 'chow time' visits from the rabbits and ground squirrels, and even the wild pigs come down out of the hills to water here."

When the wild life is not "performing" outside their window, Jim and his

Brother Elk shift their point of view to a more majestic scene—the giant saguaro cacti and the furrowed blue mountains which surround the place where they are staying. Every dusk brings a picture postcard sunset, and after dark, downtown Tucson, which is only five minutes away, puts on a glimmering light show.

"It's enough to make a man give up TV," says Jim, although he obviously hasn't—judging from the well-placed set in his room.

Like most Tucson visitors, Jim Davis is collecting vivid impressions of rugged Arizona. Unlike most Tucson visitors, Jim is not staying at one of the famed guest ranches. Few, if any, of the tourist accommodations can boast the hilltop view and completely unspoiled surroundings that Jim enjoys.

Jim, a 35-year-old arthritic, and his

roommate, who is recuperating from a cardiovascular ailment, are patients at the Arizona Elks Association Hospital.

One of this country's two non-profit hospitals supported entirely by endowments and private donations, the 48-bed Elks facility manages to provide the very latest in modern hospital care in a setting that is so "non-institutional" it rarely fails to draw a surprised comment from a first-time visitor.

Last year (1967) the Elks hospital underwent a \$45,000 expansion program which provided a new operating room, surgical and X-ray equipment and a clinical laboratory. Modern intensive care equipment includes an electrocardiograph (EKG) and a defibrillator. The advanced physical therapy program, under the direction of a licensed therapist, utilizes the latest in therapeutic equipment, including a heated, sunken pool.

The hospital is licensed for both short-term and long-term patient care. It is approved by the Arizona State Health Department, which uses the rigid standards for hospital participation in Medicare as a criterion. With surgery, laboratory, and X-ray in operation, the Elks hospital qualifies for all private insurance.

The staff includes 15 physicians and eight registered nurses.

Each patient has immediate electronic communication with the nurses' stations. Heating and cooling for every room is individually controlled. Oxygen is piped in—there are no unsightly tanks to impinge upon the non-institutional atmosphere, nor on the spacious dimensions of each room. Every room is on the ground floor and commands a view. Each has a completely separate decor.

The baths are up-to-the-minute in convenience and equipment. Showers are custom-size for wheelchairs. Those who prefer tub baths can take their dip via hydraulic lift.

Like many of the patients at the Elks hospital, Jim Davis has a health problem which does not keep him flat on his back.

Every day he wheelchairs his way to one or more of the continuous card, domino, or pool games in the bright, sunswept lounge. Once a month—in the spacious dining room—there are bingo parties, courtesy of the Tucson Visitation Committee of Elks Lodge No. 385. The lodge also visits patients regularly.

The Elks Hospital (Ladies) Auxiliary members work many hours in the hospital and periodically give parties. The ladies also are dedicated fund raisers. The results of their work and generosity are seen everywhere, from the emergency heating and cooling plant to the gleaming new dishwasher in the stainless steel kitchen.

It is this involvement, this spirit of closeness among the patients, the staff, and the volunteer workers that contributes even more than the setting or the cheery decor to the non-institutional atmosphere at the hospital.

Typically, during the recent modernization and expansion program, the surgery cart was purchased with Gift Stars and Gold Bond stamps saved by lodges, ladies' organizations, and the Auxiliary, while the modern anesthesia machine for the new operating room was donated by the hospital anesthesiologist.

Doctors tip off the hospital when they hear of medical equipment bargains, and hospital administrator Mary C. Haugen goes after "the best for the least" with the zeal that only a woman can employ.

Any Elk may be admitted to the Arizona Elks Hospital. All inquiries or applications for admission should be made through the secretary of the member's own lodge. The secretary will have the necessary forms.

Non-Elks are admitted if beds are available. They should address inquiries to: Administrator, Arizona Elks Association Hospital, Route 9, Box 310, Tucson, Arizona 85705.

Patients range in age from 21 years up and come from as far away as Hawaii. The average length of stay is 170 days. Incidence of disease at the hospital ranks in order as cardiovascular ailments, emphysema, urological problems, and cancer. There are facilities for all types of ailments, except mental or alcoholic disease.

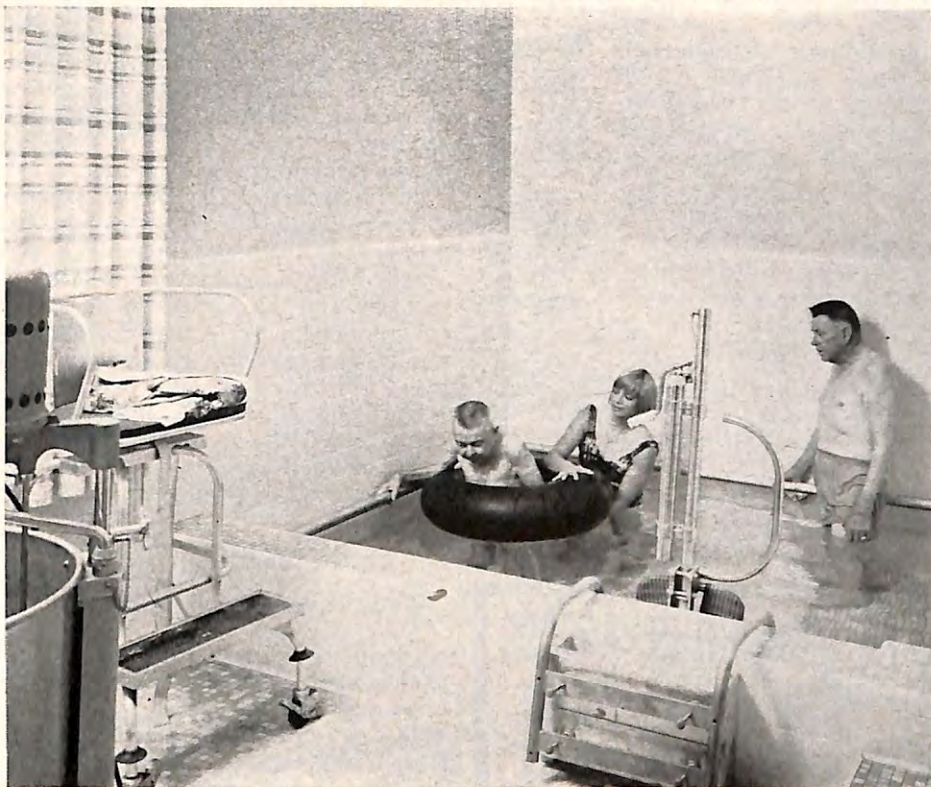
No Elk is denied admission or asked to leave the hospital if he cannot afford to pay his bills. The facility is not a charity hospital, however. Any patient financially able to pay the cost of his care is required to do so. The charges are approximately one-third the amount levied by other Tucson hospitals. Brotherly love and charity, of course, make up the difference.

Elks give to the hospital in lodge donations, anniversary letters, birthday cards, car raffles, and personal donations. There are important annual donations from the Elks National Foundation and the Arizona Elks Association, and from time to time the hospital also receives a legacy.

The Arizona Elks Association Hospital truly belongs to all Elksdom. Visiting Elks are always welcome at the institution, where they receive a VIP tour of the hospital and grounds.

The hospital is operated as a separate corporation and is governed by a Board of Directors, assisted by Hospital Representatives from every lodge in the state of Arizona. It is not a part of the Arizona Elks Association. Any donations are tax free and approved by the U.S. Internal Revenue Service.

A heated pool and special equipment provide therapy.



With spectacular Western scenery for a backdrop, patients at the Tucson Elks Hospital enjoy recreation and companionship in comfort.



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The Elks facility is one Tucson hospital which did not get its start as a tuberculosis sanitarium. The original building was erected in 1921 for victims of a smallpox epidemic. The Elks began operating the hospital in 1931, and it then was used as a tuberculosis sanitarium.

On September 30, 1967—after the latest and most extensive program of expansion and modernization—the hospital was accredited as a small general hospital providing all types of medical services.

And something more:

In the words of Jim Davis: "There's a family feeling here, a feeling that people care—really care—about you, personally. That's hard enough to find, in this day and age, when you're sitting on top of the world with health and wealth and everything that goes with it."

Then, lest he wax too philosophical, Jim released the brake on his wheelchair, nodded good-bye, and headed for the nearest domino game.

Who's Liable?

(Continued from page 26)

tapering to a base hardly a half inch in diameter. While a heel of this delicacy may be demanded by feminine style, a corresponding protective fashioning of walkways is not demanded by law."

While lawsuits involving everything from hair lotion allergies to baby sitters who are injured by playful six-year-olds continue to crowd court calendars, it is, above all, the crush of automobile accident claims that takes up about two-thirds of a court's civil docket. A high percentage are fraudulent but many are paid off anyway for their nuisance value by the insurance companies rather than go to the expense of a trial.

A Chicago insurance broker commenting on the high cost of auto insurance states, "It's a vicious circle and nobody really knows how to stop it. It seems as if almost everybody I know is what I would call an insurance thief."

"I happened to hit a car slightly last year. The damage to both cars was negligible, but the occupant of the other car claimed grievous bodily and mental injury and sued me for a considerable sum. He knew I was heavily covered by insurance and didn't want to settle for a fair amount. He also knew that juries tend to give large awards when they are aware that an insurance company is paying for it. I suppose many jurors feel they are getting back for the hard-nosed attitude many of them displayed a few years ago when they paid out as little as possible, after delaying as long as possible.

"Where it will end I don't know. Mo-

torists lie about the injuries they suffer. Garages connive with them in padding repair bills, doctors treat imaginary injuries for large fees, and everybody seems involved in a gigantic conspiracy to defraud the insurance companies on the theory that, after all, a claim check is only a refund for an overcharged premium."

So great is the burden of auto accident cases on our courts that two law professors, Robert E. Keaton of Harvard and Jeffrey O'Connell of Illinois, have suggested in a massive book that with high-speed cars plying modern highways, it is often impossible to say who caused an accident and there is no evidence that the threat of a lawsuit actually encourages driver care.

They offer figures to show that a compensation system would reduce insurance rates for New York drivers—New York is one of the states that leads the nation in personal injury claims—by 15 to 20 percent, at a savings of \$87.8 million per year. Their solution is similar to workman's compension. Under it, anyone hurt in an accident, regardless of who was at fault, would recover benefits. Many lawyers and judges see advantages in such a system. The person injured or the survivors of someone killed would not have to share the money awarded with attorneys who presently represent clients for a percentage of the financial verdict. All citizens would have a sense of security, with money to pay bills. Costly court trials would be eliminated because there would be no argument as to fault and no delays because of uncertainty.

What can the average person do to protect himself against the increasing threat of damage suits? More and more businessmen are coming to regard this menace as they do the threat of a fire.

According to the Insurance Information Institute, comprehensive liability insurance offers protection against any claims up to specified limits. Liability coverage works this way: Businesses and professions are rated according to their hazards. The insurance companies employ safety engineers who inspect the premises of the insured, often making concrete suggestions to their clients of ways to raise safety factors.

The insurance companies also maintain regional rating bureaus which annually review the experience of clients. A history of accident claims will almost always guarantee a hike in premiums. In some cases, if a history points to continued carelessness, coverage is canceled.

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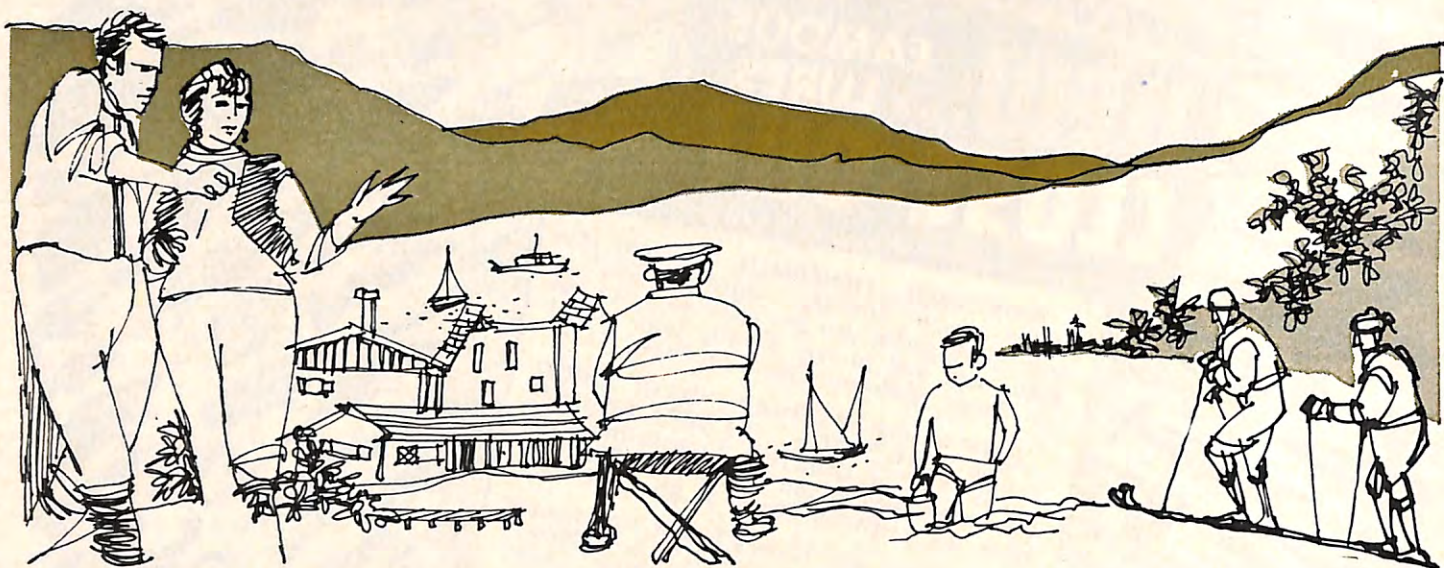
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FOR ELKS WHO TRAVEL

The Catskills

THE WORLD'S BIGGEST PLAYGROUND

By JERRY HULSE

Ninety minutes from New York City the earth turns green as Ireland, a place of rolling, grassy hills, with woods and forests of poplar and pine, spruce, hemlock, and elm. It has been called by many names—"Broadway Uptown" or "Madison Square by the Lake," or "Heartburn Hills," because eating is a prime pastime. Affectionately, though, it is best known as the Borscht Belt or the Sour Cream Sierras.

Its real name: the Catskills, a 50-mile string of hotels and inns scattered through hills and alongside lakes, all of it traditionally a happy retreat for Jewish vacationers. Hotels serve up blintzes and bagels and gefilte fish, and their nightclubs feature stars who are between engagements in Las Vegas and Miami Beach. It is a Jewish resort unlike any other in the world. I should say it *has been* primarily a Jewish re-

sort, because of late the hotel operators have kicked off a campaign to change the old image. Not that it still isn't a peaceful retreat for the Jewish vacationer; indeed, it could not survive without him. Now, though, the Catskills are beckoning to others. The resort owners are extending the invitation to everyone. One reason is that no longer can they depend entirely on the Jewish vacationer. What with the jet airplane, places like San Juan and Bermuda are drawing the old clientele away. One can jet to these resorts nearly as quickly as he can drive to the Catskills.

To attract new visitors the hotel owners have formed the Catskills Resort Association. Seymour Krieger, an attorney and justice of the peace in the village of Woodridge, is the executive director. Krieger refers immodestly to the Catskills as "the biggest playground

in the world." Perhaps it is so. Scattered through these lovely hills are nearly 30 golf courses and 400 tennis courts. Vacationists register in some 300 hotels and boarding houses and fish more than 100 lakes. The 986-square-mile region involves the largest aggregation of fine resort hotels, bungalow cottages, motels, and camps of any resort area in the world.

It begins at the foothills of the legendary Rip Van Winkle world, the facilities endless. There are more than 1,300 swimming pools. Some hotels have two for youngsters and a huge Olympic-size swimming hole for adults. Almost every resort in the Catskills has special children's facilities, ranging from separate dining rooms to complete daily supervision, day camps, night patrols, and governesses for the very young.

Professional coaches and instructors preside over athletic programs and arts-and-crafts classes. There are ski areas and harness racing at Monticello Raceway, pioneer towns, and historic landmarks. And this year will see the debut of the new \$3 million Catskills airport between Liberty and Monticello. Mohawk Airlines has announced that it will operate between the new airport and New York City as well as from Upstate New York and Boston.

It all began when New Yorkers, tired of the city, came to the Catskills to farm. They raised chickens and sold poultry and milk and eggs. To supplement incomes they began taking in boarders and vacationers. And from this humble beginning evolved the great resort complex that today covers nearly 1,000 square miles.

In the Catskills today more than 200 nightclubs crank out entertainment in the major hotels. It's Las Vegas minus the slot machines; Miami without an ocean. Except that in the Catskills it's both green and quiet, the hotels hidden in the forested folds of verdant hills and grassy, pastoral valleys.

As for that other nickname, Broadway Uptown, it came about because the hills, like the song, are alive with music. Summer theaters abound, producing plays and musicals long before they ever get to the real Broadway.

Alongside the freeway leading into the Catskills is a sign that says *quiet*. How any place so close to the tumult of New York City can be so peaceful is the mystery of the Catskills—green in springtime, rusty and gold with autumn foliage when summer ends. In

the summertime the skies are so flawless that a person standing at Sam's Point in the Shawangunk Range near Ellenville can see all the way into Pennsylvania, Connecticut, and New Jersey, as well as New York State.

The Catskills is not just a summer place, although it is especially lovely in summertime; it is a year-round resort and silvery white in winter. Should it not snow the natural way, the resort operators produce the powdery stuff artificially. If the sun doesn't cooperate, then guests turn bronze in the glow of sunlamps. Even in the worst of winter they return home looking like perhaps they'd been to Miami instead. Conversely, in summer the resort people go all out to turn on winter, keeping ice skating rinks frozen over even in the heat of July and August. If you don't like the weather, then complain to the manager. He'll make it hot or cold, summer or winter.

While researching this piece, I reg-



istered at a snug hotel called the Brickman. The tab there runs from \$100 to \$150 a week per person. After this you can put away your wallet, for only the drinks are extra. The price includes room, meals, recreation, and entertainment. Children are shuttled off to a private day camp (it's free, too) while parents play golf, splash in three pools, learn to play tennis, dabble in paint, etc. If indeed the Catskills is not the world's biggest playground then certainly it must be its biggest dollar bargain.

At the Concorde—it's billed as the world's biggest resort hotel—3,000 diners are served at a single sitting. The management calls it the largest dining room "outside an institution" anywhere. It's like sitting down to supper with the Marine Corps. Summer rates range from \$136 to \$203 a week; winter from \$130 to \$180, which includes skiing and skating as well as room and meals.

The Concorde boasts one of the top five golf courses in the country and "the safest skiing in the world." Modesty, obviously, is not a virtue in the Catskills. In the barbershop they'll give you a trim for \$2.50 or sell you a toupee for \$500. The art gallery will part with a Picasso for \$450, and beside one swimming pool stands a sign that says, "Boy-meets-girl chaise lounges . . . for singles who want to be doubles."

Down the road at Brown's, comedian Jerry Lewis was born into show business. Beyond here Kutsher's operates a ticker machine for stock-conscious guests, while others paddle across Milton Kutsher's own private lake. The day begins at 10:20 with calisthenics, followed by art lessons, men's softball, women's basketball, dance lessons, handball, paddleball, volleyball, make-up lessons, swimming races and, finally, that happy hour at 6:15—better known as the Hour of Exhaustion.

Finally there is Grossinger's, possibly the most complete resort in America. Spread across 1,300 acres are 10 tennis courts, a golf course, indoor and outdoor swimming pools (the indoor pool cost \$1,500,000), skating rinks, ski slopes, lakes, bridle paths, a baseball diamond, basketball, etc.—like Kutsher's in duplicate. The hotel itself stretches for nearly five city blocks. Grossinger's operates its own private airport, printing plant, fire department, police department, greenhouse, and water supply system, and even gets out its own newspaper.

(Continued on next page)

CONVENTION PROCLAMATION



THIS PROCLAMATION MUST BE READ AT THE FIRST LODGE SESSION AFTER ITS RECEIPT AND THEN POSTED ON THE LODGE BULLETIN BOARD

To All Subordinate Lodges and Members of
The Grand Lodge of the Benevolent and Protective
Order of Elks of the United States of America

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in New York City, July 14, 1968 with the opening and public meeting to be held in the Grand Ballroom of the New York Hilton on Sunday, July 14, at eight-thirty o'clock in the evening.

The opening business session will convene in the Grand Ballroom of the New York Hilton Hotel at 9:00 Monday morning, July 15, 1968, at which session the election of officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 16, 17, and 18 until the business to come before the sessions is finished.

The New York Hilton and Americana Hotels have been selected as co-headquarters for the 104th Session of the Grand Lodge. Space in the Rhinelander Gallery of the New York Hilton Hotel has been set aside for all registration.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers, and Committeemen will be made by Bryan J. McKeogh, Convention Director, 161 East 42nd Street, New York, N. Y. 10017. He will mail reservation forms and a letter outlining the procedure.

All other room reservations—with the exception of the Grand Lodge people as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years, will assign rooms to each State Association and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee, nor the New York official Convention hotels will accept reservations direct from Lodges or individual Elks.

Dated: February 1, 1968

ATTEST:

FRANKLIN J. FITZPATRICK
Grand Secretary

ROBERT E. BONEY
Grand Exalted Ruler

The slogan is, "Grossinger's has everything." It has so much of everything, in fact, that guests plunk down \$7,500,000 a year to play and vacation there. It was at Grossinger's that Eddie Fisher got his professional start. It was also where he married Debbie Reynolds, returning some time later with that other woman to set tongues wagging and the divorce wheels grinding. Others who've launched their careers at Grossinger's are Shelley Winters, Robert Merrill, Sam Levenson, Gene Barry, Buddy Hackett, and Red Buttons. Presidents have visited Grossinger's as well as senators and governors (the Rockefellers, Kennedys, Roosevelts). Even Cardinal Spellman dropped by one day to visit Jennie Grossinger, the first lady of the resort.

Grossinger's became an "in" place years before there ever was a jet set. It started in 1934 when Barney Ross came to train for his heavyweight bout with Jimmy McLarnin. Writers wrote more about Grossinger's than about Ross. Damon Runyon called it "Lindy's with trees." Another scribe labeled it "the Waldorf of the Catskills." After Ross, eight other fighters came to train at Grossinger's. They were followed by writers. And soon Grossinger's was nearly as famous as the Golden Gloves. When they say Grossinger's has everything, it has—even a snow-making machine.

As for Jennie Grossinger, now in her 70s she's still a Cinderella of sorts who started life as a buttonhole maker in a Manhattan sweatshop, later to become the "millionairess of the mountains." The resort was started originally by her parents, who came to farm and took in boarders instead. The "resort" started with seven rooms and nine boarders. The tab was \$8 a week. Today Grossinger's can accommodate 1,500 guests at rates ranging from \$115 to \$190 a week in summertime, \$95 to \$160 the remainder of the year. Everything else is free: meals, ski lessons, skating lessons, dance lessons, etc.

Usually Grossinger's is a family-type resort. On certain occasions, though, they hold "singles week" or a "singles weekend." Reports the *Grossinger News*: "Romance rides high . . . couples come from all walks of life. It is not unusual for a transcontinental romance to ignite. Canadian-American liaisons are commonplace."

Jennie Grossinger encourages the hearts-and-flowers routine. After all, if it turns out peaches there's a promise the couple will return, bringing with them their own children. Later, perhaps, when the kids grow up, they'll return to Grossinger's, too, to kindle a new flame themselves. That's what makes the world go round. It's also what makes Grossinger's cash register ring. \$\$\$

Airplanes Shrink

(Continued from page 42)

In the late 1950s, the railroads' floundering attempts at economy measures caught the attention of the increasingly cost-conscious airlines themselves. The airlines, too, are now cutting back on less profitable schedules, and are concentrating on the long nonstop flights between major cities. With the cost of bigger and bigger jet aircraft getting high up into the millions per plane, they didn't have much alternative.

However, this now leaves countless cities with poor or even nonexistent public transportation (unless you count the buses, and most people don't). They are left in a virtual travel vacuum, with the railroads pulling out of the market and the aviation industry not yet mature enough to enter it wholeheartedly with still so much cream at the top.

This situation is creating something new in aviation: a swelling enthusiasm for smaller planes, despite the headlines concerning the SST and its sister giants. Smaller planes can open up hundreds of airports which are already closed to too-big airliners.

As of the summer of 1967, the airlines provided service to only 550 out of the 9,490 airports in the United States. However, only 62 airports are presently receiving jet service, and 85 percent of all airline miles are by jet aircraft. Over 45 percent of all airline traffic is at only ten metropolitan areas, and in fact, more than 90 percent of all passengers take off from fewer than 100 hub areas.

Furthermore, in the three years 1963-64-65, 46 cities lost scheduled airline service, while only two gained any. Another 53 communities now receiving scheduled service are on a "use it or lose it" basis. Almost 100 airports now have an average of less than two flights per day.

With this concentration of service, an airline passenger can get reasonably good service only if he is traveling between two of the 10 major metropolitan areas. Outside of the hub areas, the infrequency and odd hours of service are only a little worse than the dogleg routes so often encountered. From these complications arose the need for private aviation, which now has a fleet that outnumbers the 2,000 airline planes by 50 times.

These 100,000 private planes range through multi-engine aircraft to small jets and executive transports which are pressurized and operate at speeds and altitudes equal to the airlines' finest jets in every respect except maybe for a hostess. Last year, private planes flew more than 2½ times as many passenger miles as the domestic airlines did.

With the airlines doing so much to

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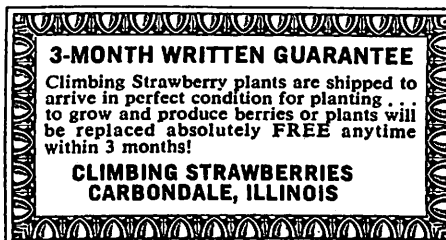
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popularize air travel, and making it so hard to get for so many people, private aviation is mushrooming at a spectacular rate. The most rapidly growing segment of all aviation, of course, is the air-taxi business, which has had an average growth rate of 32 percent a year for the last five years.

Of the 211 cities with over 50,000 population, 14 are not now certified for scheduled air service. There are 176 cities with a population between 25,000 and 50,000, and 43 of them are not served by the airlines. Only 60 cities with a population of less than 10,000 are certified for air carrier service, even though more than 70 million people live in cities of less than 10,000.

These are among the reasons why fewer than 5 percent of the American public has ever used a commercial airliner. If the dream of universal air travel is ever to be realized, many observers believe that its development depends *not* on the headlined 300-ton, 300-passenger goliaths but on the wider use of smaller planes. In short, the airplanes will have to shrink to allow aviation itself to expand.

A good start has already been made. Douglas' answer for the short-haul jet market was developed as the DC-9 in 1965, and by the spring of 1967 the company had delivered 100 of the "vest-pocket airliners" to carriers all over the world, with a backlog of orders for over 400 more. This early lead was approached only by British Aircraft Corp., which has delivered 85 of its small twin-jet BAC-111s.

This is the kind of success that breeds competition. The Netherlands' entry is the 65-passenger Fokker F28, now being test-flown with a tentative price tag of \$2,350,000. Easing down into the short-haul, low-cost market is Boeing's 101-passenger 737. On its maiden flight at Boeing Field near Seattle, the 737 took off from the short 3,200-ft. runway with ease. First deliveries will be to West Germany's Lufthansa and to United Airlines. The 580 m.p.h. twin jet has a range of 1,300 miles, and has been ordered by eight U.S. airlines at \$3.5 million per copy.

There are plenty of other plane makers eyeing the short-haul jet market, particularly the ones whose basic business is now the manufacture of corporate aircraft for executive transport. At the top of the heap is Grumman with

its Gulfstream II, undoubtedly the finest aircraft built for the corporate market. If there's anything wrong with it as far as the commercial short-haul market is concerned, it's the possibility that it might be too luxurious a product for that market; in the existing corporate configuration, with 19 seats, it sells for \$2.1 million.

A close second is Lockheed's Jetstar, a \$1.6 million airplane that can carry 12 passengers over 2,000 miles at a top speed of 565 m.p.h. North American's Sabreliner, with 9 to 11 seats depending on the configuration, sells for \$825,000.

There's plenty of foreign competition in this market, too. The Dassault Fan Jet Falcon, selling in the U.S. for just over a nice million U.S. dollars, has a maximum cruising speed of 530 m.p.h. for its ten passengers.

The Volkswagens of the corporate jet industry are the Rockwell Standard Jet Commander and the Lear Jet 24, both at around \$600,000 apiece. The RS-JC seats 6, and Lear advertises 8 seats, but in both cases the two rearmost passengers are pretty well scrunched in (in most Lear 23 and 24 models, the owners settle for 6 passengers).

Lear is even now in final testing phases of its new Model 40, which will carry a price tag of \$1.75 million for a 43-passenger version (packed pretty solidly into the "compact" cabin—a 28-passenger configuration is also in the planning stages). This Lear by itself could open up almost 600 airports in the United States to jet travel.

The jets have by no means counted out the piston and turboprop planes. Although they have been referred to as "obsolescent" for many years, their use is increasing, not diminishing, on runs up to 1,000 miles. Although the venerable DC-3 is finally starting to disappear, there are scores of other "convertible" planes being built, from the million dollar 48-passenger Fairchild Hiller turboprops on down.

One of the most eye-opening success stories of 1966 was the way the Dumod Liner found a market. This is basically a remodeled Beech 18, the dual-tailed "Twin Beech" recognized as the aerial workhorse of thousands of private companies. After complete re-designing and refurbishing, the new stretch-out Dumod is a 15-passenger transport built to operate between fields with runways as short as 1,250 feet. Cost of a new Dumod Liner: \$169,500. Planes like this can open up a tremendous potential for short range operation; a small airline can buy 20 such planes, for example, for the price of one B-737, and still have \$110,000 in change.

A new breed of planes, specifically designed for short take-off and landing (admittedly at the sacrifice of such fac-

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tors as speed and comfort), is typified by the Helio Twin Stallion, an 18-passenger plane which can land in 280 feet. One STOL, the 8-seater Fairchild-Hiller C-H2, can land in 128 feet—the size of a good back yard—and still has a top speed of 170 m.p.h. with a 540 mile range.

The biggest advantage of jets—speed—is most evident only over long distances. But on short flights their great air speed does not compensate for the longer runways they need; as the metropolitan airports keep moving farther and farther out into the countryside where the real estate is less costly (and where the racket from the jet engines won't rile so many residents), many travelers on short flights spend more time on the ground going to and from the airports than they do in the air.

One of them, of course, is the disgruntled Ben Hollis, whose plant is located in a town more than 40 miles from the nearest airport served by even a small airline. During a recent trip to Chicago, he found it necessary to make an interim flight to Detroit.

"I've made that trip before," he groaned when he got the phone call at his Chicago hotel. "It takes an hour to get from downtown out to O'Hare Field west of the city limits. If I get a flight that lands at Willow Run airport, I'm still about 35 miles from downtown Detroit. I'll have to figure on spending a whole extra day to make a round trip that involves less than an hour in the air each way."

"Not necessarily," his bellhop said. "There's a new schedule from Meigs Field right here on the lake front in sight of the Loop."

"Well, I'm sure glad to know that," Hollis said gratefully. "But I didn't know Meigs was big enough for anything but the small planes."

"It's not," said the bellhop. "You'll be traveling in a Cessna 411."

"Cessna 411!" Hollis cried. "What's the air speed on a toy like that, half the speed of a jet?"

"Less than that," the bellhop grinned. "And that's why it can take off and land at Meigs with its short runway facilities. It also lands at Detroit City Airport downtown, about five minutes from Woodward Avenue."

"What's the flight time?"

"It averages an hour and twenty minutes."

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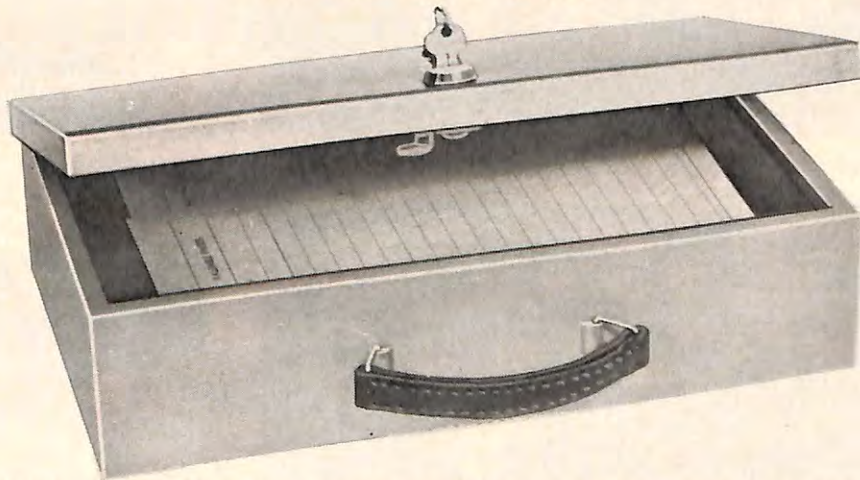
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THE OREGON STATE ELKS Assn. presents a gift of a television set to the Portland Veterans Hospital. Pictured are German Gagliasso, state chairman of the VA hospital and a Portland Lodge Life Member; Portland Treas. Ferris R. Fox, state vice-chairman; Mrs. Judy Daggett, the hospital's assistant director of recreation, and Dr. John F. Kane, hospital chief of staff. The television set is the third one donated last year by the state association.



SAN MATEO, California, ER Harvey L. Boutin (right) and lodge band manager Jack Burdes (left) present a plaque to retiring band leader Leo Chilardi in recognition of his seven and a half years of service. The band has performed at conventions, other lodges, VA hospitals, and rehabilitation centers.

PHOENIX Elks recently initiated a class of candidates to honor GER Robert E. Boney. The ceremony took place during the official visit of DDGER Peter Mench, a lodge member, and was the third initiation to be held in the new lodge room.



REVIEWING PLANS for the construction of a new Livermore-Pleasanton, Calif., Lodge building are PER Buddy C. Tari; DDGER Paul N. Lenox, Tracy; Les Rowe, president, L. P. Murdell Corp., and ER Bert Maze. Construction was scheduled to begin in February.



SOME OF INGLEWOOD, California, Lodge's Trailer Traveler enthusiasts and their families enjoy camping at San Gabriel Canyon. The outdoorsmen's group is made up of 30 Elks. Of these, 12 are chosen each year to serve as hosts—a different member for each month—and to select the travelers' point of destination.



CHULA VISTA, California, Elks present their second Honorary Life Membership in the lodge's 10-year history to PER M. L. (Mike) Stokes (right). Congratulating him is PER Dale E. Nelson, the recipient of the first Honorary Life Membership.



COMPTON, California, Lodge's ritualists recently initiated a class of 11 candidates that included seven who are sons of members. The ceremonies were conducted during the official visit of DDGER Gordon McCorkell, San Pedro (first row, left), when PGER R. Leonard Bush (second row, center) also was a special guest. Among the proud fathers was ER Dale C. Campbell (first row, right) who initiated his youngest son, David, and his father, E. Clark Campbell; two older sons are Elks. Brother Bill Greenlund's three sons, Art, Dick, and David, were among the initiates. Other proud fathers were PER Charles L. Gerry, Brother Bill DeArmond, and Brother Dwight Thomas, whose sons, respectively, Charles, William, and Richard, also became members of the Order.



ELKS FROM SIX of the 11 lodges in California's Inland District and their wives attend the district's first invitational golf tournament, at the Winterwood Golf Club in Las Vegas, Nev. The lodges represented were Barstow, Big Bear Lake, Lancaster, Needles, Palmdale, and Trona. Most of the trophies and other awards were won by players from Lancaster Lodge.



A FOUR-YEAR-OLD LIVING DOLL who is deaf is given a gift of a \$175 hearing aid by Cottage Grove, Oreg., Elks. Presenting the unit to Allison Hemphill, Creswell, the granddaughter of Mr. and Mrs. Ted Mogstad, are ER Gordon Elfving (second from right) and Est. Lead. Kt. Hubert Leuck. Mrs. Mogstad looks on. The hearing aid will enable Allison to hear for the first time and should improve her learning ability.



TACOMA, Washington, ER John F. Kneeshaw (center) poses proudly with his son, Steve, who was one of the 196 candidates initiated recently in a class dedicated to GER Robert E. Boney. The rituals were conducted during the official visit of DDGER Robert W. Holder (left), a lodge member. Among the dignitaries present was PGER Emmett T. Anderson (not shown).



CLEARLAKE, California, Lodge marks a "first" occurrence in its history with the recent initiation by PER and Secy. M. Joe Sullivan (first row, second from right) of his son, Donald J. Sullivan (first row, second from left). Others at the rituals were (first row): ER Everett C. Eastenson; Chap. Ralph Henderson; (second row): Brother G. E. Rawls, a lodge Trustee; Esq. James Frenzi, and Est. Lead. Kt. Donald Farrar.

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The Noble Elk

(Continued from page 41)

say that in virtually every Elk problem and controversy, from the Jamestown near-fiasco to the arguments over horse-play and hazing, Elk good sense prevailed. The choices that were made, and enforced, were the best ones for the good of the Order. In fact, by 1900, the term "good of the Order" seems already to have acquired a symbolic, almost a mystic, sense.

It can also be said that from the evidence the Order of Elks had begun to stand on its own merits, standards, and accomplishments. Old traditions, such as Sunday meetings, which no longer made sense for the largely businessman membership, were dropped, while newer ideas, if they fitted the members and the times, were adopted. But now the Elks had been in business 30 years, and a fraternity that had attracted 100,000 members no longer had to search for an identity. The membership, from the Grand Lodge to Hoboken to Quincy, Illinois—Lodge No. 100—had already made one. When a man said he was an Elk, in most communities this meant something. During the Gay Nineties, the Elk Order seems finally to have grown up; it had certainly become very much like the Order it would be in the next century. Beneath the moustaches and behind the wing collars, wearing elk tooth emblems on their watch chains, were hard-headed businessmen and practical planners, most of whom had something else they hated to admit: a heart a yard wide. Almost anonymously, Elks spent \$225,000 on charitable purposes in 1901. In that period, this was an enormous sum. The government itself only spent millions for all its activities.

Elkdom now passed a psychological corner; instead of waiting for disaster to strike or to be called on for help, the Order slowly but surely began to seek out projects of its own. One of the most appealing of these, and one which in its own way touched the feelings of almost every Elk, was the national battle to preserve the native American elk itself.

The American elk (*Cervus canadensis*), like the bison or buffalo and certain other native species of animals, was in danger of extermination in 1900. At the time, it was widely believed that this was due to the pressure of hunting, and that the great animal was being wantonly slaughtered for its antlers and teeth.

President Theodore Roosevelt, who loved the American outdoors, said in a message to Congress in 1902:

"Legislation should be provided for the protection of the game and wild creatures in the forest reserves. Sense-

less slaughter of game, which can, by judicious protection, be permanently preserved on the National Reserves for the people as a whole should be stopped at once.

"It is, for instance, a serious count against our national good sense to permit the present practice of butchering such a stately and beautiful creature as the elk for its antlers and its tusks."

Reading this speech in a newspaper, the Grand Exalted Ruler of 1902, George P. Cronk, immediately wired the President his congratulations and support. More important, he brought the matter up before the Grand Lodge, where there was enormous sentimental support for saving the elk, both because it was the symbol of the Order and because Elks appreciated the animal's qualities. The problem was referred to the Committee on Good of the Order, which recommended that a resolution be sent to Congress asking for protection of the elk, and that the western lodges give this matter urgent attention. This was done.

Further, it was agreed that individual lodges, in the several states, could achieve more than a concerted effort by the Grand Lodge. Congressmen listened more attentively to constituents than to the pronouncements of a national body claiming to speak for its membership. Many lodges went to work.

Meanwhile, the question of the wearing of elks' teeth—a favorite Elk habit—was brought up. It was argued that this led to more killings. The Committee on the Good of the Order investigated this, and came to an accurate, though disputed, conclusion: That the wearing of elks' tusks did not materially influence the disappearance of the animals. However, it recommended that Elks dispense with wearing the teeth, and this advice was adopted. A custom of the Nineties thus vanished, and it was hardly lamented by anyone.

Now, a commission—the Special Commission on the Preservation of the Elk—was organized, with three capable and knowledgeable members. These men did not just write letters. They went West; they investigated the elk in its natural habitat, and they talked with hundreds of settlers, hunters, and naturalists who knew something about elk. They came back with an exhaustive report, which in its day was illuminating, and which was to have great effect upon the entire history of conservation, not only of the elk but of much American wildlife.

They found out that, contrary to popular opinion, very few elk were being shot for the sake of their teeth—there was no real commercial market for either tusks or antlers. Elk were dying out, all right—but because they were starving during the severe northwest-

ern winters. The elk herds had been cut off from their natural grazing grounds and forced into inhospitable territory by encroaching civilization. In other words, not hunters' guns but natural pressures arising from the advance of population in the West were killing off the elk.

The Special Commission urged that elk must be saved by the creation of winter ranges for them. Further, the Commission reported:

Your Commission believes that it lies within the power of this grand organization to determine the fate of the elk. By concerted action we may so secure the enactment of national and state legislation as will preserve to posterity this creature of unequalled beauty, so that our children's children may see him, as we do, in all of his primitive grandeur and glory.

The battle was begun. There is no need to tell the steps, the fights, the raising of money, of friendly and hostile Senators and legislators. In the end, the battle was won, the elk was preserved, and the Benevolent and Protective Order of Elks certainly had a great deal to do with the outcome. As an official of the U.S. Forest Service stated in 1919, the studies and the solutions paralleled those proposed by the Elks. Ranges were given the elk, through the purchase of more land and the extension of the forest preserves in Wyoming and other places. In 1902, there were perhaps 10,000 elk left. By 1913, there were 70,000. In 1939, the estimated elk population of the western states was over 200,000, and soon afterward, elk herds had to be reduced through hunting. So long as these ranges were preserved, there was no danger that the noble American elk would ever become extinct. And in this battle and learning process, other species, such as deer and moose, were helped, also. The problems of these animals were the same.

The preservation of the American elk was, perhaps, a small thing, and mattered very little one way or the other to the history of the United States. But thousands of Elks did not think so then, and do not think so now. A part of the American heritage—which had nothing to do with American prosperity or power—was preserved. The men who fought for the elk had nothing to gain; a dead symbol was just as good as a live one on their emblem. But the American Elk was emerging as the kind of man who saw with regret even a sparrow fall, and who could not knowingly let an animal suffer or starve.

Elks could still be, and were, jolly, sociable fellows in their lodges, but they were no longer in search of an identity. In one generation, they had come a long, long way.



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Exalted Ruler's Lament

Glory and honor attach to the office of Exalted Ruler of an Elks Lodge, but these aren't all. A lot of thorns come with these roses. Last year, when the Exalted Ruler of an eastern lodge reached the end of his term he gave his brothers the benefit of some insights into fraternal life that he had gained along the way. Some of his insights follow:

"In my final message to the Lodge, instead of the usual run-of-the-mill chatter, I would like to give you my inner thoughts about going through the chairs, our Lodge and the members composing it—things that people think about but do not very often talk about.

"In my years of Elkdom I have seen Exalted Rulers come and go—some good, some fair, some bad. One might wonder what is the deciding factor that makes a man decide to take the trip through the chairs. Some take the step because of the challenge, some because of the recognition they might gain if the job is well done, some because, being in business, it would not hurt them provided they did nothing to offend anyone.

"Not until a member starts through the chairs does he get a good idea of what it is all about. You find out that as soon as you assume any degree of authority you become fair game for all the chronic grippers in the club. You find intrigue, petty jealousies and cliques . . .

"After five years of this you have your education; you are all done, or so you think. However, at this point you jump from the frying pan into the fire. You join the Past Exalted Rulers Association, if they will have you. For the first year you are kept busy defending your administration to the cries of 'When I was Exalted Ruler . . .'

"Your lodge is composed of different kinds of members. The solid type on the average of two or three times a week stops in and patronizes the bar and enjoys the fellowship with other members. He takes in lodge functions without complaining about the cost. Then you have the habitual griper. In most cases this type will offer no solution to a problem—he would rather just complain. Then you have 'Freddie, the Freeloader.' He will show up when there is something free. If there is a charge, he is conspicuous by his absence.

"Then you have the prophets of doom. This type is against anything progressive or with a slight element of risk. A source of irritation, you can say that they are necessary in their way. They keep the over-enthusiastic from being carried away. Then there are those who live in the past. Things are never the way they were when they were Exalted Ruler, but they could save the club if called upon to do so. Of this type, those who make the most noise are usually the ones who did the least when they were Exalted Ruler.

"Then you have the ritual experts, hoping that you will blow a line or word so they can bring it to your attention afterward. This is their only claim to fame and they make the most of it.

"I knew I would not win any popularity contest if I tried to do the job the way it should be done. However, I did learn two important things. The success of any project is in direct proportion to the effort put into it, and it is impossible to satisfy everyone, and any Exalted Ruler who does so is not doing his job.

"In closing, let me say that although this column may seem cynical I have enjoyed my five years in the chairs and have learned much from the experience."

Salute to The Almanac

Elkdom's Centennial makes us particularly sensitive to the subject, causing us to note with more than usual interest that the *World Almanac* attained its centennial in 1968.

We are proud to share our centennial year with this honored publication, which has been a friend in need to so many down the years. It was founded by the *New York World* as an aid to newspapermen. It has served generations of newspapermen as a quick and reliable reference for thousands of elusive facts and data.

It also has been the loyal, helpful, and trustworthy companion of writers, students, and countless business executives who have turned to it with confidence, knowing that if the *World Almanac* did not supply the whole bit it would provide a solid start on the quest for information that might lead eventually to the reference shelves of great libraries. It is not without reason that it is called "the little book that knows everything," and regarded by many as an old friend.

The first edition of the *Almanac* in 1868 contained 108 pages of editorial material, plus several pages of advertisements. One announced that 525 miles of the Union Pacific Railroad were completed west of Omaha and were in operation. Another heralded the virtues of the improved Universal clothes-wringer, which freed the housewife forever from the task of wringing clothes by hand.

The Centennial edition has 912 pages, and no advertisements, but it has a new section of 16 pages of world maps in color, among several features added to mark the historic occasion. A truly astonishing amount of information, well indexed, has been organized in its pages. The *World Almanac* is well launched into its second century.

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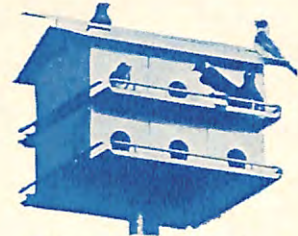
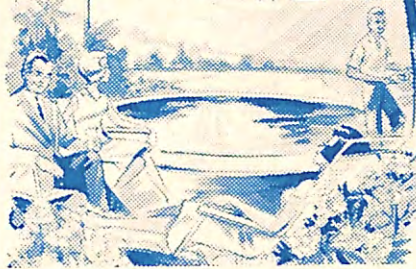
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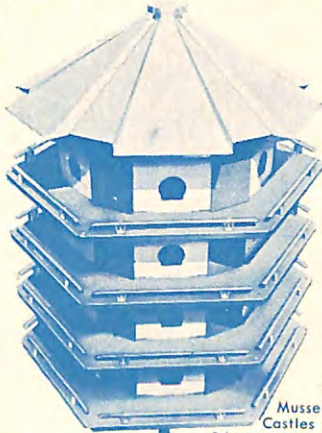
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The purple martins are on the way. Scout birds seek out homes in April. Brimming with energy, ready to devour their weight in mosquitos, flies, gnats, many kinds of destructive insects, the frisksome martins are now winging across the Caribbean from Amazonian jungles, ready to become U.S. citizens for the summer outdoor season. Remember last summer's mosquito bites? The inhabitants of the house above will eat 96,000 mosquitos a day!

FREE — Every Martin house contains a 4000 word condensation of the book "What You Should Know about Purple Martins". Many interesting facts found no place else.



Tri-o-Musselman Castles with

24 apartments and 36 apartments feature the same aluminum construction. Their beauty is truly magnificent, in gleaming green and white baked enamel with natural roof.

MEREDITH SEPARATOR CO. Dept. E-368
310 W. 9th
Kansas City, Mo. 64105

Please Rush Martin Houses as follows:

- 12-compartment factory assembled (shown) \$29.95
- 12-room house KD (easily assembled) \$24.95
- 18-room house KD \$37.95
- 14-Ft. Steel Mounting Post (telescope) (upper right) ..\$13.95
- Set of 12 Winter Door Stops \$ 2.95
- Add \$1 postage & handling per item above
- 24-compartment Castle \$69.95
- 36-compartment Castle \$89.95
- Above Castles shipped F.O.B. Cleveland
- New Book "What You Should Know About Purple Martins" ...\$4.95

Name _____
Address _____
City _____ State _____ Zip _____

***\$50 REWARD FOR ANY TYPE SPIDER, BUG, INSECT
THAT BUGMASTER ELECTRIC UNIT FAILS TO KILL**

- No Spraying or Stains
- Patented
- No Messy Powder
- UL Approved
- Fully Automatic - Just Plug In.



Science has perfected an electro-chemical device to completely and permanently rid your apartment, home, office or plant of possible disease carrying, annoying, disgusting bugs, spiders and insects. That device is BUGMASTER. Quickly and efficiently kill flying and crawling bugs all at once ... flies, moths, ants, roaches, silverfish, spiders, crickets, fleas, bedbugs, etc. Plugs into any electrical outlet, uses no more electricity than an electric clock. Bugs need not come into contact with the unit. Bugmaster will even kill bedbugs imbedded in mattresses or fleas in carpets or furniture. Will even destroy those under furniture or behind pictures on walls where spray cannot reach.

Dual Purpose Model H

6,000 cu. ft. capacity. Protects up to 5 rooms

It need not be moved since its effectiveness spreads without odor, visible vapor or any other betrayal of its presence. Only attention required is to refill with crystals about once each month. With supply of crystals

\$9.95

Extra crystals for Model H 75c Plus 75c pp. & hd.

Heavy Duty Model G

BIG AND POWERFUL with 12,000 cu. ft. capacity

Guaranteed to effectively cover an area of up to 12,000 cu. ft. ... or approximately 10 rooms or an entire house

\$15.95

With Supply Of Crystals plus \$1.00 pp. & hd.
Extra crystals for Model G \$1.50

*\$50 Reward for any Type Bug, Spider or Insect that Bugmaster Units Fail to Kill. Live specimen must be delivered or arrive at factory in good condition. Tests made on other than factory property with judge committee composed of one minister, one bank president and one doctor to render and sign decision which is final.

GET RID OF BUGS

(INDOORS)
The Industrial, Professional way ... with the true high quality IN-STITUTIONAL Model Bug Killer. This is the industry standard.



MEREDITH, Dept. E368,

310 West 9th St., Kansas City, Mo. 64105

- Ship as follows:
- Spike Canes Carved
 - Uncarved
 - Naval Jelly. Specify amount
 - Super-Hack as checked Above
 - Bugmaster Model H
 - Model G
 - Extra H Crystals
 - Extra G Crystals
 - Chlorophyll Odor-control crystals @ \$.75 box (on crystal orders alone please add 45¢ p&h)

Name _____
Address _____
City _____ State _____ Zip _____

FINAL COMBINATION OFFER—FOR SPRING PLANTING

FREE

*HYDRANGEA

Without Extra Cost If You
Mail Order By May 15th

EXPERTLY PLANNED LANDSCAPE
GARDENING BARGAIN!
42 **FLOWERING SHRUBS**
Blooming Bushes, Trees
Vines, Hedge Plants



HONEYSUCKLE VINE



PINK SPIREA



FORSYTHIA

ALL FOR
ONLY

\$2.98

YES!
this is our biggest
Flower Bargain in
America Today!



PRIVET HEDGE



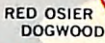
DEUTZIA



REDBUD TREE



ROSE OF SHARON



RED OSIER DOGWOOD



LOMBARDY POPLAR



BUSH HONEYSUCKLE



CORALBERRY



WHITE SPIREA



MOCK ORANGE



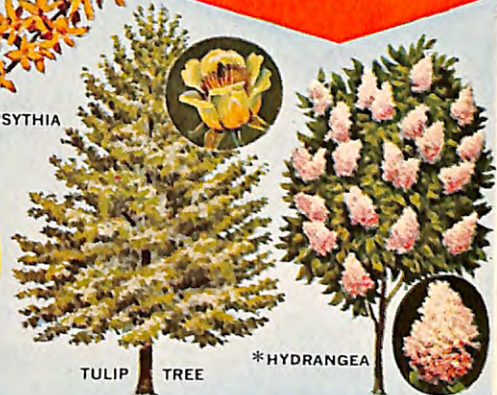
WEIGELIA



SILVER MAPLE



SWEET SHRUB



TULIP TREE

*HYDRANGEA

Sells For \$19.60 At Our Individual Prices

HERE'S WHAT YOU GET* Our Price If Ordered Separately

1—TULIP TREE (Liriodendron). Tall shady. Blooms with tulip-like flowers each about 2 1/2" across	\$ 1.00
2—ROSE OF SHARON (Hibiscus Syriacus) Beautiful 5-15 ft. shrub. Large single blooms. Beautiful color	1.18
4—LOMBARDY POPLAR (Populus nigra Italica). Fast growing 40-70 foot tree. Graceful columnar form	1.16
2—SWEET MOCK ORANGE (Philadelphus coronarius) Ht. to 10 feet. clusters of flowers closely resemble creamy white orange blossoms in color and fragrance	1.38
30 Foot PRIVET HEDGE (Ligustrum... Species we think best suits your climate). Grows vigorously. 15 plants	.90
2—RED OSIER DOGWOOD (Cornus stolonifera) White spring flowers. Dark red spreading branches are winter show	.98
1—DEUTZIA (Deutzia Varieties) 5-8 ft. shrub. Flowers are white or pinkish in attractive clusters	1.00
2—SWEET SHRUB (Calyanthus floridus) Spicy fragrant reddish brown 2' Spring flowers. Bright green leaves turn golden in the fall. Up to 6 ft. Ht.	1.38
1—CORALBERRY (Symphoricarpos orbiculatus) 5-7 ft. shrub. Very attractive in fall with crimson foliage and reddish purple berries	5.38
2—WEIGELIA (Weigela Varieties) Lovely 8-10 ft. shrub covers itself with masses of rose pink flowers	1.18
1—WHITE SPIREA (Spiraea Varieties) Early spring blooming white varieties	.85
1—HONEYSUCKLE VINE (Lonicera Japonica Halliana) Sweet scented white flower changes to yellow. Climbs trellises, posts, etc.	.80
2—PINK SPIREA (Pink Flowering Varieties) 4-6 ft. shrub used as a contrast plant with white spirea. Pink flowers in clusters	1.70
2—FORSYTHIA (Forsythia Varieties). Popular 9-12 foot shrub, with golden blooms early spring	1.18
1—BUSH HONEYSUCKLE (Lonicera Tatarica Varieties) Vigorous 8-10 ft. shrub. White to pink flowers in spring	.12
1—REDBUD TREE (Cercis canadensis) Heights to 40 ft. Rosy pink flower clusters cover twice early spring	1.00
2—SILVER MAPLE (Acer Saccharinum) Fast growing, often to 120 ft. Leaves bright green above, silvery white below	2.00
*1—HYDRANGEA P.G. (Hydrangea paniculata Grandiflora) Comes to you in shrub form for growing into a tree by following simple directions. Giant white flower clusters turn lovely pink and purple. Bonus For Ordering by Deadline Date	1.00
PRICE IF PURCHASED FROM US INDIVIDUALLY	\$19.60

All 43 Plants Yours For Only \$2.98

3-WAY GUARANTEE

1. If not satisfied on arrival return within 10 days for purchase price refund.
2. Any plant not developing replacement is free (5 yr. limit).
3. Any item from us . . . same grades . . . found for less, send proof and we will refund difference in cash.

MASSES OF BLOOMS YEAR AFTER YEAR . . . WITHOUT REPLANTING!

Thrill to the splendor of flowering shrubs, blooming bushes, gorgeous garden plants, spectacular trees, vines . . . even a handsome hedge to dress up and protect your yard and garden . . . all at the lowest cost imaginable. Today . . . mail coupon for this amazing bargain offer. With the Hydrangea you get FREE of extra cost for mailing your order early, you get 43 plants, our finest planting stock . . . all for only \$2.98 . . . less than 7c each!

Giant Assortment Sells for \$19.60 At Our Individual Prices

A \$19.60 value for \$2.98? Unbelievable but true. We advertise and sell this same planting stock, all graded to heights for lining out, individually at the prices listed on the right and every item is a good value at these prices. Yet you get this entire 43 piece assortment . . . enough to landscape the average grounds into a blooming GARDEN OF EDEN that grows more beautiful, more valuable year after year . . . all for only \$2.98.

EVERY PLANT CERTIFIED HEALTHY and FULLY GUARANTEED

This 43 piece big bargain assortment is nursery grown from seed or cuttings or nursery grown transplants . . . certified healthy in state of origin . . . shipped vigorously alive, well rooted, 1 to 2 feet high, 1 or 2 years old, an ideal size for original transplanting. All tagged with individual item name. To order this money-saving offer check and mail coupon. Do it now!

FREE 4 Different Planting Layouts Included At No Extra Cost To Show Blooms To Best Advantage.

*Varieties personally selected by our experts as being suitable for most parts of the U.S. In severely cold climates, check for hardiness. Blooms illustrated are reasonably accurate as to shape of varieties named although they may vary because nature often turns out limits and shapes found nowhere else. Evergreens—in extremely hot southern climates check for growth ability. While not anticipated, should we sell out one or more nursery grown varieties, we may include instead any equally suitable planting stock, nursery grown or native collected wild of equal or greater beauty. Our 3-way guarantee protects you.

SEND NO MONEY

Be sure to mail coupon now to get this final combination bargain offer. Your 42 piece landscape gardening assortment will be sent at proper spring planting time, roots carefully wrapped in moist material with easy cultural instructions. If C.O.D. postage extra. Cash orders add 65c and we ship postage paid. Mail your order before deadline date and get Hydrangea as bonus. Don't wait. Mail coupon now.

EVERGREENS* . . 34c 12 Piece Foundation Planting . . . All for \$3.98



Save money on your evergreen foundation planting. Check coupon and get these 12 evergreens for spring planting only \$3.98 . . . less than 34c each!

YOU GET ALL 12 EVERGREENS—2 COLORADO BLUE SPRUCE (Picea pungens)—2 PFITZER JUNIPERS (Juniperus chinensis Pfitzeriana)—2 EASTERN RED CEDARS (Juniperus virginiana)—2 AMERICAN ARBORVITAE (Thuja occidentalis)—2 DWARF MUGHU PINES (Pinus mughu mughu)—2 AUSTRIAN PINES (Pinus nigra).

Combination offer of 6 popular varieties, 12 Evergreens, 1 to 3 year old planting stock, nursery grown from seed or cuttings, 3 to 12 inches tall which is desirable size for this easy first transplanting.

MAIL THIS COUPON

MICHIGAN BULB CO., Dept. SG-1444, Grand Rapids, Mich. 49502

Send order as checked. If not satisfied on arrival for Spring Planting I may return within 10 days for purchase price refund.

- GIANT 42 PIECE ASSORTMENT plus HYDRANGEA and 4 planting guides . . . \$2.98
- Double order, 84 plants plus 2 Hydrangea and 4 planting guides . . . 5.75
- 12 PIECE EVERGREEN FOUNDATION PLANTING . . . 3.98
- Double order . . . 7.65
- 100 FOOT PRIVET HEDGE (50 Plants) . . . 2.98
- Double Order (100 plants) . . . 5.75

Remittance Enclosed. Add 65c and we ship postage paid. Send C.O.D. plus postage.

Name _____

Address _____

City _____ State _____ Zip _____

MICHIGAN BULB CO. Dept. SG-1444, Grand Rapids, Mich. 49502