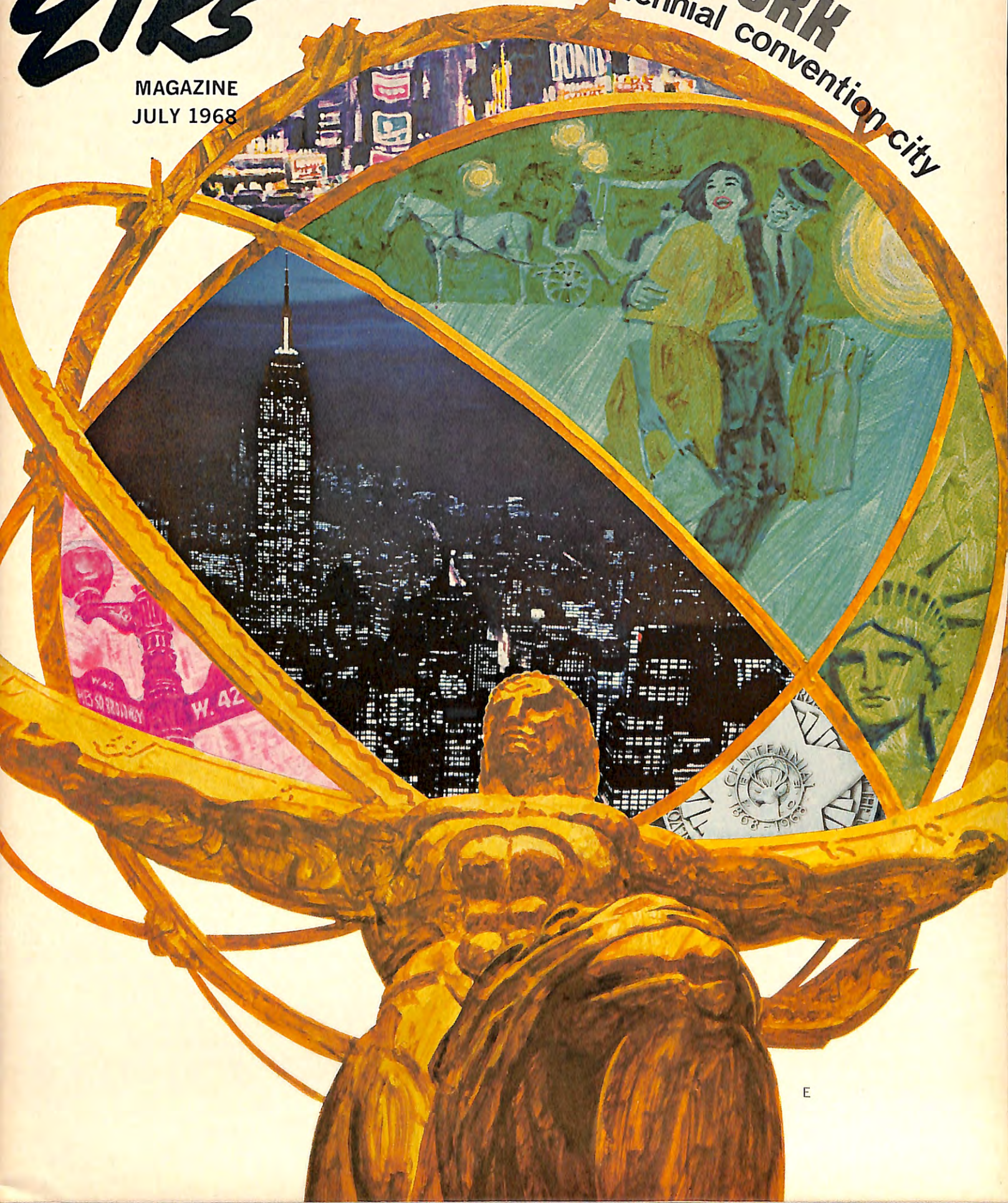


THE

# Elks

MAGAZINE  
JULY 1968

NEW YORK  
Centennial convention city



# WE TOOK THE ENGINE OUT OF THE LOADSPACE

(IT STARTED A WHOLE CHAIN OF BETTER IDEAS)



We moved the engine forward to give you 23% more floor area

**New! 302 cu. in. V-8 available.** Choice of two economy Sixes—170 cu. in. or 240 cu. in.—or big new Ford 302 V-8. Manual or Cruise-O-Matic transmissions.

**New! Engine clear of loadspace.** Engine's shifted 22 inches clear forward, completely out of load area. New "sandwich" insulation in cover blocks heat and noise.

**New! Driver "walk-thru."** Step back into the cargo area from the driver's seat. You no longer have to walk around the van and open side doors to reach forward part of load.

**New! Biggest load-space.** 23% more clear floor area than in other vans. Ford Vans now offer over 8½ ft. load length; Super-Vans over 10 ft.

**New! Payloads up to 3540 lbs.** Only Ford offers three series to choose from... 600 lbs. more top payload than other vans!



## ALL-NEW FORD ECONOLINE VANS

**New! Long-wheelbase stability.** Forward location of front axles stretches wheelbases to 105.5" for Van, 123.5" for SuperVan. Helps make Econolines the steadiest vans on the road.

**New! Wide-stance handling ease.** New 7-inches-wider track for new stability. Quicker, easier maneuverability, too!

So many better ideas they make all other vans obsolete.

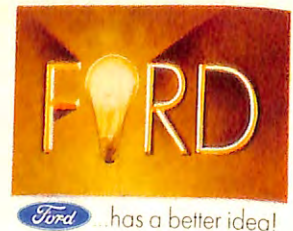
Moving the engine forward began it all. Load length increased. Clear floor area became 23% greater than in other vans. And with the engine out of the way, the driver gained new access to the rear load area; engine servicing became possible from outside the van. Next, we boosted payloads—up to 3540 lbs. And when we added Twin-I-Beam front suspension for easy ride, plus an optional 302 cu. in. V-8 for powerful performance, the sum of Ford's better ideas was a better van... all around!



**New! Twin-I-Beam ride.** The front suspension made famous in Ford pickups... two front axles for strength and stability, coil springs for easy ride.



**New! Outside service center.** Just lift the chest-high hood to check oil, water, battery, voltage regulator, brake master cylinder and more. Everything is easy to reach.



A Message from the Grand Exalted Ruler

*A Privilege*

*To Serve*



To serve as Grand Exalted Ruler of this Order is an unforgettable experience. The feeling of gratitude for the honor conferred upon me when I was elected a year ago has been enhanced immeasurably by the privilege of serving such a remarkable fraternity.

I was not exactly unfamiliar with the Order of Elks when I took office in Chicago last July. Nevertheless, I have been astonished at the diversity and the ever-growing extent of the magnificent services that our lodges, our state associations, and our Grand Lodge are rendering to the people of this country. It is one thing to read or hear about what is being done here and there in the Order, but to see these programs in action, to experience the feeling of being a part of them, is like the unveiling of a huge cyclorama, revealing a scope and breadth only hinted at before.

We have had a good year of more progress for Elkdom, and I express my heartfelt thanks to everyone who helped to move Elkdom forward, to strengthen it, to make it an even better instrument for service to America. The impact of our Centennial year on our fellow Americans has been great and it has been favorable. I would remind all of my Brothers that our Centennial year is not over. These remaining months offer abundant opportunity for us to derive further benefit from our Centennial activities. I am happy to join you in making the most of this opportunity under the leadership of my successor.



Sincerely and fraternally,

*Robert E. Boney*

Robert E. Boney, Grand Exalted Ruler

If it's 110°  
in the shade  
and you get a whiff  
of a great  
autumn day  
in the woods,



someone  
must be  
smoking  
**Field & Stream.**

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# THE ELKS MAGAZINE

VOL. 47, NO. 2

JULY 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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# Letters

## From Our Readers

### Balloon of Death

I found your article "Sheriff Hyde and the Balloon of Death" in the May issue of your magazine very interesting. Prior to this article I have never read or heard anything regarding these balloons. A belated salute to Sheriff Hyde for saving our country from what could have become a terrifying menace.

R. F. Halsey  
Chicago, Ill.

### Storm

It was with great interest that I read "Storm" in your January issue. At that time I was fifteen years of age and living at Bayfield, Wisconsin. This town is the farthest north in Wisconsin on the shore of Lake Superior. One of the ships, I believe it was the *Ottawa*, sank within two and a half miles from my home.

Harold M. Powell  
Modesto, Calif.

### Ancient One

Thank you for your article "The Ancient One" which appeared in the April issue of *Elks* magazine. I find it very heart-warming to think of the turtle living in the freedom he was born to live in.

Richard Freeman  
Chicago, Ill.

I just read your story "The Ancient One" in your April 1968 issue. I'm from a small Louisiana town (Rayville). There's a lake nearby, which I've fished and hunted on many times, by the name Cypress Lake. I would like to know if this is the same lake as in your story.

Sgt. Alvin J. Walters  
New York, N.Y.

Can you tell me if the article "The Ancient One" is based on fact? Where are the bottomland and the Cypress Lake located?

N. E. Torgersen  
Bowling Green, Ohio

### Editor's Note

"The Ancient One" is fiction based on factual incidents which happened in Mississippi. The river into which the "Ancient One" fled is the Little Tappah, which flows into the Tallahatchie.

# why should the kids have all the fun?

(when the old man pays all the bills)



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*"The Joy of Giving"*



ROME, New York, Lodge's Elks National Foundation Chairman, J.J. Ferlo (second from right), receives a \$100 membership payment from Brother Heinz Quentin. Looking on are ER Edwin Baker, William Fraser, John Schillner, Marvin Berman, Ray Thayer, and George Mead.



CODY, Wyo. ER Wilson LeBlanc (right) presents Brother LeRoy Fisher with a National Foundation Century Club certificate and pin. Brother Fisher is the first member of the lodge to enroll in the Century Club.

Dear Sirs:

First semester is over and I am now on my second affiliation here in Kansas City. This has been a very rewarding experience for me in that such a large amount of Physical Therapy can only be learned by experience.

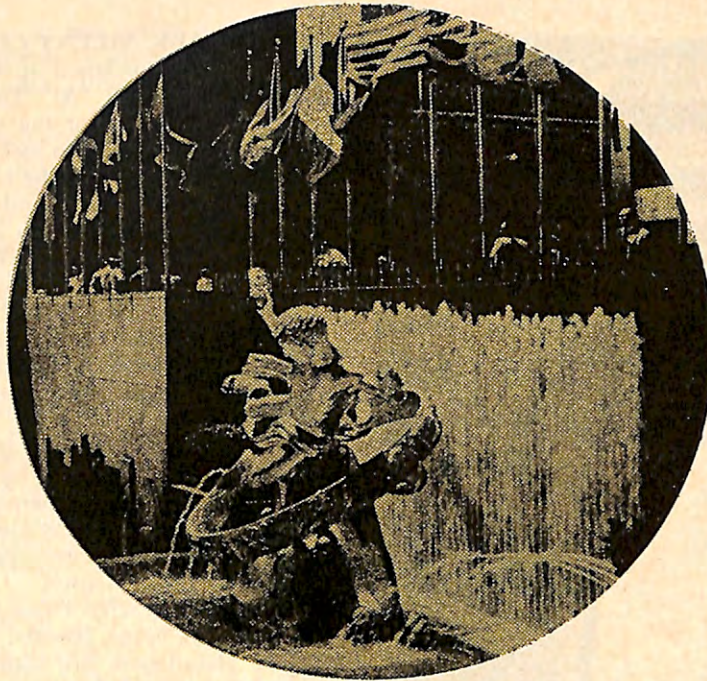
The Physical Therapy Department is new and very modern. It is the largest department that I have ever worked in and the patient load is very large. I treat from twelve to fifteen patients a day.

The treatments that I give range from teaching a stroke patient to walk on stairs, to applying a hot pack, to giving an ultra sound treatment, to exercising a rheumatoid arthritic in a huge tank of warm water.

It is a wonderful experience to see your patients improving. That first step of a stroke patient, the patient who can move his arm because the pain is gone, and the smile on a Cerebral Palsied child's face as she gives you a valentine she made are all very rewarding experiences.

Sincerely yours,

Marilyn Smith



# WELCOME TO NEW YORK

The Centennial of the Benevolent and Protective Order of Elks is an occasion which certainly calls for celebration.

I am very glad that its 100th anniversary convention is to be held where this splendid order was founded—in New York State.

In addition to its sterling principles of friendship and neighborliness, your BPOE is famous for its help to those who need it. The many good deeds which lie to the credit of this organization merit warm and wide appreciation in which I add my voice.

On behalf of all the people of the Empire State, I tender you a most hearty welcome, with best wishes for a happy convention and celebration of your Centennial.

Sincerely,

Nelson A. Rockefeller  
Governor



Nelson A. Rockefeller



John V. Lindsay

New York City is greatly honored in having the Benevolent and Protective Order of Elks hold its National Convention in New York this year.

It is particularly fitting that this year's Convention, the Centennial, should be held here.

The Order of Elks was founded in the neighborhood of City Hall one hundred years ago. The Benevolence and good citizenship engendered by the Elks has spread to every corner of the nation.

I am happy to extend to each and every Elk, a hearty welcome back to the old place of birth.

May the Convention be the most brilliant ever, and enhance the ideals of the Elks everywhere.

Sincerely,

John V. Lindsay  
Mayor



IN THE DARK, SILENT CORRIDORS of the Parisian prison, one cell door stood open, its only distinguishing mark a crude charcoaled "X." The cross was used to identify prisoners scheduled for the guillotine the following day.

There was no need to lock the door—the prisoner had no plans to escape. Even if he had, the months of confinement, the dreary prison diet, and the weeks of dysentery had robbed him of his strength and had left him too weak to walk across the stone floor of his cell.

More important, he had lost the will to live. A long series of failures and betrayals had curbed the once fiery temper and radical ideologies that had marked him as one of the leading disturbers of eighteenth-century thought and also as one of the most fervently admired and intensely hated men in history.

To Tom Paine, America's godfather, advocate of democracy in a world of tyranny, and crusader for individual freedom, the hatred was unimportant. The cross on the door meant less now than the desertion of allies who had applauded *Common Sense*, profited from *The Crisis*, and cursed *The Age of Reason*.

Fifteen years earlier Paine had been an auspicious failure, alienated from home, friends, church, and country. At twelve he had abandoned his church despite the efforts of his Quaker father and Anglican mother. A year later he had

by Leonard Caine

# TOM PAINE:

## AMERICA'S FORGOTTEN SCAPEGOAT



discontinued his education to go to sea under a ruthless captain. Failing again, he was unable to succeed as excise-man, corset maker, teacher, usher, tobacconist, grocer, and inventor.

During these years he had experienced two unhappy marriages, one ending in his wife's death, the other in legal separation.

At age thirty-seven, Paine met Ben Franklin in London and, armed with a letter from the great man that described the bearer as "clerk, or assistant tutor in a school, or assistant surveyor," he came to America.

He arrived in Philadelphia so ill that he had to be carried bodily through the streets, but within two years he was famous. Within five years he was hailed as the man who single-handedly saved the cause of the American Revolution. In rapid order he directed his efforts toward the establishment of a society for prevention of cruelty to animals, toward the abolition of slavery, for copyright laws to protect authors, and to organize a relief fund to underwrite national defense expenditures. The latter effort resulted in the foundation of what became the Bank of North America.

Paine was at least a century ahead of his time as he tried to convince governmental leaders to provide for democratic freedoms of the private citizen. He campaigned for a cut-back in government spending, for an income tax system, social security benefits, old-age pensions, and increased spending for public education. The only reform not to be accepted eventually was Paine's plan to pay bonuses for marriages and births.

He virtually invented and perfected the principles of propaganda warfare and led the movement for liberalism in religion. In fact, he is among a select list of individuals who have succeeded in organizing their own church—the Theophilanthropic Church, basically a Deistic unit.

He also named the United States of America.

But almost as quickly as fame came, infamy arrived. Within a decade of Paine's inestimable aid to the American Revolution, he found himself condemned as an atheist in America, declared an outlaw in his native England, sentenced to death in France, and finally denied a burial place in all three countries.

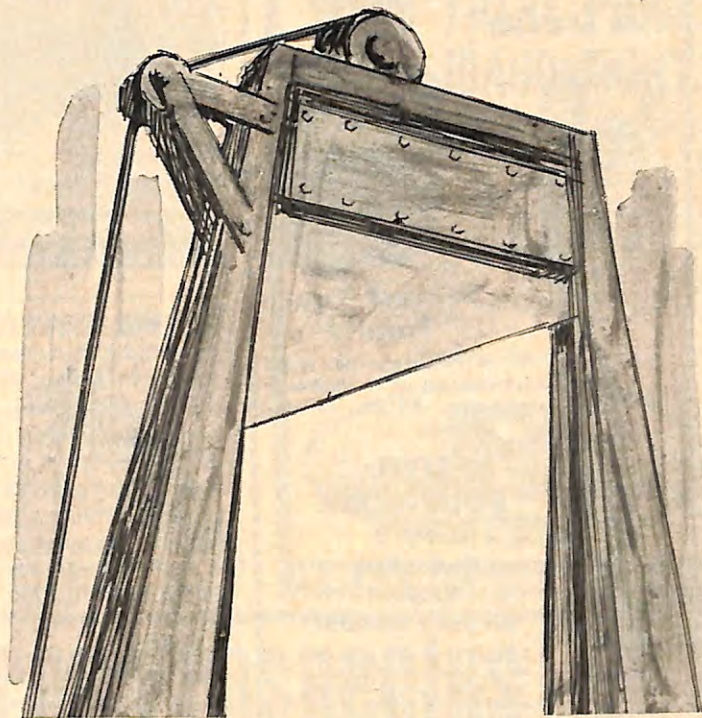
Paine's work during the Revolution should be known to every schoolchild in America; however, regrettably few are aware of the almost hopeless situation that existed in 1776. In December of 1776 General Washington had confided to his brother that the cause was virtually defeated. "Between you and me," Washington wrote, "I think our affairs are in a very bad situation. I think the game is pretty nearly up." He then asked to be relieved of his responsibilities as commander of the Revolutionary forces.

Before Congressional action could be taken, Paine had thrown himself completely into the fight. Almost overnight *The Crisis* appeared and the order was issued that every soldier be exposed to Paine's oratory.

"These are the times that try men's souls," the essay began. "The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of their country; but he that stands it *now*, deserves the love and thanks of man and woman."

One week later Washington's troops, earlier on the brink of total defeat, crossed the Delaware, took Trenton, and later routed Cornwallis' army of 8,000 men at Princeton.

*The Crisis* was not the first of Paine's pamphlets to stir the minds and imaginations of men: In January 1776 his *Common Sense* was published and within three months 100,000 copies had been sold in Europe and America. In



Europe it was believed to be the work of either Jefferson or Franklin; however, so important was the work that by the time the July 4 Declaration of Independence reached Europe it was thought that Tom Paine was the author.

Like the earlier anti-slavery tract, which also sold over 100,000 copies, *Common Sense* was placed in the public domain, and Paine refused to accept profits from either work. "I could never reconcile it to my principles," he wrote, "to make any money by my politics or my religion. Where the happiness of man is at stake, I love to work for nothing."

In 1781, Cornwallis surrendered at Yorktown, the Revolution was won, and Tom Paine was a man without a cause.

But not for long. Immediately after the war Paine left for England where he alienated government and populace alike by his radical and often shocking concepts of truth and ideals. Joining the group of political radicals, iconoclasts, and idealists already at war with apathy and lethargy, Paine launched his attacks on Edmund Burke, aristocracy, and the church.

Included in the group were William and Mary Wollstonecraft Godwin, their daughter Mary, who later married the poet Percy Shelley and also achieved her greatest fame by writing the classic gothic novel, *Frankenstein*. Shelley later joined the movement, which advocated the abolition of religion, marriage, and government.

Later added were William Blake, the mystic poet who claimed he had seen God peeking through the window at him and who painted Satan, Moses, and the saints as they visited his quarters to pose for him, and John Wilkes, godfather of Lincoln's assassin and political radical whose obscene writings led to his banishment from England.

Strangely enough, Paine's troubles stemmed not from his religious ideals but from his defense of democracy. His chief adversary, Burke, condemned democracy as the weapon of oppression.

"Of this I am certain," Burke wrote, "that in a democracy, the majority of citizens is capable of exercising the most cruel oppression on the minority." Surprisingly, Burke's opinions were shared by the majority of the leaders in the

(Continued on page 14)

**THE GRAND LODGE** of the BPOE met in annual session at Houston, Texas, in July 1940. War already blazed hotly in both Europe and Asia, and an air of tension gripped America. Most thinking people realized that the worldwide conflict was rapidly approaching the coasts of the United States, and that the nation was endangered both by totalitarian armed might and insidious philosophies of Right and Left, working subversively on these shores.

The Order of Elks, part of America, caught up in America, reflected the concern of the day. The newly elected Grand Exalted Ruler, Joseph G. Buch, spoke not only for the Order but for millions of other Americans, when he said at Houston:

"We must see that America is safeguarded from within as well as from without, for in this blessed land there must be no divided allegiance. We who love and would defend America, ask but one simple question of those within our borders: 'Do you, likewise, love America?' . . ."

At Houston, an Elks National Defense and Public Relations Commission was proposed, and was created by unanimous vote. Seven PGRs were appointed to this commission. The chairman was James R. Nicholson, who had long been prominent in Elks programs on the national level. The commission then requested the exalted rulers of subordinate lodges, and the presidents of state associations, to appoint local National Defense Committees throughout the country. The response was enthusiastic and overwhelming.

President Franklin D. Roosevelt was notified of these actions, as were the Secretaries of the Navy and War, and FBI Director J. Edgar Hoover, in communications offering the services of the Order to the nation. Then, without waiting for direction by the powers that were, the National Defense Commission implemented a general program to help the country prepare for the coming ordeal.

This program was meant to show that the power and patriotic feelings of all Elks were behind national defense, and it included the following provisions:

*Establishing mechanical and vocational training in public schools, with an eye to the needs of modern, mechanized warfare.*

*Using Elk buildings for community patriotic rallies and other such purposes.*

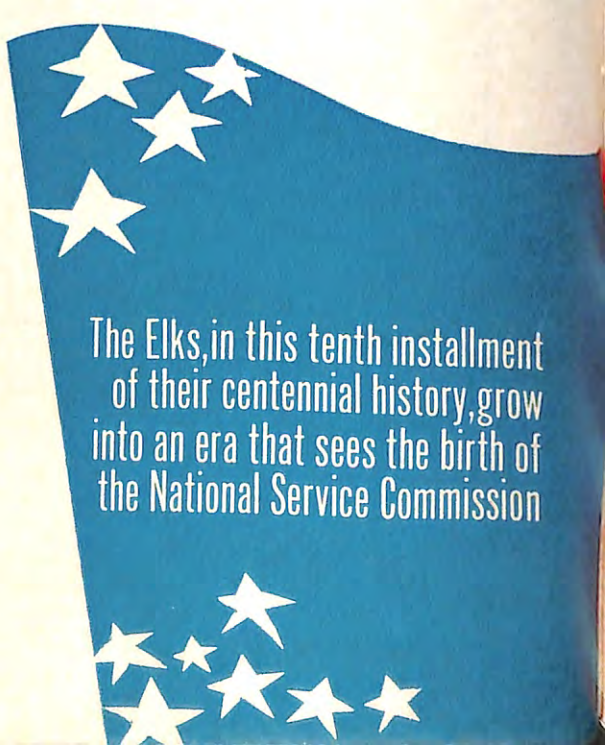
*Promoting the display and respect for the flag.*

*Organizing families of Elks and other Americans to support the general defense program by aiding the morale and physical comfort of servicemen called to the colors; and also, promot-*



# ELKS IN THE NATION'S SERVICE

By T. R. FEHRENBACH



The Elks, in this tenth installment of their centennial history, grow into an era that sees the birth of the National Service Commission

ing physical fitness throughout the land.

Through these actions, Elks in a thousand local lodges began to play a significant part in the preservation of the American form of government and way of life. On October 21, 1940, lodges held mass patriotic meetings for the public, to impress on everyone the need for national awareness. This was followed by similar rallies for school children on Washington's Birthday. Meanwhile, a hundred different, local actions were begun—having a soldier to Sunday dinner, providing free medical and legal services for the families of servicemen, and raising money for the United Service Organizations.

At the beginning of 1941, United States air power was almost nonexistent. The government now realized the importance of air power in modern defense needs, and a crash program was begun to recruit young men for the Army Flying Cadet Corps, as it was then called. Again, as they had on other occasions, government officials thought of the BPOE, with its power and influence and willing workers diffused throughout the United States. The War Department requested the Elks War Commission to help with the "Keep 'em Flying" program by finding and qualifying men to enter the Aviation Cadet Training Course.

The Lodges of Elkdom entered into this program enthusiastically. Not only did individual Elks seek out likely young men, but more than 400 lodges conducted special "refresher-course" schools to assist recruits in passing the educational tests and requirements of the aviation cadet program. Thousands of

young Americans went through these Elk schools; a very high percentage of Elk-trained recruits passed their examinations, and the military was tremendously pleased with the results.

At the same time, the public relations part of the National Defense Commission arranged for a composite portrait of Uncle Sam, which was to be used on posters by the War Department. President Roosevelt personally accepted this Elk contribution on behalf of the government at ceremonies at the White House in January 1941. The President mentioned the work of Elks in national defense, and referred with pride to his own membership in Poughkeepsie, New York, Lodge No. 275.

The Uncle Sam poster was also later used by the Order as the basis of a national patriotic essay contest for school children. The winners of this contest were awarded substantial prizes in Defense Bonds at the Grand Lodge Session in Philadelphia in 1941. The ceremony was carried over national radio, with old Elk, Gen. John J. Pershing, speaking from Washington.

Then, suddenly, Japanese planes flew out of the sun at Pearl Harbor, on December 7, 1941. The United States was at war. As Chairman Nicholson of the National Defense Commission said, the noise of the bombs at Pearl Harbor had scarcely died away when Grand Exalted Ruler McClelland telegraphed the President of the United States. The Grand Exalted Ruler, simply, put the entire strength of the Order at the country's call.

A few days later, the National De-

fense and Public Relations Commission met in New York City and changed its name to the Elks War Commission. Requests were made for immediate contributions to an Elks War Chest. Money in substantial amounts immediately came in—the Elks National Memorial and Publication Commission sending \$25,000, and one lodge alone donating \$5,000.

In the early weeks of the war, lodges continued to stage patriotic demonstrations, while the War Commission began an inventory of the manpower and resources available to the Order. Throughout Elkdom, as throughout America, there was wholehearted determination that America, as Elks knew it, must survive. A War Chest of \$500,000 was voted and raised, by voluntary subscriptions. Later in the war, in 1943 and 1944, further sums were raised by levies of \$1 on each member, to fund Elk war activities. These monies, of course, were in addition to the local works carried on by subordinate lodges everywhere. The Commission spent \$1,500,000 in all.

In 1942, thoroughly impressed by the splendid results of the Elk aviation cadet recruiting, the War Department asked the Order to assist in recruiting men for Air Corps ground crews. The Army Adjutant General requested 45,000 enlistees.

Elks quickly surveyed their local area to find men with the needed qualifications. Then, local publicity, public rallies, and personal contacts were used to bring these skilled men into the service. In a few months, 97,000 skilled recruits were brought into the Air corps—a fact which both astounded and delighted the Adjutant General, who expressed his gratitude by sending a representative to the 1943 Grand Lodge session.

The Navy, meanwhile, suddenly realized it was overlooking the Elks. The Secretary of the Navy, Frank Knox, wired the Elks War Commission for help with its own Naval Air Corps program. Again, as Nicholson wrote, "the subordinate lodges responded magnificently."

The Elks had one final outstanding achievement in the field of military recruiting. Before the war, the need for skilled construction workers had been overlooked by both the Army and Navy. Now, for the first time in history, both services conducted a joint program to obtain special volunteers for the Army Corps of Engineers and the Navy Construction Battalions—the famous Seabees. These units could take and use men who were overage, or otherwise unfit for regular combat service, although their services and duty were anything but easy. Again, Washington



turned to the Elks—the only organization in the United States whose aid was sought. Again, the lodges went to work, locating men, buttonholing them, explaining the program both personally and through local publicity media.

The Army Engineers and the Seabees got all the men they asked for three months ahead of schedule.

The success of these programs was not due to any overwhelming influence of Elks in their communities, but because Elks were peculiarly in contact with people, in a thousand cities. Elks moved through almost all walks of American life. Elks knew people, and were known, almost everywhere. They could reach people in a way that even the government could not, through its official requests and broadside announcements.

In the fall of 1943, the Army and Navy each sent a special tribute to the Elk War Commission. The Army letter stated the BPOE was entitled to "full credit for the success obtained" in the recruiting programs.

There were many other large-scale, nationwide Elk programs and activities during World War II. One of these was the establishment of Elks Fraternal Centers. More than 150 of these centers were manned, by Elks wives, daughters, and sisters, for the benefit of Elks in the armed forces. They provided a

home away from home for hundreds of thousands of members who went to war, with dancing, card games, barbecues, community singing, and even arranged fishing trips. These centers served a dual purpose of raising service morale—other servicemen as well as Elks were given hospitality—and retaining and strengthening the ties between Elks while they were far from home. The Fraternal Centers also relieved an immense burden on those lodges situated near huge military camps, although some subordinate lodges were able to support a Fraternal Center entirely, with no help from the War Commission.

One example of an Elks Fraternal Center was the four-story building at 39th Street and Madison Avenue in New York. This was an old New York private mansion, whose original charm was not lost in its conversion to a public place. Supplied with hostesses and volunteer workers from the surrounding New York region lodges, this Center provided a lovely lounge area, game rooms, baths, laundry service, and a library. It also had 110 beds, available to service people at a time when a hotel room in New York could not be found. These were rented at a rate of fifty cents a night. Other services, including coffee, tea, cookies, and other refreshments, came free.

This center was never restricted to Elks, or the relatives of Elks. It was open to all who served, without strings. During the war, more than 1,000,000 service men and women visited it, and 150,000 soldiers, sailors, and airmen slept there. It was always remembered with fondness and gratitude by those it served, who came from every state in the Union. Dozens of other Elks Fraternal Centers won similar places in American hearts.

Another large-scale activity of the Order was the mailing of "G" boxes—gift parcels to servicemen. Elks in service—and many of their buddies—were sent gifts of candy, smokers' supplies, handkerchiefs, and similar items. Grand Lodge provided the boxes for the lodges; the lodges filled them with gifts and mailed them out. In this way, thousands of Elks and others were remembered.

The War Commission also sponsored a "Write 'em a Letter" campaign. This was to provide lonely service people with longed-for mail. No man or woman who has ever been in service will ever forget the "empty" mail call—when no letter came. At every lodge meeting, Elks took time to write letters to servicemen they knew, all over the world. Some lodges even provided a secretary volunteer to help get the letters.  
*(Continued on page 23)*

# **Sears** has everything you need for your youth football and hockey teams except the players.

See it all in Sears  
**FREE**  
1968 Youth Football and Hockey  
Equipment Catalog

With this catalog you can outfit one kid  
or twenty with everything from  
jerseys and pucks to helmets and shoulder pads.

It's the easiest way to suit up a team  
you've ever seen. Order your color catalog now.  
Free from Sears, Roebuck and Co.

Please send me Sears free 1968 Youth Football  
and Hockey Equipment Catalog.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Department 733-G  
Sears, Roebuck and Co.  
925 S. Homan Avenue  
Chicago, Illinois 60607

B

## A Lesson From The Big Boys



# It's Your Business!

by James L. Slattery and Richard Gosswiller

Ed Jacobs—or so we'll call him—operates a highly specialized service business in a midwestern city. For ten years or so he had been grossing about \$90,000 a year, and when someone asked three years ago how he was doing, Ed said, "Fine," and meant it. Came January, however, and Ed got a shock. His business year ended with an \$8,000 loss.

How? Why? Ed immediately decided it was time to look at his firm much more closely than he had been doing. He asked a friend who worked as an accountant for a large corporation to help him. The friend inspected Ed's books and operating procedures from top to bottom and came to the discomfiting conclusion that Ed's business was "like a rowboat—full of holes." What was leaking, however, wasn't water but profits; and, moreover, the leaks had been going on year after year. Even when Ed thought he was doing well, he could have been doing a lot better.

Ed's record-keeping was partly at fault, said his friend, but so were his tax-reporting and his pricing methods. For example, Ed had accepted as necessary business expenses a variety of expenses that weren't necessary at all. In addition, he'd been absorbing all kinds of costs that he could have passed along to his customers but didn't because they seemed inconsequential, or because he thought they brought him goodwill. All of these things were costing thousands of dollars each year, and whatever "goodwill" he may have accrued hadn't prevented the deficit.

At his friend's suggestion, Ed retained—on a part-time fee basis—an expert professional accountant who first set up a modern accounting and book-keeping system for Ed's business, then managed to make the Internal Revenue Service cough up several thousand dollars that Ed's little corporation had overpaid in federal income taxes during the previous two years.

During the first year of his "revitali-

zation" Ed also revised his entire cost and pricing system. Though it wasn't an easy job in Ed's technical area of specialized services, the revision paid off profitably. Ed also made a thorough analysis of his company's operations and expenses. As a result he set up a rather elaborate but efficient card system for keeping track of employees' time as it related to the different clients who purchased Ed's service. The system also helped to keep Ed's billing up to date, which Ed now grins about.

Last year, with the new procedures, Ed learned in full effect that his business still grossed about \$90,000—but his company's cash account showed a \$20,000 increase. Ed credits the use of Big Business techniques for his big profits. Come to think of it, that sort of makes sense, doesn't it?

### MANAGEMENT MEMOS:

*Have you talked to your banker lately?* Your bank is a valuable source of business-management guidance and information. And it might even be a potential customer for you! If you're thinking of a bank loan, find out in advance just what information the bank will need about your business. You may find you need to improve your record-keeping before you'll be in a position to talk to your bank about a loan.

*Do you have problems with printing, graphic-arts, "audio-visuals", etc.?* A splendidly practical guidebook for the nonprofessional is the *Printing and Production Handbook* by Melcher and Larick (published by McGraw-Hill). Its topics are arranged in alphabetical dictionary-entry and cross-reference style. Just look up "Circulars" or "Paper sizes and weights" or any of hundreds of other subject-titles related to getting the most for your dollar.

*What about the dangers of "internal stealing"?* In a small business, it usually takes quite a substantial increase in sales income to make up for the

losses caused by even a fairly small amount of internal stealing—regardless of what form that may take. Bonding companies and insurance companies—who are in a position to know—repeatedly emphasize that management laxity is the single chief cause of losses from employee dishonesty. When was the last time you made a thorough check of your safeguards against this hazard?

*Is much of your advertising wasted?*

One company—which, unbelievably, was in the communications industry (it's no longer in *any* industry, since it went out of business a few years ago)—spent its whole advertising budget on trade-journal ads that were seen by its competitors but not by many of its prospective customers! If you don't have an advertising department or use an ad agency, then learn something about professional methods of advertising. Find out what your local newspaper and radio-and-TV outlet can do for you. And keep track of the results your advertising efforts achieve for you!

*Business—or pleasure?* In a certain large city there's a business which has been operating for about six years and has been doing about \$160,000 in business each year. That volume could almost certainly be doubled in three to five years, with proportional increases in the owners' profits. But that firm may be out of business a year from now simply because two of the owners have more interest in taking long vacations than in building up the business. So the business may have to dissolve (it can't even be sold for a decent price!). The choice between "business" and "pleasure" is one that confronts the *small* businessman—not the big company. Sometimes the small businessman can have his cake of "business" and eat his cake of "pleasure" too—but sometimes he has to make the hard choice between these cakes.

*Do you have "diversification" possibilities?* When television burst upon  
(Continued on page 48)

# "My Norge-Equipped drycleaning store began to pay off in no time."

...CHARLES SOLTAS, CHICAGO

Three months after Charles Soltas opened his Norge-Equipped Drycleaning store in Chicago he had this to say: "We have 250 steady customers, and we're getting new ones every day. They're sure happy with the results they're getting.

"Before I opened this store," Mr. Soltas continues, "I had no experience. So, I looked at all makes to see how the operators felt. I guess that's what sold me on Norge.

"There was no question in my mind that Norge did a better cleaning job. Other operators reported fewer maintenance problems with Norge, too."

Norge helped Charles Soltas start his own successful business in many ways: site choice, store layout, maintenance training, bookkeeping advice, help with promotion and financing. May Norge help you? Just return the coupon.

First in coin-operated fabric care equipment.



Norge Div., Borg-Warner Corp.  
Dept. EL-501-07  
300 N. State St.  
Chicago, Ill. 60601

Tell me more about your new Norge opportunities.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

(Continued from page 7)  
struggle for American independence on the grounds that freedom leads to anarchy.

In the months that followed, the English proceeded to vilify Godwin, then forget him; they censured Shelley, then celebrated him. But they repaired their shoes with "Tom Paine" nails, so labeled because the wearer could figuratively tread on Paine daily. Pictures featuring Paine's head with a serpent's body were distributed widely. Effigies of him were hanged, then burned publicly; the hangman burned copies of Paine's pamphlets and essays.

Legally declared an outlaw with a price on his head and a death sentence threatening, Paine was forced to abandon his native country a second time and seek asylum in France. Here he was at once placed in his own medium—revolution, and in 1792 he had aligned himself with the Girondist party in defiance of Robespierre.

Within two years he was in prison and awaiting execution, partly because of a coin and partly as a result of the invention of a Jesuit professor at Bordeaux.

In 1789 Ignace Guillotin, doctor and lecturer at the Bordeaux Jesuit College, had proposed decapitation as a merciful means of eliminating political capital offenders, and to facilitate executions he had invented the death machine that bears his name. Within three months the guillotine accounted for 17,000 deaths in France during the Reign of Terror as countless hundreds of peasants who refused to bear arms were sentenced to "sneeze in the basket," an inhuman allusion to the sound of an abbreviated sneeze that occurred when the heavy blade passed rapidly through the neck tissues and bones and the severed head fell into the large baskets below.

It is doubly ironic that Paine, the crusader for human rights, found himself prisoner of the political group that personified liberty, equality, and fraternity, and waiting to die by the invention of a noted scholar, physician, and humanitarian.

The incident of the coin is equally characteristic of the incredible life of Paine. Louis XVI and his wife, Marie Antoinette, both in disguise, attempted to escape the massacres of 1791. At the border checkpoint at Varennes, Louis reportedly passed the guard with no difficulty; then, in a moment of thoughtless relief, he offered a small tip to the guard who had shown more than customary courtesy.

The generosity was fatal; the guard, recognizing the donor by the likeness of Louis on the coin, arrested both king and queen and returned them to the Parisian prison, where they were tried, found guilty of treason, and executed.

The 721-man panel of judges, however, had difficulty attaining the proper majority required for the death penalty, and Paine was among the fifty-three who voted against execution, using as his reason for abstaining his Quaker religion, although he had abandoned his faith years earlier.

In reality, Paine, like the youthful Wordsworth, had become disenchanted with the idealistic movement that had degenerated to an anarchistic immorality. Mob rule and terrorism became dominant, and the immorality increased to the point that over half the children born during the period were illegitimate and deposit boxes were placed on public thoroughways so that unwed mothers could leave their children to be taken to orphanages.

Accused of apostasy, Paine was arrested and taken to prison to wait until an execution date could be set. At this point he realized that his hundreds of former friends had deserted him, and only two, Thomas Jefferson and Bonneville, himself in prison, demonstrated loyalty.

Washington, who had earlier credited Paine with having saved the Revolution, turned away completely. Gouverneur Morris, whose affair with Talleyrand's mistress occupied an unreasonable amount of his time, referred to Paine as a "filthy little atheist" who deserved his fate. Some historians have gone so far as to state that Morris, in an effort to increase his own prestige, had actually and actively plotted against Paine.

During this time the situation in France had grown from disturbing to alarming. An anti-Christian movement had grown rapidly, and finally the churches were closed and a new calendar, which eliminated the Sabbath and all saints' days, had been accepted. At the Festival of Reason Robespierre had preached rationality as a religion while his followers erected cardboard symbols of Selfishness and Discord, which in turn were burned by the Goddess of Reason.

This "goddess," an actress-prostitute, had earlier been enshrined at the high altar of Notre Dame cathedral and had been worshipped as Reason personified. Ironically, out of this discord and immorality came the festival de la Maternité, which ultimately evolved into the modern Mother's Day observance.

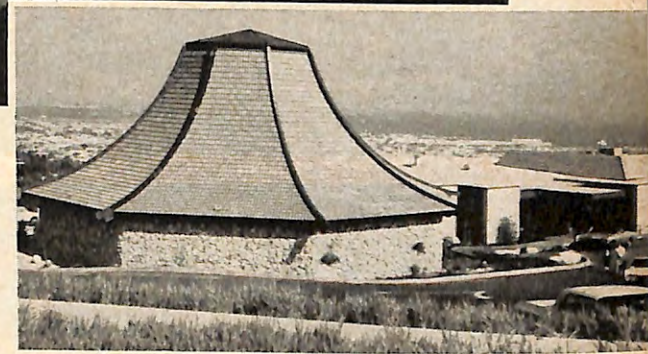
Meanwhile, in a dark, unsanitary, and cold cell, Tom Paine waited to sneeze in the basket.

But his head never reached the guillotine. Through a remarkable series of events, the executioner passed Paine's cell and before the mistake could be corrected, Jefferson and others had negotiated for Paine's release.

Even prior to his arrest, Paine's  
(Continued on page 34)



**PROMINENT ELKS** participated in the dedication of San Pedro, Calif., Elks' impressive \$1.2 million new lodge home (right), which overlooks the Los Angeles Harbor. With ER Eugene W. DeAngelis are PGERs Raymond C. Dobson, R. Leonard Bush, and Horace R. Wisely and SP Marvin M. Lewis. Also shown are: (second row) PER and Dr. Theodore Benell; PDD Ernest J. Seymour, Compton; past Grand Est. Lead. Kt. C. P. Hebenstreit, Huntington Park; PDD Malcolm E. Bodell, Paramount; Judge Bernard Lawler, Redondo Beach, member of the GL Committee on Judiciary, and (third row) VP Paul J. Riccobon, Downey; PDD Lawrence Stevens, Downey; Past Grand Tiler John P. Martin Jr.; PDD Jess Grundy, Long Beach; DDGER Gordon McCorkell; PDD Harry Jordan, Long Beach, and PDD Roy Gordon, of San Pedro.



## News of the Lodges

**BPO ELKS CENTENNIAL 1868-1968**



**A \$30,000 CHECK FROM CONNECTICUT ELKS** for the Newington Hospital for Crippled Children is presented by SP Harrison G. Berube to Dr. Burr H. Curtis, hospital executive and medical director. The donation represents an installment on the state association's 10-year pledge of \$300,000 for expansion of the hospital, the state major project. Also taking part in the presentation are SDGER Arthur J. Roy, Wilimantic; GL Committeeman Edwin J. Maley, New Haven, state Crippled Children's Committee chairman; and PDD Edward Kligerman, Branford, state treasurer. The artist's drawing shows outpatient waiting facilities now under construction.



**AN AFFECTIONATE INDIGO SNAKE** is befriended by GER Robert E. Boney as his visit to Ocala Lodge prompts a tour of a nearby Florida attraction—Ross Allen's reptile farm at Silver Springs. Sharing in the fun are PGER William A. Wall, SP Marvin L. Kimmel, Miami Beach, and PER Donald James.

**A PGER L. A. LEWIS MEMORIAL** was dedicated recently at Anaheim, Calif., Lodge—the home lodge of the late Brother Lewis, who died Oct. 16, 1966. This collection of Elks memorabilia (below), gathered by Brother Lewis during his many years of service to Elkdom, stands in the lobby of the lodge building. It was donated by Mrs. Rose Lewis, widow of the Past Grand Exalted Ruler. Mrs. Lewis is shown with GER Robert E. Boney (right) at a luncheon preceding the ceremony conducted by Anaheim Lodge officers.



**ENLARGEMENTS** of the Elks "Support Our Youth" commemorative stamp are being presented by U.S. Sen. A. S. Mike Monroney of Oklahoma, chairman of the Senate Committee on Post Office and Civil Service, to PGER Earl E. James and Brooks H. Bicknell, chairman of the GL Lodge Activities Committee. Senator Monroney was instrumental in the issue of the commemorative postage stamp in conjunction with the Elks centennial observance.



**GER ROBERT E. BONEY** lays the cornerstone plaque for Slidell, La., Elks' new lodge hall during the recent dedication. Also pictured are (from left) Est. Loyal Kt. George R. Ketteringham, ER Ora R. Mundell, PER Martin F. Moe Jr., PGER William A. Wall, Slidell Mayor Frank Cusimiano, PER S. D. Sullivan Jr., and Trustee Silas L. Bland.




**LATROBE, Pennsylvania**, PER George L. Stumpf presents a \$1,000 check to the Rt. Rev. Egbert H. Donovan, O.S.B., chancellor of St. Vincent College, Latrobe, and an Elk. The donation represents the lodge's third installment on a \$10,000 pledge for St. Vincent's development program. The funds are being used to construct science and classroom centers. Also present for the presentation are (from left) Secy. Alex J. Gareis; the Rev. Owen Roth, O.S.B., acting director of development; Grand Est. Lect. Kt. James P. Ebersberger, lodge Trustees chairman and a St. Vincent graduate; Trustee James L. McAtee, also a Past Exalted Ruler, and Treas. Charles E. Cute.



**THE "OLDEST LIVING PAST EXALTED RULER"** title's most recent claimant comes from Santa Fe, N.M.—Brother O. C. Watson, 94, who is shown here with a class of candidates initiated in his honor into Vernal, Utah, Lodge. Brother Watson, a life member of Santa Fe Lodge, was initiated in 1901 and elected Exalted Ruler in 1905. The new Elks are (seated) John D. Varley and Blaine Mortensen, and (standing) Larry D. Johnson, Thomas J. McNeill, Larry Markland, James O. Cox, and Alvin Peterson.







**FEBRUARY, 1968**  
 Commemorating the  
**100th ANNIVERSARY**  
 of  
**THE ORDER of ELKS**  
 VISIT OUR LODGE

**ELKS ON THE ROOF-WAHPETON, N.D.**

**VISITING ELKS** in Wahpeton, N.D., are urged to join in the local celebration of the Order's centennial by this all-inclusive invitation—one of two of Wahpeton Lodge's welcoming billboards.

**EXALTED RULER** Wilbur A. Petersen of Port Clinton, Ohio, Lodge welcomes into the Order his 21-year-old twin sons—Ted and Ned, both servicemen. Ted is serving with the U.S. Army in Vietnam, and left for the fighting zone immediately after the ceremony; Ned is stationed at Fort Custer Air Force Station, Battle Creek, Mich. Brother Petersen presented the initiates, members of the lodge's centennial class, with silk American flags. Then, as the proud father stood by, Port Clinton Elks gave the young men a big send-off.

## LODGE NOTES

**PANAMA CANAL ZONE (BALBOA), C.Z.** The lodge has voted to set up a Walter C. Friday Sr. Student Assistant Fund in memory of Dr. Friday, who served as Exalted Ruler of the lodge during the lodge year of 1933-34. Dr. Friday's son Dr. Walter C. Friday Jr. has contributed a sum of \$4,000 to the fund.

**ROCK HILL, S.C.** Secretary Jim Parker originated the idea of mailing First-Day Covers of the Elks stamp to all members. The lodge also had mailed the First-Day Cover to all Past Grand Exalted Rulers and all Exalted Rulers of South Carolina.

**SAN FERNANDO, CALIF.** Approximately two years ago a collaborative scout training program was set up among the lodge, the boy scouts, and the authorities of the Sylmar Juvenile Hall where boys are detained for law violations. It is during this detention that scout training reaches out to them. Since the movement began about 400 boys have received instruction in such activities as map reading, compass orientation, and knot tying.

**WEBSTER, MASS.** Approximately 400 Elks and their guests were served by the Elks' ladies on the occasion of the lodge's Polish Night. The ladies did an excellent job at the affair, which was held at the State Line Casino.

**TOWSON, MARYLAND.** United States Savings Bonds were presented by ER George Amsel to Danny Towery of Parkville Jr. High School and Kathleen Martin of Hereford High School, both winners in the Youth Leadership contest. Also receiving bonds were Thomas Fise of Towson Catholic High School and Susan Shearman of Dulaney High School, both winners of the Most Valuable Student competition.

**NEW ROCHELLE, N.Y.** PER George P. Forbes has decided to retire, at the age of 87, after serving 14 years as secretary of the lodge. Brother Forbes is the only living charter member of the lodge, which was organized in 1902.

**BRYAN, TEXAS.** In celebration of the Elks centennial the lodge initiated 35 new members. Special guests for the evening were Mrs. Sally Miller, administrator of the Texas Crippled Children's Hospital at Ottine, and three patients from the hospital.

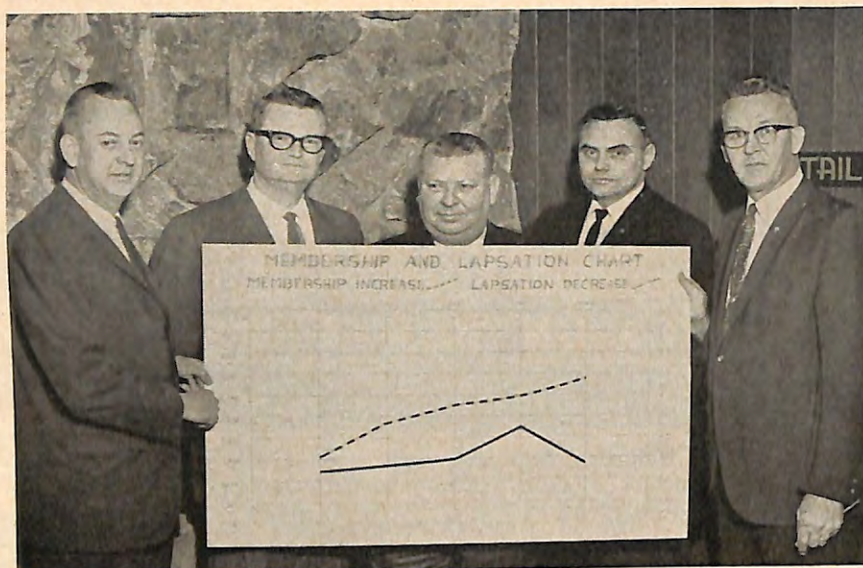
**ST. MARYS, PA.** Military personnel in Vietnam recently received cigarettes on behalf of the lodge. Letters were received from major general Kenneth G. Wickham, U.S. Army, and Barbara Veit, associate director of the USO, thanking the lodge on behalf of the servicemen to whom the cigarettes had been distributed.

**WAPAKONETA, OHIO.** Eighteen candidates were initiated as members at a recent meeting of the lodge. A surprise award was presented to M. Merle Harrod by Fred J. Milligan, Sr., president of the Ohio Information Committee. Brother Harrod was given the Distinguished Leadership Award. Following the meeting a buffet was served and entertainment was provided for the group.

**HILLSIDE, N.J.** ER Bart Hallingse presented a check to Frank Naughton, president of the Hillside Pop Warner League, to help cover expenses of a lodge-sponsored annual football contest. Ticket proceeds of the game went to the lodge's crippled children's fund.

**REDFORD (DETROIT), MICH.** The lodge hosted Norman H. Malkowski, a student at Redford High School, who was the first-place winner in the Youth Leadership contest. Young Malkowski was presented with a certificate and a magnificent trophy for his fine achievement in the contest.

**UNION, N.J.** The lodge celebrated the 100th anniversary of Elkdom with a century class of 16 initiates in honor of PER George Albiez. Brother Albiez was the first to be initiated into the lodge when it was organized in 1930. The PERs of the lodge were appointed to conduct the initiation ceremony.



**LAKE CITY (SEATTLE), Washington,** Elks well can be proud of their record of membership growth versus membership lapsation decrease—graphically portrayed in this chart. The broken line represents membership, which more than doubled in the last five years; the solid line is the percentage of lapsation. Showing the chart to ER Arthur Dunson (left) and PER Terrence O'Brien (right) are Lapsation Committee members Glen Stokey, Chairman Joseph Goodwin, and Harold Rice.



**SCARSDALE, New York,** Elks recently observed their tenth anniversary in conjunction with Elkdom's centennial year. Viewing the dinner program are ER Joseph Piekarski, VP and PER Rudolph C. Petruccelli, and Brother Joseph Dunn, chairman of the anniversary event.



**A SCOTCH PLAINS, New Jersey,** high-school student—Lynn Elsdon, 17—displays the poster for which she won first place in the Central District in the contest sponsored by the state Elks' Crippled Children's Committee to promote its annual fund drive. With her are Scotch Plains ER Ralph R. Sanders, DDGER Francis W. Kaiser, Union, and Stephen Cymbaluk, the district crippled children's chairman.

**A DESERVING MEMBER** of Ormond Beach, Fla., Lodge—PDD Ralph O. Hardie (left)—receives a plaque from PER Earl D. Bethune. The special tribute was paid to Brother Hardie at a dinner in honor of Past District Deputies of Florida's East Central District. The hosts were Ormond Beach and Daytona Beach Lodges.



**EXALTED RULER** Curtis Breedlove (seated, third from left) of the new Front Royal, Va., Lodge poses with other lodge officers during the institution ceremonies. There were 103 charter members initiated by the ritualistic team from the sponsoring Winchester Lodge. DDGER James O. Jones, Alexandria, led the large contingent of Brothers in attendance.





**A YOUNG PATIENT** at the New Jersey Orthopedic Hospital in Orange—11-year-old Karen Zopoticzmy—smiles at Mrs. Annette Destino, playing Easter bunny at the annual Orange Lodge-sponsored party at the hospital. Looking on are Mrs. Louise Corvino, head of the local Elks' ladies group which provided the baskets, ice cream, and cake, and Brother Joseph F. Picarell.



**SPRINGFIELD, Massachusetts,** Lodge's distinguished member—DDGER Edward J. O'Brien—confers the jewels of office upon his brother, ER Francis L. O'Brien, marking the first time in the lodge's history that two brothers achieved the distinction of serving as Exalted Ruler. District Deputy O'Brien served his term as Exalted Ruler of the lodge in 1958-1959.

**KEEPING IT IN THE FAMILY** are Monessen, Pa., Lodge's Dr. Joseph M. Dudas Sr. (right) and his six sons, one of whom—Richard (third from left)—is the lodge's new Exalted Ruler. The other sons, all Monessen Elks, are Andre; Martin; John; Dr. Thomas, and Dr. Joseph M. Jr. The senior Dr. Dudas has been a lodge member for 42 years and holds a Life Membership.



**AMONG DIGNITARIES PRESENT** at Oswego, N.Y., Lodge for the official visit of SP William F. Dobberstein (seated, third from right), Elmira, are (seated): Esq. John Rice; Tiler M. Germain; Trustee W. Dimerio; DDGER Fay Blum, Boonville; PGER Ronald J. Dunn; VP John G. Smith, Oneida; and PDD C. E. Huckabee, and (standing): Est. Lect. Kt. J. Comerford; PERs and Trustees Robert McDonough, Fay Richardson, and Frederick Wall; ER Fred J. Prior; PVP Norman A. Manor; Est. Loyal Kt. W. Shrader; PER and Trustee Albert Godden, and Chap. M. Potter. A centennial class of 148 candidates was also initiated.



**BERGENFIELD, New Jersey,** Elks recently paid tribute to DDGER Alfred J. Marsh, Paramus, by initiating 26 centennial class candidates in his honor and presenting him with a centennial class plaque. As the lodge officers and some of the new Elks look on, Brother Marsh (first row) shakes hands with ER Charles Geer, who is holding the centennial class plaque.

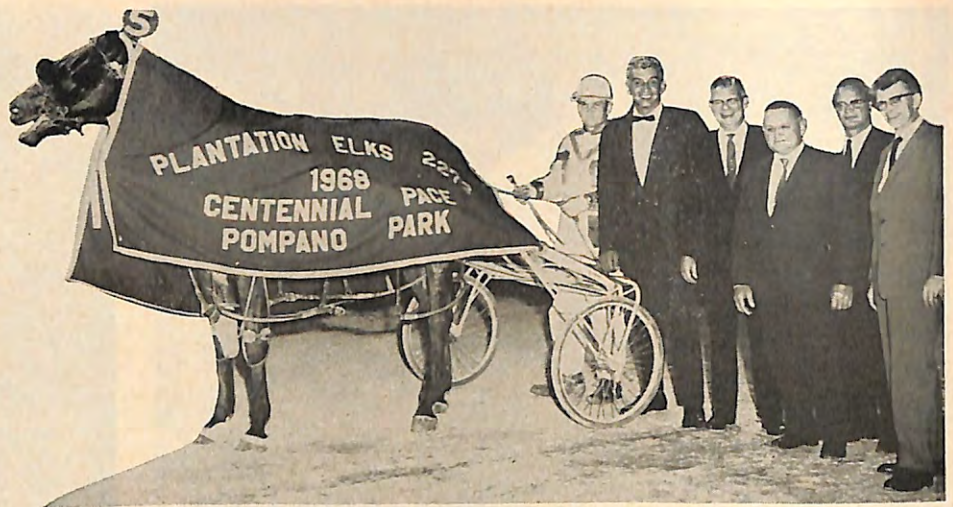


**A FIRST** in the history of New London, Conn., Lodge was the recent installation of ER Barry H. Sherb by his father, PER Jacob Sherb, also a past lodge treasurer.



**UNION, New Jersey,** Elks lay a cornerstone plaque for their new lodge building. Participating in the ceremonies are: Joseph Anfuso, who donated the plaque; Hugo Biertuempfel, building chairman; ER George Pregrim; Trustees Chairman Howard Bethke, and DDGER Francis W. Kaiser, a lodge member.

**FLEMINGTON, New Jersey,** Elks recently initiated a class of 28 candidates in honor of DDGER Charles A. Zulauf, a lodge member. Shown with officers of the lodge after the ritual are (seated): ER Bruce Bailey (third from left); Brother Zulauf; PGER William J. Jernick; SP John W. Purdy, Phillipsburg, and VP Joseph Fox, Lambertville, and standing behind them, William Windecker, Orange, a GL Americanism committeeman; PDD William Browning, Mountain Lakes; Harrison Barnes, Elizabeth, a GL New Lodge committeeman, and the initiates.



**PLANTATION, Florida,** Lodge's "birthday party" and centennial observance includes a night of fun at Pompano Race Track. Shown with the winner of the special centennial race, sporting a cooler presented by the lodge, are ER John J. Bora; Est. Lect. Kt. George J. Pray; DDGER Clyde H. Brown, Fort Lauderdale; Est. Lead. Kt. Glenn R. Hull, and Est. Loyal Kt. Oris R. Townsend.



**GETTING READY** for a slice of the one-year-old Hollywood West, Fla., Lodge's "birthday" cake are Est. Lect. Kt. Lewis Cote, ER James Flannery, PER and Trustee Bernard F. Dolan, and Brother John Conklin.





**AT GARFIELD, New Jersey,** Elks' first annual Easter party for cerebral palsied children, Brother Walter Sannik (extreme right), chairman, presents baskets to some of the youngsters—Eileen Marka, Geoffrey Hoyas, and Jean Marie Stachelrodt, students at Garfield School #6. Assisting are Carl Pecoraro, school superintendent, teachers Mrs. Etta Hill and Mrs. Irene Simon, and ER Barney Rymkewicz. The program included a play performed by the children for the Elks and parents.



**BASEBALL STAR** Steve Carlton (right), pitcher with the St. Louis Cardinals, receives a tape recorder from North Miami ER Richard A. Grass. The young pitcher was the guest of honor at the lodge's first annual Sports Night banquet. Many Elks and sports personalities were on hand for this festive occasion at North Miami Lodge.



**AGANA, GUAM, Mariana Islands,** Lodge's centennial class members are shown with ER Jose C. Duenas (behind altar) and other officers of the lodge. The class, comprised of 15 candidates, was initiated recently.



**ROCHESTER, New Hampshire,** Elks break ground for a new \$162,000 building. Lodge members and building committeemen and guests attending the ceremony are: (from left) Richard Rouleau, contractor; Henry Euler, architect; PER Frank D. Callaghan Jr., trustees chairman; Brother Robert Carignan; Trustee George Nadeau, building chairman; Brother Ronald Tebbetts; Brother Carl Stevens; ER Leon Lachapelle; PER Dennis E. Brennan; PDD Lucien Langelier; Treas. Joseph Zuromskis; PER Joseph D. Rigazio; Brother Winston Nichols; PER George A. Lachapelle; Trustee Leland Waterhouse, and Secy. Berton D. Bryant.



**POLICE NIGHT** at Queens Borough (Elmhurst), N.Y., Lodge honors policemen of New York City. Shown with ER Peter J. McCormack Jr. (second from right) are Captain Tim J. Dowd, a member of the Queens District Attorney's Office, and an Elk; Chief of Staff Dan Daly, and Chief of Detectives Fred Lussen. Dinner and entertainment followed.

(Continued on page 38)



*Youth Leadership Winner Dianne Lee Hull of Fond du Lac, Wisconsin, is shown addressing the more than 2,000 persons (inset, above left) attending the first-day ceremonies for the Elks centennial commemorative stamp, held at the Conrad Hilton Hotel in Chicago on May 1st. The stamp (below) honors Elks youth activities.*

## Elks Centennial Stamp Issued

"Support Our Youth" is the theme of the Elks stamp in recognition of the many youth projects carried out by Elkdom over the years.

The first-day issue ceremony for the postage stamp commemorating the centennial of the BPOE was attended by over 2,000 people, the majority of whom were high school students. In this cen-

tennial year all Elk lodges throughout the U.S. will again be asked to contact local business firms in order to make a list of jobs available to young people. After months of preparation the start of the campaign was scheduled for the 1st of May, the first day of the Order's annual National Youth Week.

Assistant Postmaster General Richard

J. Murphy of Washington presented an album of Elks stamps to GER Robert E. Boney. Other speakers included the Regional Director of the Chicago Post Office, Donald L. Swanson; Chicago Postmaster H. McGee; and Dianne Lee Hull of Fond du Lac, Wisconsin, a winner in the Youth Leadership contest speaking on behalf of America's youth.



*Elk-sponsored Scouts of Troop 917 post colors at the first-day ceremonies (left). On the right, Mayor Richard J. Daley of Chicago accepts an album of the commemorative stamps from GER Robert E. Boney.*



(Continued from page 12)  
ters written. The letters were mailed by the lodges themselves.

To spread this program widely throughout the public, the War Commission conducted a national publicity campaign. As part of this, a cartoon contest was initiated throughout Army and Navy camps, and prizes offered for the best cartoons depicting the "Write 'em a Letter" theme. Second prize in this contest went to a young man, a private in the 45th Infantry Division. He later became famous as the creator of "G.I. Joe". His name was Bill Mauldin.

With the letter-writing campaign and gift package program, millions of cigarettes and hundreds of thousands of packages of pipe tobacco were sent overseas to servicemen by the War Commission and individual lodges.

A vital but often overlooked part of the war effort was the American Merchant Marine. Exposed to often dangerous but always monotonous duty on the seven seas, the Merchant Marine needed books for the libraries of newly built ships—600,000 of them. The War Commission sent out a message to the now 650,000 Elks. The floating libraries were soon filled.

One lodge, Columbus, Ohio, No. 37, developed the idea of manufacturing special slippers for convalescents in service hospitals. The lodge ran into red tape, but persevered. Finally, War Department approval was given, and Columbus lodge began to ship out thousands of pairs of slippers—free—to service installations which asked for them.

Predictably, the demand became too great even for the enthusiasm and resources of the lodge. Here, the War Commission lent its financial help, and also aided coordination of the effort through several states. Prison inmates in Ohio, Massachusetts, New York, Washington, and Oregon made slippers for the Elks, and Maine Elks, proud of the shoe industry in their state, contributed several thousand pairs.

Once again, late in the war, the Elks engaged in recruiting for the national government, this time for nurses. Due to the demands of the combat services, the Veterans Administration hospitals faced a critical shortage of nurses, just as thousands of crippled and wounded American servicemen began to stream back from overseas. The Order was asked to help find new nurses for the veterans hospitals. This was not as simple as it might seem. Recruits had to be found who could not be used by the armed forces themselves. And once again, Elks put on a people-to-people program of their own. Retired nurses were persuaded to work again. Many nurses found by the Elks entered VA hospitals; others helped relieve the over-

all shortage by serving in local civilian hospitals.

In these tremendous, critical, dangerous years, while the Axis powers were first halted on the battlefield, then ringed and finally utterly defeated, it is impossible to do justice to the activities of the 1,409 Elks subordinate lodges. The programs and efforts of each lodge would almost fill a book. The programs above were only the national programs, in which the War Commission assisted or participated. Each lodge, from coast to coast, supported the war effort in its own way.

Lodge homes were turned over to the Red Cross in many areas. Most Elks helped collect blood plasma. Lodges bought thousands of dollars of War Bonds, and strongly supported all patriotic fund drives: War Bonds, Red Cross, United Service Organizations. A hundred local programs to assist servicemen, their families, or the official war effort were pursued. Last, but hardly least, 100,000 Elks donned the various uniforms of the United States. Eighteen hundred never came back.

In 1946, the Elks National Memorial in Chicago was rededicated to the memory of these now-forever absent brothers.

The Second World War brought a great outpouring of patriotism and effort from all Americans. Dramatically embattled, the flag and the nation for which it stood took on new meaning for the war generation. Elks, gladly, lent all of their efforts and special skills and talents to that fight. From eighteen months before Pearl Harbor to the surrender of Japan, the patriotism of the Order was once again indelibly proved.

But, perhaps, when the war was ended, the shooting over and the shouting done, and the troops gone home, Elks, in their own way, served best. War, in its terrible way, had left a grim residue of the hurt, the forgotten, the helpless, and the hopeless.

Manila Lodge, No. 761, had fallen to the Japanese invading the Philippine Islands in January 1942. For long years, almost nothing had been heard from the 489 members of that lodge and their families, who were interned in prison camps by the enemy. The story of the Manila Elks during the war was a grim one; they, along with all the people of the Philippines, endured countless humiliations and hardships.

Early in 1945, General MacArthur returned to the Islands. Manila was retaken in a brutal, street-to-street battle. And before the last enemy soldier was cleared from the city, Elks in the U.S. had appropriated \$100,000 to assist the internees with food, clothing, medicine, and money. Meanwhile, committees of Elks on the West Coast were formed to assist Pacific civilian internees who were being repatriated back to the

(Continued on page 31)

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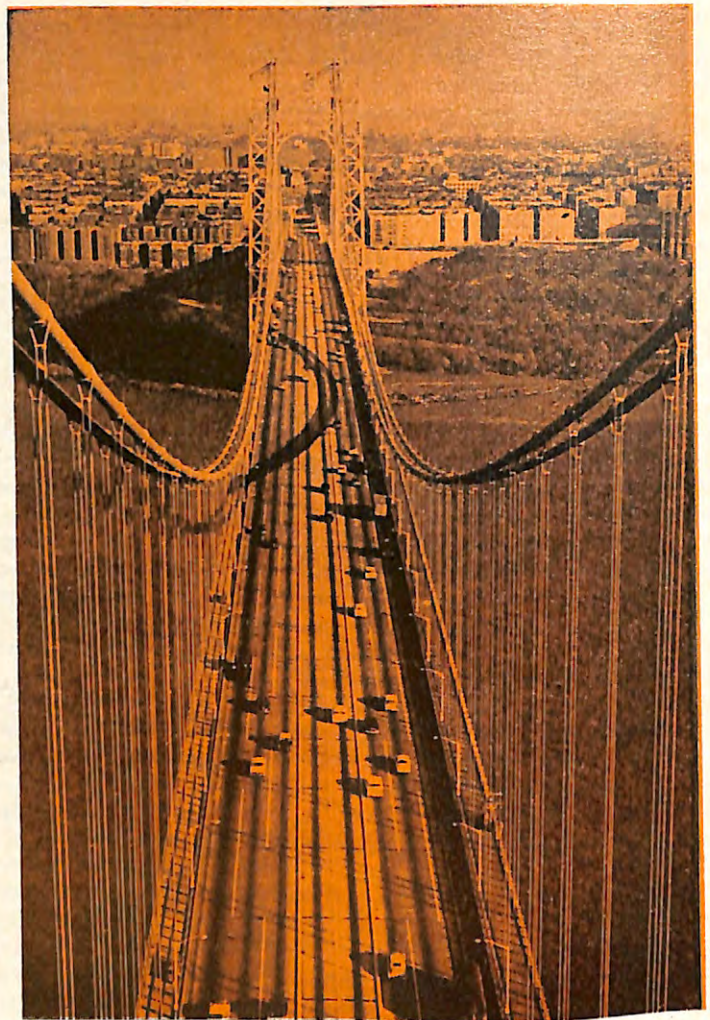
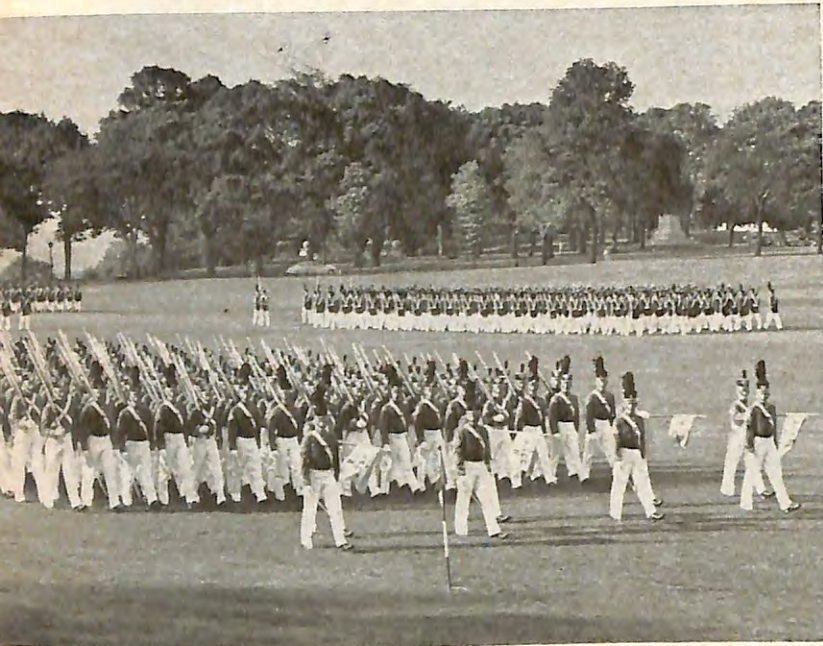
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For Elks Who Travel

# NEW YORK:



**Convention visitors will find much to enjoy in New York itself, but they will find even more in the area surrounding it**

By JERRY HULSE

A SINGLE PERPLEXING QUESTION faces Elks and their ladies attending the huge convention in Manhattan this month—how possibly to see all there is to see? I'm speaking now of what lies *beyond* Manhattan. The answer is obvious. So much history and excitement is bound up between Manhattan's skyscrapers and the peaceful, rolling hills, the pastoral valleys beyond, that it becomes a question actually of what to eliminate from your sightseeing agenda.

Just as obviously, no single article could possibly list everything. In the hope of guiding you I have jotted down a few of the places which I have found enjoyable. First, let me suggest that you take a sightseeing cruise around Manhattan. In the course of a single morning or afternoon the story of the city flashes by like some speeded-up movie, acquainting you with the various landmarks which will be helpful guideposts later when you leave or re-enter the city. Catch a Circle Line cruiser at Pier 83 on West 43rd Street and the Hudson River. Fares are \$3 for adults and \$1.25

*(Continued on page 29)*

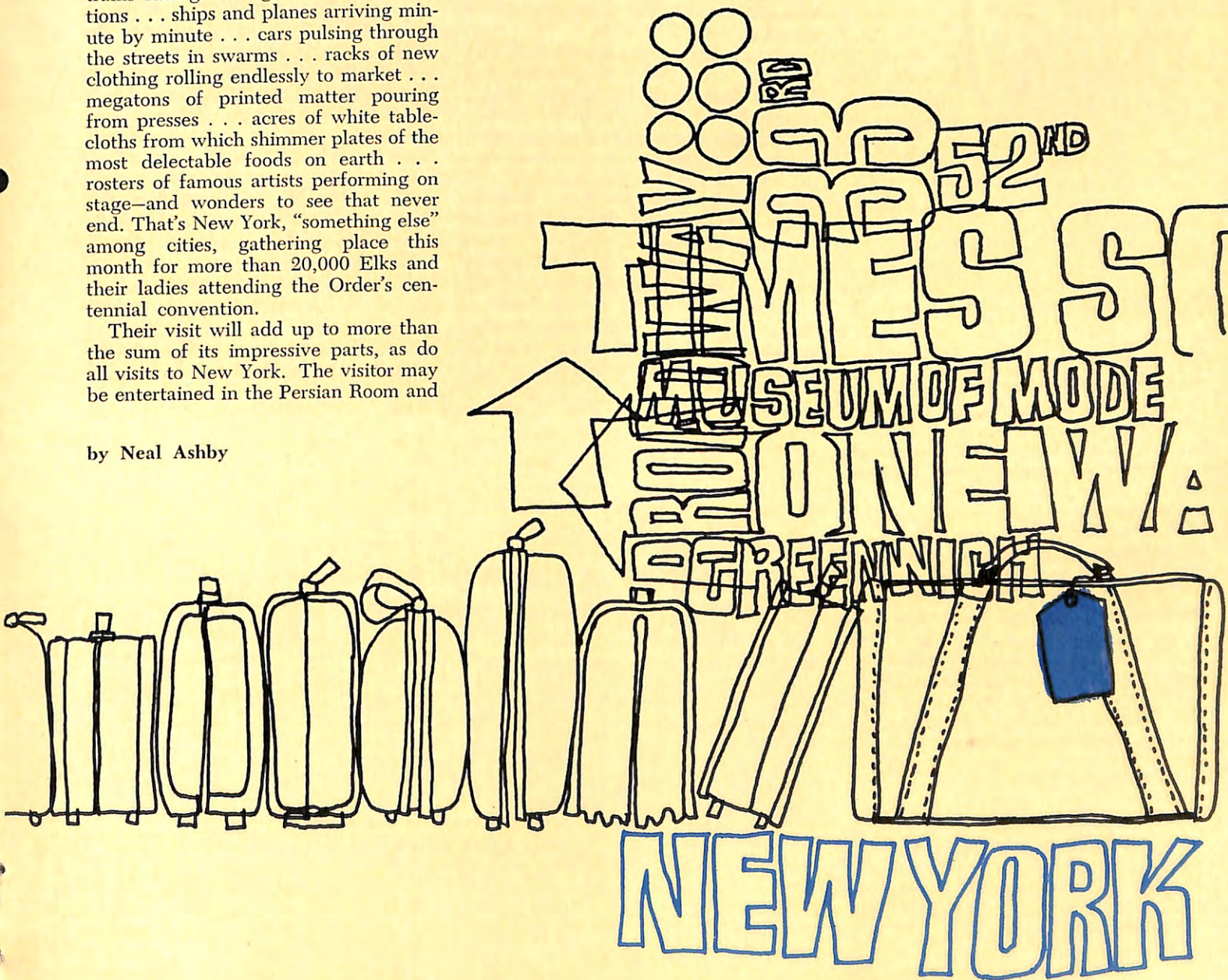




**A FOREST OF SKYSCRAPERS . . .**  
trains racing underground in all directions . . . ships and planes arriving minute by minute . . . cars pulsing through the streets in swarms . . . racks of new clothing rolling endlessly to market . . . megatons of printed matter pouring from presses . . . acres of white tablecloths from which shimmer plates of the most delectable foods on earth . . . rosters of famous artists performing on stage—and wonders to see that never end. That's New York, "something else" among cities, gathering place this month for more than 20,000 Elks and their ladies attending the Order's centennial convention.

Their visit will add up to more than the sum of its impressive parts, as do all visits to New York. The visitor may be entertained in the Persian Room and

by Neal Ashby



PLAN YOUR ACTIVITIES FOR  
CONVENTION WEEK IN THE EXCITING  
CITY OF NEW YORK—HERE ARE SOME IDEAS



acquaint them with the hospitality program. These efforts will be coordinated by George I. Hall, PGER, chairman of the Elks National Convention Committee, and Bryan J. McKeogh, convention director. Heading New York State Elks Association greeters will be PGERs James T. Hallinan and Ronald J. Dunn. George J. Balbach is chairman of the New York City convention committee.

Ladies of Lodge No. 1 in Manhattan (New York City's principal borough and the one in which the hotels are located) will staff a special booth at the Hilton where information and advice for women conventioners will be dispensed.

Also at the service of visiting Elks will be New York's Convention and Visitors Bureau at 90 E. 42d Street, across from Grand Central Station. Staff members are ready with directions and explanations and have at hand free guides and maps. The unending and unmatched attractions these describe begin almost outside the very doors of the convention hotels.

The Americana, at Seventh Avenue and 52d Street, rises 501 feet, making it New York's tallest hotel. Fashionable shops occupy an interior arcade, an imaginative smorgasbord lunch is available in one of the hotel's restau-

rants, and its Royal Box is one of the town's smartest supper clubs. Singer Mel Tormé will be appearing there during the convention period.

Just a block west of the Americana, fabled Broadway blazes forth. Record stores from which latest hits blare, dance halls, hotdog counters, ticket agencies and souvenir stores are interspersed among such more prestigious establishments as Jack Dempsey's restaurant, the Winter Garden Theater, Lindy's restaurant and the Broadway Theater.

Across 52d Street from the Americana at Mike Manuche's eating place, the steaks and Italian dishes can be recommended.

Down the block on the opposite, 53rd Street, side of the Americana stands the Hilton, fronting on the Avenue of the Americas or, to use the original name to which New Yorkers cling, Sixth Avenue.

The Hilton has an incredible 2,370 rooms and a staff of 1,900. Along its indoor Rue de Gourmet are aligned a steakhouse, a French restaurant, an Italian-style "pub," and a Dutch tavern. Also under the Hilton roof is an art gallery whose first-rate exhibitions bring out newspaper and magazine critics from major publications.

guided through the United Nations Building. But he derives, too, a special, intangible feeling of "making it," belonging, in the biggest, most demanding, diversified, sophisticated community our nation has developed.

Conventioners will step into this kind of scene: A welcome will be extended not only by convention officials but by most New Yorkers, in spirit, as well. True, they're well aware of the dollars Elks will spend (and New York is an expensive place). But New York is proud of its role as a convention city. Last year, 814 conventions attended by 2,755,705 delegates were held here. The Elks conclave will, incidentally, be New York's largest of the summer season.

New York traditionally is warm in July. But it is air-conditioned virtually wall to wall. Still, New Yorkers like to get outside on free days in summer, heading for their area's many miles of beaches or sailing out onto surrounding waters for fishing and cooling off. Visitors are welcome to join them.

Home base for visiting Elks will be the respective convention hotels. The "co-headquarters" hostelrys, the Hilton and the Americana, are Gotham's newest and biggest and are just a block apart.

Registration will be held at the Hilton. Welcoming committees from the Greater New York lodges will be on hand to greet and advise delegates and



Along Sixth Avenue in the Hilton's neighborhood tower some of New York's finest new skyscrapers. They include the homes of the ABC and CBS radio-TV networks, J.C. Penney, Sperry-Rand, Equitable Life Insurance and Time-Life. Radio City Music Hall is three blocks down, at 50th Street.

Just down 52d Street are found two of New York's most famous restaurants, Toots Shor's, gathering place for figures of the world of sports, and the elegant, high-budget "21."

However, all the good food in New York is not costly. Many of the city's numerous delicatessens have some tables or a stand-up counter, and a corned beef on rye with a dill pickle and perhaps a helping of potato salad never tasted better. A step up in this general category is the spectacularly popular new Zum Zum in the Pan Am Building at 45th Street and Vanderbilt Avenue. Dozens of varieties of sausages and "wursts" in which Zum Zum specializes hang from the ceiling over a chest-high enclosure inside which well-fed aides construct thick sandwiches.

In the same midtown area are a number of low-priced "nationality" restaurants where both the food and the atmosphere are flavorful. They include the Hellenic Palace (Greek) at

141 W. 47th Street; the Brazilian Coffee Restaurant, 70 W. 46th Street; Manganaro's (Italian), 492 Ninth Avenue; the Bagdad (Mideast), 4 W. 28th Street, and the Old Seidelburg (German), Third Avenue near 40th Street.

Probably the world's greatest concentration of first-run movies fill the screens of the movie palaces up and down Broadway in midtown. The "Broadway" theaters presenting plays and musicals are not, with a few exceptions like the ones noted earlier, on Broadway but on the side streets in either direction in the 40s. Tickets are often more readily available in summer, the theater off-season for New Yorkers.

Some promising entertainments are scheduled at summer theaters on nearby Long Island. The Jones Beach Theater, reachable by train or bus, will offer "South Pacific," starring Jerome Hines of the Metropolitan Opera and Kathleen Nolan of TV's "Real McCoys." At the Westbury Music Fair in Westbury, less than an hour on the train and then a short cab ride from the city, comedian Buddy Hackett will head a revue on the night of July 14. The "Temptations" singing group opens July 15 for an engagement.

Some of the most unique entertainment around town these days is found in the throbbing discotheques. Couples writhe at arm's length to the boot-shaking thump and electronic whine of rock 'n' roll bands. Elks conventioners may not wish to cut loose to the extent of joining the mostly youthful dancers, but might like to witness this way-out scene of today. One of the most prominent discotheques is Arthur, on E. 54th Street, run by Sybil Burton, whom actor Richard Burton left to marry Elizabeth Taylor. Wildest is the Electric Circus, downtown on St. Mark's Place, where flashing colored lights, giant images on the ceiling and brightly painted people reproduce a psychedelic drug "trip." There's food and drink to be had at Arthur; coffee, but nothing alcoholic, is served at the Circus.

In sports, New York's American League baseball team, the renowned Yankees, will honor the convention visitors at "Elks Night" on July 16 as the team begins a series against Washington at Yankee Stadium. Tribute will be paid to Past Grand Exalted Rulers during pregame ceremonies. Brother Elk Edward (Whitey) Ford, Yankee coach and former pitching great, is Elks Night chairman of the ceremony.

MUSEUM OF  
MODERN ART

MADISON  
SQUARE GARDEN



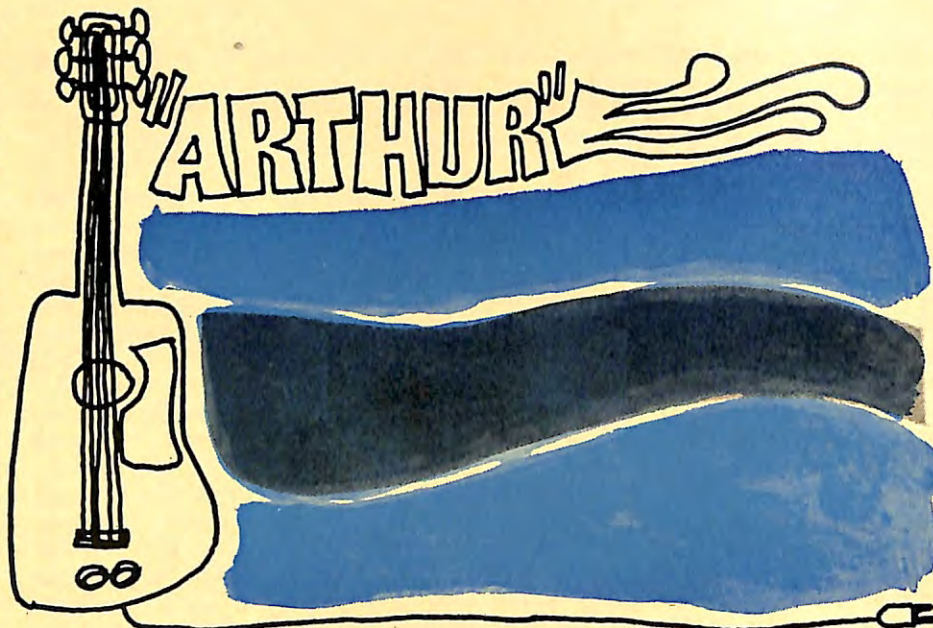
New York's lovably inept National League entry, the Mets, will play Philadelphia at Shea Stadium on the afternoon of July 14 and the night of July 15.

New York area horse racing during July will be at Aqueduct track, the "Big A," in the borough of Queens, a fast subway ride from Manhattan.

There'll be nothing much going on during the convention span at New York's ultra-modern sports arena, the just-opened *new* Madison Square Garden, which rises above Penn Station. But guided tours afford an inspection of the pillar-less, unobstructed viewing from its 20,000 seats, achieved by suspending the roof from cables; sports paintings and sculpture in the Gallery of Art; mementoes of great performances and contests in hockey, basketball, track, and boxing in Madison Square Garden history in the Hall of Fame; and the Bowling Center.

Among other worthwhile guided tours is the one at Lincoln Center, New York's incomparable \$170 million complex of structures devoted to the performing arts, on Broadway in the upper 60's. Its squat yet graceful beige stone buildings arranged around plazas and fountains inspire the feeling that here is an achievement of man that may be admired even more in centuries to come than it is today.

Lincoln Center encompasses the New York State Theater, home of the New York City Opera and Ballet and of summer theater presentations; Philharmonic Hall, the New York Philharmonic orchestra's headquarters; the Metropolitan Opera House; the Vivian Beaumont Theater, sheltering the Lincoln Center Repertory company, and the Library and Museum of the Performing Arts. During the Elks' stay there will be jazz and symphony con-



certs and ballet and musical comedy performances at Lincoln Center.

For tours that are broader in scope, the visitor can board a sightseeing bus and hedgehop between such points of interest as the Empire State Building, Greenwich Village and Chinatown. A newly-offered bus tour explores Harlem, passing the famed Apollo Theater, Sugar Ray Robinson's cocktail lounge, and Adam Clayton Powell's Abyssinian Baptist Church.

One can take an up, up and around tour by helicopter, embarking from the Midtown Heliport on 30th Street at the Hudson River. The operators wisely urge: "Bring your camera!"

Individual tastes lead to many specific attractions. New York is rich in museums, those devoted to art being particularly outstanding. Foremost is the Metropolitan Museum of Art, Fifth Avenue and 82d Street, which contains the largest collection in the Western Hemisphere. One needn't know anything about art to find paintings and sculpture here that capture the imagination. Just how far sculpture has gone from the traditional equestrian statue can be seen in the outdoor Sculpture Court at the Museum of Modern Art, 11 West 53d Street. Some of the creations in metal may be hard to figure out, but they're undeniably intriguing.

Creatures of the present and of prehistoric times dwell under the same roof in fascinating displays at the Museum of Natural History, Central Park West at 79th Street. Newly opened this month will be a hall devoted to the history of "Man in Africa." At the Museum of the City of New York, Fifth Avenue and 103d Street, may be seen exhibits recalling the New York of 100

years ago—at the time the Elks Order was founded here. There's also a special exhibition of sheet music, photos, furniture, and personal effects celebrating the work ("Old Man River," "The Man I Love," etc.) of the composer brothers George and Ira Gershwin.

Elks interested or involved in the work of lodge Americanism Committees are likely to enjoy New York's units of the National Park system. Besides the much-publicized Statue of Liberty and Grant's Tomb, these include President Theodore Roosevelt's birthplace on E. 20th Street and, downtown, Federal Hall, where George Washington was inaugurated as the nation's first President.

An attraction that is convenient and relatively new are the displays in the Allied Chemical Tower in Times Square. On view on the first three floors are a model of what the first Moon city may be like, demonstrations of some of the more far-out achievements of science, and examples "from money to mini-skirts" of the latest paper products.

One effective way to sample New York is to mingle with its citizens. Have a meal at an unpretentious lunch counter, go to a ballgame, ride the subway, stroll among the furtive long-haired "hippies" in the East Village to sharpen understanding of the many-sided Big Town.

There are points of interest only steps from the railroad terminals, observation decks at the airports from which the amazing maneuvering of the multi-ton jets can be watched close-up. Seeing the compelling sights of New York begins the minute the visitor arrives and never stops till he's settled in his seat for the trip home. ■



# NEW YORK:

*(Continued from page 24)*  
for children under 12. The liner sails past the largest seaport in the world with its 150 docks . . . past Ellis Island, lonely, ghostly, where millions were introduced to America . . . past Wall Street, where fortunes are made, and sometimes lost, in a single day . . . past Brooklyn Bridge and the Lower East Side, where a guy named Eddie Cantor danced his way uptown . . . the UN, Welfare Island, Yankee Stadium . . . George Washington Bridge and Grant's Tomb.

## The Hudson Valley

You'll be equally delighted with the Day Line cruises up the Hudson River to Bear Mountain State Park and beyond to West Point and Poughkeepsie, a daylong, \$4.50 trip, up and back. Trains and buses also serve The Point

—about a 50-mile jog out of Manhattan—but the river trip is unforgettable. Besides, you get a look at the world through rose-colored glasses; by bus you skirt some of the nastiest slums in the East.

The Day Line steamer leaves Pier 81 daily at 10 a.m. from the foot of 41st Street. Passengers are unloaded at West Point onto sight-seeing buses. For the photographer it is magnificent country: grassy slopes, the Hudson flowing peacefully by, squads of cadets caught in the shadows of gray buildings, marching in perfect step across the grassy plain, just as they have since The Point was born in a winter of revolution. Visitors may camp at Round Pond or sign in at the U.S. Thayer Hotel, which takes guests inside the reservation. Rooms start at \$12 double with a spectacular view of the Hudson flowing below and behind the hotel.

History hangs like moist air over the Hudson, something you feel, like a sudden, summer breeze. Below The Point lies Sleepy Hollow and the home of Washington Irving. Only minutes away, at Croton-on-the-Hudson, weavers and candlemakers occupy a Dutch country house, Cortlandt Manor. Beyond West Point is Franklin Delano Roosevelt's 187-acre estate at Hyde Park where the President was born and now lies buried. In his bedroom are the leash and

blanket of Fala, his dog, along with books and magazines, and next door is the Roosevelt Library. For a single 50-cent admission tourists may also visit the Vanderbilt home, a 50-room marble mansion furnished with Chinese, French, and Italian antiques. For those wishing to spend the night nearby, the Beekman Arms (America's oldest continuously operated hotel) takes visitors.

## Stratford, Mystic, Sturbridge

If you've the time to spare (two or three days) drive out to Shakespeare's Globe Theater at Stratford, Conn., and beyond to Mystic Seaport and Old Sturbridge in Massachusetts. Mystic is the re-creation of a 19th century whaling village on the Connecticut shore, a place alive with sailing ships and carpentry shops. Old Sturbridge is the reincarnation of a New England village of 150 years ago, a gathering of 36 old farm houses, shops, and sheds. Craftsmen in homespun shirts tend the shops while ladies in gowns that sweep to the floor glide down paths leading to the grassy common. Penny candles are sold in the weatherbeaten general store, and off by the millpond the farmer's wife turns out hot gingerbread free to tourists. Now that you're so near you might just as well look in on Boston



where the cradle of liberty rocks, taking in the famed Freedom Trail between Boston Common and Old North Church.

### New Hope, Pennsylvania

Willows droop listlessly along the Delaware and visitors dine at little riverside inns. Just downriver is where George Washington crossed the Delaware, turning the tide of war in the terrible winter of 1776. Today New Hope thrives as an art colony, the old Revolutionary homes serving as art stalls. It is a pleasant one-day outing from Manhattan. Arrive in time for lunch at Chez Odette. It's on the river with a menu as satisfying as the view.

In the summertime guests dine out-of-doors, with ducks swimming by and boats passing, too. The nightly tab, in case you remain, is \$8 at the old Logan Inn, where guests have been staying since 1734. Across the street the ransom on a room with a view of the Delaware comes to \$24 a night at the hotel beside Bucks County Playhouse. Mule-drawn barges move along a shaded canal and visitors stroll the quiet old towpath and New Hope's brick-paved streets. Just across the Delaware is the home of the Lamberville Music Circus, America's first theater-in-the-round. Audiences are welcomed June to September.

Ninety minutes from New York, visitors check in at a 50-mile string of resort hotels and inns in the world's biggest playground, the Catskills. (See *Elks Magazine*, March 1968). Originally it was founded as a Jewish resort area, but today the Catskills play to everyone, the biggest and most famous hotels being Grossinger's, the Concorde, Brown's, and Kutsher's. Scattered throughout these peaceful hills are more than 300 hotels and boarding houses, 30 golf courses, 400 tennis courts, and 1,300 swimming pools. Did I mention, too, the 100 lakes? It's about a 2½-hour drive out of Manhattan.

### New Jersey

The New Jersey Department of Conservation and Economic Development has prepared a booklet titled "Become an Expert on New Jersey Over a Long Weekend" (write to the State Promotion Section, P.O. Box 1889, Trenton, N.J. 08625).

There is a map which shows three alternate starting points: George Washington Bridge, Lincoln Tunnel, and Newark. It directs the motorist to High Point State Park, Kittatinny Mountains, Hackettstown, Morristown (where Washington and his army spent two

*(Continued on page 37)*



(Continued from page 23)

United States. Every incoming ship was met; every Elk, his widow, or his family, helped.

The Grand Lodge session of 1945 authorized the Order to assist in the rebuilding of Manila lodge, as well as Agana lodge, Guam, which had also been occupied by the Japanese. A quarter of a million dollars were advanced to Manila lodge.

But this was only help to fellow Elks. The Order was bigger, and broader, than that. Again, as after World War I, thousands of disabled soldiers, sailors, and marines clogged government hospitals. After a moment of gratitude, post-war America tended to put these men and women out of mind; there was a new world, and a new era, to build. But 43 state associations of the BPOE did not forget. Thousands of Elks never stopped work when Japan surrendered.

The government took care of the disabled in a physical way—but there were things even the government could not do. One was to let the unfortunate know that someone cared. Elks visited hospitals. They brought radios, phonographs, books, magazines, cards, games, hobby material, and musical instruments with them.

Lodges pooled their efforts, and provided athletic equipment and a wide assortment of expensive tools to wounded veterans who could use them. More important, many Elk leaders saw beneath the surface of the brave front and gayety the maimed professed. They recognized a continuing problem of rehabilitation.

Some veterans would spend years, or the rest of their lives, in institutions.

The War Commission asked that Rehabilitation Committees be set up in every lodge, to make certain that no man or woman who had served the nation would ever be forgotten or forsaken by its people. *"The care, comfort, and entertainment . . . of those who fought the war and made the sacrifices that preserved our country is an obligation that will rest upon the Order until the last veteran is served."*

In 1946, the Elks War Commission became the Elks National Veterans Service Commission. The work went on. In its first year, the Veterans Service Commission staged 2,000 programs in 152 hospitals in 41 states.

Now, certain work the California State Association was doing came to Elks' attention. California Elks had begun a vast program of occupational therapy, at a time when this was a pioneer field. Disabled veterans were being taught unusual trades: wood carving, leather working, and how to tie trout flies. Others learned radio repair and photography. Suddenly, men who had almost lost the will to live found

new interests. Young boys who had given up all hope of ever again making a living, or leaving a hospital, found they could start their own businesses and support themselves. The Brothers of California, in the Grand Lodge session in Philadelphia in 1948, gave a dramatic demonstration of their program. The demonstration included the gift of 1,700 orangewood gavels, one for each lodge of the Order, made by disabled veterans.

True peace did not come to America, or the world, at the end of World War II. The Axis threat was replaced by a Communist one, based on the military power and the Marxist ideologies of the Soviet Union. By 1948, the United States and its allies were deeply engaged in that bitter conflict which became known as the Cold War. There were still American servicemen standing on guard around the world—and from time to time there were small, but dangerous and deadly shooting wars, as Communist and American ways of life clashed across the globe.

As it had in 1940, the Order of Elks continued to try to warn America of the present danger. In 1949, the Elks National Veterans Service Commission changed its name to the Elks National Service Commission. No veteran was being forgotten—but the activities, and scope, of the commission were being broadened, to serve a nation which now seemed destined to be engaged in protracted conflict.

By 1949, the BPOE was again assisting the armed forces in recruiting. Fraternal centers—near Fort Jackson, South Carolina, and Fort Knox, Kentucky—had been reopened, and more were on the way. The Order was helping sell U.S. Savings Bonds, in continuing programs.

More important, in the long run, the Elks had willingly joined the ideological battle against an insidious Communism. The Order had been among the first to condemn the atheistic philosophy and movement; now it worked to keep the flame of America's own value system bright. In 1950, the BPOE staged its "Wake Up, America," program—public meetings in lodges everywhere, dedicated to reviving and instilling the awareness of American patriotism. A year later, the National Service Commission sponsored a "Keep Awake, America" program. The battle was eternal, and not won by a single effort.

Meanwhile, many of the most effective writings on the dangers of Communism to America were done by, or sponsored by, the Elks.

When the Korean War erupted in 1950, again the government sought aid. This time the project was to collect 3 million pints of blood for the wounded

(Continued on page 50)

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## Lodge Visits of Robert E. Boney

B.P.O. Elks Centennial 1868-1968



At a recent dinner in honor of his visit GER Robert E. Boney accepts a beer mug engraved with the Elks emblem from ER Vincent J. Canterelli, Jr., of Manville, N.J. Lodge. A highlight of the evening was the initiation of 53 candidates in Brother Boney's honor.

ER Earl Goodway of South San Francisco Lodge presents a bouquet of roses to Mrs. Boney on the occasion of GER and Mrs. Robert E. Boney's California visit. Looking on are PGER Horace Wisely and PGER R. Leonard Bush. Although the banquet was hosted by the South San Francisco Lodge many Elk dignitaries from other lodges attended the affair.



On a recent visit of GER Robert E. Boney members of the Sarasota, Fla., Lodge celebrated the formal dedication of their new clubhouse. Participating in the celebration are DDGER Bedford Prescott, PGER William A. Wall, GER Boney, ER Tony Montagnesi, and SP Marvin Kimmel.



GER Robert E. Boney, on his recent visit to Atlanta, Ga., is shown being welcomed by Georgia Governor Lester C. Maddox. Others greeting Brother Boney are, on the right, PGER Robert G. Pruitt, Superior Court Judge Sidney Schell and Grand Trustee Roderick M. McDuffie, on the left, SP Tolbert Sexton.



Queens Borough (Elmhurst), N.Y., was honored with a visit from GER Robert E. Boney. Greeting Brother Boney were PDD John L. Frank, DDGER Xavier C. Riccobono, N.Y., and ER Peter J. McCormack.





Three generations of Elk members are gathered for the occasion of GER Robert E. Boney's visit to the Perth Amboy, N.J., Lodge. Pictured with Brother Boney are: Brothers Robert Zupko, Donald Zupko, PGER William J. Jernick, ER Neil Durso, Brothers John Zupko, and Robert Zupko, Sr.



GER and Mrs. Robert E. Boney are greeted at an afternoon reception during their visit to Santa Ana, California. Attending are (1 to r): Mrs. Bush, SP Marvin H. Lewis, Mrs. Boney, PGER R. Leonard Bush, Mrs. Lewis, Mrs. Grocott, PGER and Mrs. Horace R. Wisely, Grand Trustee Vincent H. Grocott, GER Boney, and ER and Mrs. Robert Ritter.



During their recent tour of Florida lodges GER and Mrs. Robert E. Boney were presented with gifts, from the Coral Gables Lodge, made by the veterans of the Coral Gables Veterans Hospital. Presentation of the gifts was made by PDDGER John Rosasco, (left) and PGER W. A. Wall.



GER Robert E. Boney was guest of honor at a dinner celebrating his official visit to Massachusetts. There were over 1,000 people in attendance filling the dining room of the Sheraton Plaza to capacity. Seated at the table with Brother Boney are PGER John E. Fenton, and Governor John E. Volpe. Standing are SDGER Edward A. Spry, Chairman James Mozzicato, SP Arthur Kochakian, and PER John Burke.



GER Robert E. Boney's visit to the Downers Grove Lodge was in time to help celebrate the lodge's annual banquet for the North and Northeast districts. On Brother Boney's right are, Est. Lead. Kt. Cliff Blatchley, and ER John Kalmus, on the left of him are, PER George J. Matiassek, and District Trustee Art Steffens.

(Continued from page 14)

health had wavered between poor and bad, and the prison environment had done the rest. Since physical weakness precluded any possibility of escape, Paine's cell door remained open during daylight hours. On this door, which opened into a corridor, the fatal cross had been enscribed.

During the night prior to the execution day, the door either was blown shut by a gust of wind or was closed by some overly conscientious guard. The cross was then on the inside surface of the door and could not be seen by the executioner. Thus Paine was spared the pain of death and sentenced to endure the even greater torture of hatred, slander, ridicule, and persecution—all by the people he had worked so hard to free.

If he had expected a hero's welcome, Paine could not have been more mistaken. If he expected gratitude, he was equally incorrect. America had forgotten Paine's work toward securing its independence and old friends turned away; indifferent citizens became bitter enemies; and enemies plotted to dishonor and destroy Tom Paine.

Why? No simple answer can be given, but a large portion of the reaction can be attributed to the fact that Paine's talent, previously directed against British tyranny, was now to be

used against American values, especially religious values.

Before Paine entered the French prison he had already completed the first part of the work that was to turn his adopted homeland against him—*The Age of Reason*. Upon his release, he speedily completed the remaining portions of the study, the final chapters having been written in the home of James Monroe in 1795.

The book created a controversy not to be equalled until the Monkey Trial episode of this century. Groups met in taverns to read the now-illegal material. Private citizens hid behind drawn shades and read by lamplight, and honest men were ashamed to admit owning a copy of the work or of having read any portion of it.

The clergy, especially the fundamentalist ministry, attacked Paine from their pulpits and accused him of holding communion with Satan, of praying to the forces of evil, and of "keeping" a woman whose rent and expenses he paid in exchange for her "favors." He was also accused of having sold his soul to the devil and of trying to destroy his body with whiskey in an effort to expedite his demise.

Totally forgotten in each instance was the fact that Paine was first and always a social reactionary who lived by and for trouble. If it did not exist, he

manufactured it; he goaded complacent citizens into angry actions and regimented confused individuals into effective bodies by his talent for moving people to his ideology.

But for everyone persuaded to join Paine, an equal number were motivated to open animosity. When he came home, he was an alien to whom all doors were closed. Few were willing to believe that the "kept" woman was the aged mother of Bonneville, who was still in prison; even fewer realized that Paine actually believed only a small portion of his own religious writings.

As the reputation and infamy of the book spread, Paine became more and more a target for the narrow-minded and overly enthusiastic religionists. One evening as he sat by his window reading, an irate fundamentalist crept to the window, leveled a pistol at the head only inches away—and fired.

Instead of instantaneous death, Paine received only a few scratches from flying splinters. Evidently the recoil of the pistol had caused the projectile to strike the window frame instead of the intended target.

In another instance Paine was refused transportation on a public conveyance because, as the operator reasoned, "God will surely destroy you with a bolt of lightning, and I don't want it to happen on my property."

Legal movements were instituted to reclaim the small farm near New Rochelle that Paine had been given, along with \$3,000, as a reward for his services to his adopted country. Each day brought new attacks, and each night became only a refuge from the day.

Finally, in 1809, a broken and debilitated man in body and spirit, Paine welcomed death. But peace was to be denied him even in this. His home was invaded by ministers who reviled him and accused him of the blackest of crimes. Fundamentalists, according to a contemporary historian, bribed a German maid to testify that Paine did indeed pray to Satan, who held visitations in Paine's bedroom.

Even death brought no end to the battle. Ten years after Paine's death, his bones were dug up and removed from American soil—still as a reaction to *The Age of Reason*. The "filthy little atheist" was at last defeated, and his dishonor was complete.

To the intelligent modern reader, it is almost impossible to believe that such a controversy could have arisen from one man's statement of his private faith.

"I believe in one God, and no more," Paine wrote, "and I hope for happiness beyond this life."

"I believe in the equality of man, and I believe that religious duties consist in doing justice, loving mercy, and

(Continued on page 49)



**A WREATH OF FLOWERS** is placed upon the grave of Charles A. S. Vivian, founder of the BPOE, at Mt. Hope Cemetery, Boston. Participating in behalf of the Massachusetts Elks Association are W. Edward Wilson, Newton, a GL Americanism committeeman; VP Thomas F. O'Malley, Framingham; the Rev. Laurence J. Brock, S.J., Boston, honorary state Chaplain; VP Joseph E. Brett, Quincy; Boston ER Thomas E. Donlan; SDGER Edward A. Spry, Boston; PDD Louis O. Caporiccio, Watertown, and Harry Sarfaty, Boston, state Trustees chairman. The tribute to Elkdom's founder was made upon the Order's official birthday, as part of the state association's observance of the centennial year.

# IT'S ALL TRUE

By BILL TRUE

*World Professional Casting Champion*

## *Marco's Silver Princes*



Splashed throughout the mangroves on Florida's Marco Island is a maze of brackish channels, bayou's, creeks and small lakes. I found one bayou on this northernmost of the Ten Thousand Islands that is home to hundreds of absolutely the toughest light tackle fighting fool of a gamefish that ever waved a fin.

They call big tarpon Silver Kings; the ones I tackled on Marco are Silver Princes. They're so-called "baby" tarpon in the eight to twenty pound class, but matched to light spinning tackle and six-pound monofilament line as opposed to the heavier gear normally used for 100 pound

tarpon, the Silver Prince is mightier than the King.

We call the little lake I mentioned, together with its connecting creeks, Bayou Archibald after its discoverer, a young Florida sportsman, who introduced me to it. Scarcely out of earshot of the plush Marco Beach Hotel, the bayou has probably been fished by half a handful of fishermen.

We eased an aluminum canoe onto the lake one dawn recently while the silver surface was aswirl with rising tarpon. In 15 minutes of flipping out a small underwater plug I had as many wrist-wrenching strikes, heart-stopping near misses and spectacular, twisting jumps as any fisherman could expect in days of any other kind of fishing. And not a fish brought to boatside! Bony tarpon mouths plus violent aerial acrobatics make these babies harder to land than a beautiful heiress. We fished the bayou for a couple of days and I kept rough count of the action: over 135 strikes, 40 or more fish on for more than one jump and a grand total of *eight* brought to the boat and released. Many fish jumped five, six, or even seven times up to four feet in the air and almost into the boat.

They say one big Silver King is landed out of nine strikes, on the average. On this basis alone, I'll rate the Prince tougher on light tackle, of course. My rig consisted of a lightweight spinning reel that holds 175 yards of six-pound filament, a five-foot ten-inch spinning rod specially designed for "back country" use, and for the most part a quarter-ounce red and yellow underwater plug designed to be "worked" in salt water. (You have to impart your own action to this type of lure rather than just let it wiggle for you.)

Marco Island is being developed now and in a few years most of the bayous will be beautiful homesites. But while they last, the Silver Princes of Marco will rank near the top for me.

## **TRUE TIP OF THE MONTH**

*It's possible to set the hooks on a spinning or casting plug too fast. The junior tarpon reminded me of this. Sometimes if you wait half a beat on the strike the fish will inhale the lure farther down his throat and hook himself better than on an instantaneous strike. This is even more true in fly fishing, of course.*

## **A DECLARATION OF AN INDEPENDENT By a Nonconformist**

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After 50 years of hand making golf clubs to each golfer's individual specifications and playing style, we still cling stubbornly to our original credo—that no man can play his very best unless his clubs FIT HIM. And the only way to make sure they do fit is to make them to order. We find out his physical requirements and design his clubs precisely to fit his needs, then by hand we shape and polish and swing-balance them so accurately that every club in a set—woods and irons—"feels" the same as he swings it. It takes wisdom, judgment, experience and a lot longer time to make clubs this way. Such slow, old-fashioned methods don't jibe with modern, automated theories.

But to a true lover of golf, this old-fashioned dedication to highest standards of quality in materials, combined with slow, loving care in custom making clubs makes good sense. It also makes better golfers. As a result, our sales throughout the year, winter and summer, have continued to grow steadily. We are always 6 to 10 weeks behind, although we employ no salesmen and have never subsidized anyone to play our clubs. They must be worth waiting for—at least that's what our golfing friends tell us.

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## ELKS NATIONAL SERVICE COMMISSION

1868 B.P.O. Elks Centennial 1968



The Leonard J. Lemire Post of the Veterans of Foreign Wars presented a plaque to the Southbridge Elks Lodge on the occasion of the order's centennial. The plaque is in recognition of the long meritorious service to the Veterans of the Town and Country. The presentation was made by Commander Raymond Brodeur to PER Rosario C. Arpin, and on the right, is ER Archie E. Keyes.



The Northampton, Mass., veterans hospital will receive their first color TV, to be installed in the recreation building, thanks to a check presented to the Hospital Director, James L. Benepe, Jr., M.D., by the Northampton, Mass., Lodge. Dr. Benepe accepted the check at the Lodge's annual sports night for veterans. To the Doctor's left are, Esq., Robert Tatro, ER Martin Leary, Est. Lect. Kt., Robert Cloutier, In. Gd., Roland Levay, and PER C. Brice-land Nash.



### VETERANS ADMINISTRATION OFFICE OF THE ADMINISTRATOR OF VETERANS AFFAIRS WASHINGTON, D.C. 20420

Dear Mr. Boney:

In behalf of the Veterans Administration I extend congratulations and best wishes as you celebrate Elksdom's Centennial Year.

Your progress from a century ago to a nationally incorporated order representing all walks of life in its membership of approximately one and a half million members is a record of which all Elks can be justly proud. Your achievements in community services, including your fine program of service to hospitalized veterans, are especially noteworthy.

I know that as you celebrate your significant anniversary you will also face up to the challenges of service to your nation and its citizens in the days ahead with the same resolve that saw you successfully attack and surmount the problems and challenges of past years.

The Veterans Administration is most grateful for your valuable assistance to our veteran patients and wishes your order all due recognition and glory during your Centennial Year of 1968 for its many achievements of the past.

Sincerely,

W. J. DRIVER  
Administrator

Salem, Mass., Lodge led a group of entertainers to the Chelsea, Mass., soldiers home to entertain the veterans. One of the highlights of the evening was the presentation of leather to the hospital for use in their physical therapy department.

(Continued from page 30)

winters), Princeton, Trenton, Cape May, Atlantic City, Asbury Park, and New Brunswick. En route you will see some of America's most beautiful countryside. I balk only insofar as Atlantic City is concerned. This is the convention city with the boardwalk, the huge convention barn, and the "Miss America" spectacle. The locals call it the "Queen of Seashore Resorts" and I'm not going to anger them by arguing. It is a place with myriad amusements: bingo parlors . . . games of skill . . . hotels with hot-and-cold running ocean water and, of course, salt-water taffy. The town's biggest bargain is Steel Pier, the clanging amusement zone where about \$2 will get you a one-hour stage show, a 1½-hour water show, dancing, plus dozens of other amusements along with a movie. Down the boardwalk at Million Dollar Pier a faded flower calling herself Mme. Orva analyzes handwriting for half a dollar and reads palms for the same amount. She looks East Indian but confesses to being born in Jersey rather than Jaipur. The sign on her door reads "your life is an open book" but I got the idea she couldn't read between the covers. What I mean is, she mistook me for a cop.

For general information on New Jersey write to the New Jersey Travel and Resort Association, Department T, 2300 Pacific Ave., Atlantic City 08401.

### Long Island

Long Island's fussy Gold Coast of polo grounds, yacht harbors, and golf courses follow the north shore. Its attractions include Sagamore Hill at Oyster Bay, the sprawling victorian mansion which served as President Theodore Roosevelt's summer white house. The Vanderbilt Museum stands beyond at Centerport, and the Suffolk Carriage Museum receives visitors at Stonybrook. You might also wish to stop at the Benjamin Thompson home at Setauket and the Old House (1649) at Cutchogue.

In Suffolk County at the tip of Long Island you'll find the nation's first cattle ranch, Montauk Light (America's first coastal beacon), the old whaling mansions of Sag Harbor, and its whaling museum. Here you may swim in the placid waters of Long Island Sound or ride the wild Atlantic surf of the south shore. Suffolk County covers two sandy peninsulas. Fashionable homes line Gin Lane in Southampton, the world-famous seaside resort founded in 1640. Off in East Hampton tourists browse through "Home, Sweet Home" and look in on Hook Mill, the working windmill on the village green.

The Eastern Long Island tour takes in the Bayard Cutting Arboretum on

Old Montauk Highway . . . Smith Point . . . Montauk Point, the fisherman's dream place.

### Philadelphia

History on the half-shell is served up as a main course to visitors to the city of freedom and brotherly love. (You can catch the train in New York in the morning and be back by evening). Freedom rings out from a grassy plot bounded by 2nd, 6th, Chestnut and Walnut Streets, history buffs tramping through the famous old buildings of Independence National Historical Park. National Park rangers lead free tours of Independence Hall, Carpenter's Hall, Philosophical Hall, New Hall, and other buildings steeped in American history. Groups padding through Independence Hall stop where the United States was created in 1776 by the Continental Congress and where 11 years later the Federal Convention presented the Constitution. Outside, free buses carry tourists to the Academy of Natural Sciences, Franklin Institute, and Philadelphia Museum. Elsewhere, strangers come to toss pennies on the grave of Benjamin Franklin—a good luck gesture, they say. There is Christ Church, where George Washington came to worship, and Elfreth's Alley, a narrow, cobbled thoroughfare, America's oldest street.

A short drive out of town is Valley Forge, a valley of death and of beauty, the voice of the Schuylkill River blending with the sigh of the wind. You wonder how death could come to a place of such incredible beauty, but come it did in the fierce winter of 1777-78. For the visitor who comes to breathe of this history there are picnic tables and fireplaces as well as campgrounds for those who wish to remain.

Finally, by the time you've seen all this you'll be ready for one final place: home.

### SIGHTSEEING INFORMATION

The New York News in cooperation with the American Petroleum Institute has published a booklet titled "Discovering America by Car." It lists 10 daylong or weekend motor trips for the New York visitor. For a copy stop by the New York News Travel Bureau, 220 East 42nd Street, (Phone MU 2-0234). The Bureau will also assist you in planning other trips which you may wish to make.

Other information is available from the New York Convention & Visitors Bureau, 90 East 42nd Street. Phone MU 7-1300.

The following sightseeing companies also are recommended:

Circle Line Sightseeing, West 43rd Street and the Hudson River, Phone CI 6-3200.

Gray Line, 460 West 42nd Street, Phone LW 4-3030.

Hudson River Day Line, West 41st Street and the Hudson River. ■

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**KEEPING IT IN THE FAMILY** is Parkersburg, W. Va., ER Eugene T. Hague Jr. (left), who receives a handshake and the gavel of his office from his father, PER Eugene T. Hague.



**HONORED GUESTS** at Port Jefferson, N.Y., Lodge—DDGER Howard S. Bateman (left), Freeport, and SVP Clement Casimir, a Port Jefferson Elk—pose with ER Robert F. Loun upon Brother Bateman's official visit to the lodge. They are about to cut the first slices from two cakes prepared for the occasion. A class of 13 candidates was initiated during the District Deputy's visit.



**BOXING TROPHIES** are presented by Enfield, Conn., ER Jules D. Duclos (left) and Henry J. Lacroix, youth activities chairman, to two young winners—Gary Provencher and Tony Ravosa. Enfield Elks donate the trophies for the best bout in the local boxing tournament.



**A RECENT INITIATE** of State College, Pa., Lodge—George M. McCormick (center)—represents his family's third generation of lodge members. Shown with the new State College Elk after the ritual are his father, PDD Robert H. McCormick, and grandfather, George H. McCormick.



**BOWLING AWARDS NIGHT** at Patchogue, N.Y., Lodge honors 100 young keglers of the Elks Youth Bowling League, which includes youngsters from Patchogue, Bellport, Medford, Blue Point, Bayport, Sayville, and Oakdale. Seated at the trophy table are Mrs. Andrew Lunati, owner of the Patchogue Bowling Center; James Verdi; John Reynolds, publicity chairman; John Komrad, youth activities chairman; ER Albert McCauley, and Donald Smith, bowling chairman. The event, now in its fifth year, is sponsored annually by the Patchogue Elks.



**A CLASS OF 50 CANDIDATES** was recently initiated into Lyndhurst, N.J., Lodge in honor of Brother John V. La Corte. Brother La Corte was presented a plaque by Sal Catena, event chairman. About 300 Elks and their guests were on hand for a buffet and dance which followed the initiation of the new lodge members.



**NORTH ATTLEBOROUGH, Massachusetts**, PER Alfred J. Fitzpatrick (center), district Elks National Foundation chairman, has just presented new Foundation membership pins to PERs J. Edward Poirier and Byron Pfeiffer, Marcellus Chandler, and Treas. Adrian Wheeler. The four North Attleborough Elks are all subscribing members of the Foundation.



**THE THIRD-PLACE WINNER** for the Southwest District in the New Jersey State Crippled Children's Fund poster contest—Gail Culwick—receives an award from Albert L. Harrison, chairman of the Trenton Lodge crippled children's committee. Displaying her poster is Francis Monti, lodge poster committee chairman. Miss Culwick represented Trenton Lodge in the district contest.

**A YOUNG GRIDDER**—Mark Smith, of Point Pleasant, N.J.—receives a football trophy from William Gordon, Eastern Division president of the Pop Warner Football League. Looking on are Point Pleasant Borough Mayor Walter Brown, PER Walter Meseroll, football chairman, and ER Ira M. Gray. Mark, who is recovering from a post-football season accident, received the trophy for his performance with the lodge-sponsored 1967-68 football team.



**THREE YOUNG WRESTLERS** pose with Huntington, N.Y., ER Walter R. Kuhn Jr. (center), Brother Jerry Grenier, former Olympic wrestler and coach, and Wilbur Boccard, lodge youth activities chairman. The boys were among 90 youngsters who took part in a lodge wrestling program which recently finished out its 1967-68 season.



**A FAMILY OF ELKS** at Norwich, N.Y., Lodge includes the father, Brother Charles O. Miers (second from left), and his three sons John, Fred, and James. John and James are twins.

**ESSEX FELS, New Jersey**, Elks recently presented an American flag and certificate to Eagle Scout James Thyren. Shown with James after the ceremony are his father, C. Thyren; Est. Lead. Kt. Henry J. Glista; Frank Colivito and Fred Dorman, both of the American Legion, and Scoutmaster Raymond McKenna, who is also lodge treasurer.





**AN EAGLE SCOUT AWARD** is presented at Fort Lauderdale Lodge to Duane Bagley (third from left). Looking on are ER Ben G. Kosuth; Mrs. Lee Bagley, Duane's mother; Lee Bagley, his father and troop commander; Scoutmaster Stan Chaner, and Esq. Laurence J. O'Donnell, lodge institutional representative.



**A NEW EXALTED RULER**—Hillside, N.J., Lodge's Walter Reutter (left)—is congratulated by immediate PER Bart Hallingse. A pleased Mrs. Reutter looks on.



**PAST EXALTED RULERS** of Keene, N.H., Lodge pose with the class of 32 candidates they initiated recently in honor of Elkdom's 100th year.



**BINGHAMTON, New York**, ER Donald J. Stark (right) poses with Peter Russell, a recent initiate, and his father, Brother Paul C. Russell. The family affair followed a previous initiation of the son and son-in-law of Brother Thomas Brady. The three new members are part of a total of 115 candidates initiated during the current lodge year.



**FREDERICK, Maryland**, Lodge recently initiated this centennial class of 36 candidates. Shown with the initiates and officers of the lodge is ER Charles R. Wachter (center, second row). On hand for the initiation and dinner-dance that followed were past GL Committeeman E. Robert Bowlus and DDGER Edward J. Daugherty, both Frederick Elks, and Brother John A. Derr, mayor of Frederick, who served as toastmaster.



**MASSACHUSETTS METROPOLITAN DISTRICT** winners of the Elks Youth Leadership Contest, Eric Hamburg (second from left) and Joanne Hilferty, are honored by their sponsor, Arlington Lodge. Shown with the students are PER Harold P. Mollahan, Somerville, the area contest chairman, Arlington ER James D. Murray, and Somerville PER James L. Colbert, state youth activities chairman. Miss Hilferty went on to win first-place honors in the statewide competition as well.





**COVINGTON, Kentucky**, ER Robert Tosella (left) congratulates PDD William M. Sellmeyer upon the 40th anniversary of Brother Sellmeyer's term as Exalted Ruler. Brother Sellmeyer, now serving his fourth term as president of the lodge's PERs Club, has been an active Elk for 47 years. He is also a Past State President of the Kentucky Elks Assn.



**JACKSONVILLE, Florida**, PER Neal E. Marquette (right) and PSP Thomas E. Mallem (left) stand with Basketball Jamboree guests Rusty Baldwin, Kenny High School, chosen county player of the year; the Rev. William Joseph, president of the school; Hugh Durham, head basketball coach at Florida State University, Tallahassee; Curtis Krueer, Ribault High School, county individual high scorer, and John Baldwin, Kenny High School basketball coach. Awards were also given to the county championship team. The annual affair, now in its eleventh year, was originated by Brother Mallem.



**HARRISBURG, Pennsylvania**, Elks are first in line at the Harrisburg Post Office to obtain a sheet of the Elks "Support Our Youth" commemorative postage stamps. Shown during the purchase of the stamps—the first sheet sold in Pennsylvania—are William K. Rice, lodge Trustees chairman, Postmaster M. A. Pottiger, Frank P. Ulmer, stamp clerk, and ER Robert E. Young. The stamp was issued in conjunction with Elkdom's centennial.



**VETERAN SECRETARY** James E. Parker of Rock Hill, S.C., Lodge, now serving his 18th consecutive year as Secretary of the South Carolina Elks Assn., and his 31st year as lodge secretary, is honored by the Elks. He has also been Elks National Foundation chairman on both lodge and state levels since 1953, and has arranged more than \$69,000 in subscriptions to the Foundation. Brother Parker has attended every Grand Lodge session for the past ten years, and organized the Rock Hill Elks Chorus, which attended the GL sessions in 1964, 1965, and 1966. A room at Rock Hill Lodge has been dedicated to this deserving and hardworking Elk.



**EASTERN SLOPE, New Hampshire**, ER Robert A. Kurz Jr. (right) receives congratulations and good wishes from his immediate predecessor, PER Ronald Light. An evening of fun and entertainment started off Brother Kurz's reign as Exalted Ruler.



**HONORARY LIFE MEMBERSHIPS** are presented by Belmar, N.J., PER Edward C. Sammons (right) and PVP John E. Deady (left), a lodge member, to six longtime Belmar Elks: Edward Doerr, Harry Schlossbach, James Farahar, Alfred Freda, Emil Stalder, and William Wellinghorst. The old-timers represent a total of 248 years of Elkdom.

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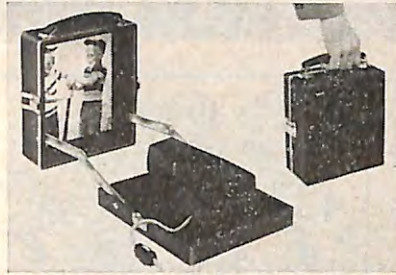


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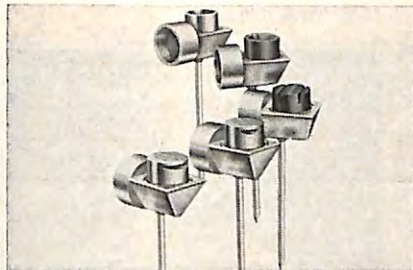


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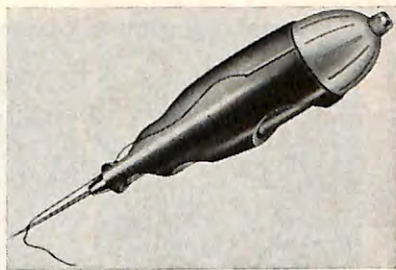
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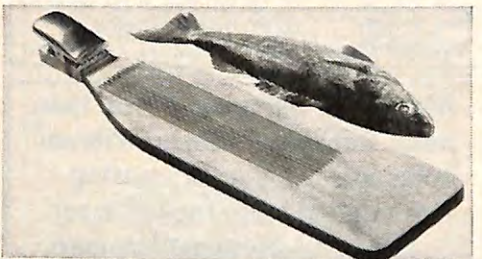
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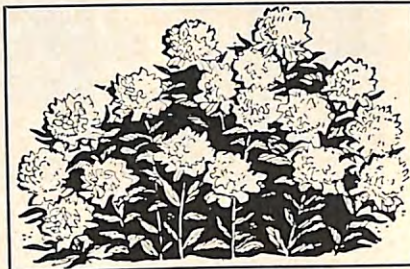
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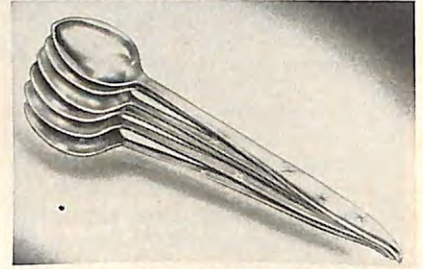
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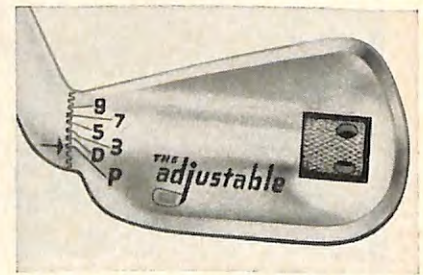


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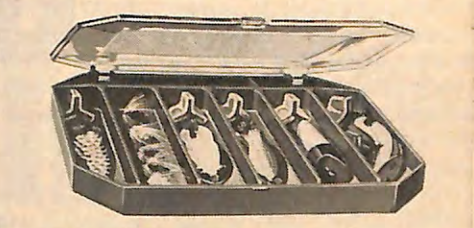
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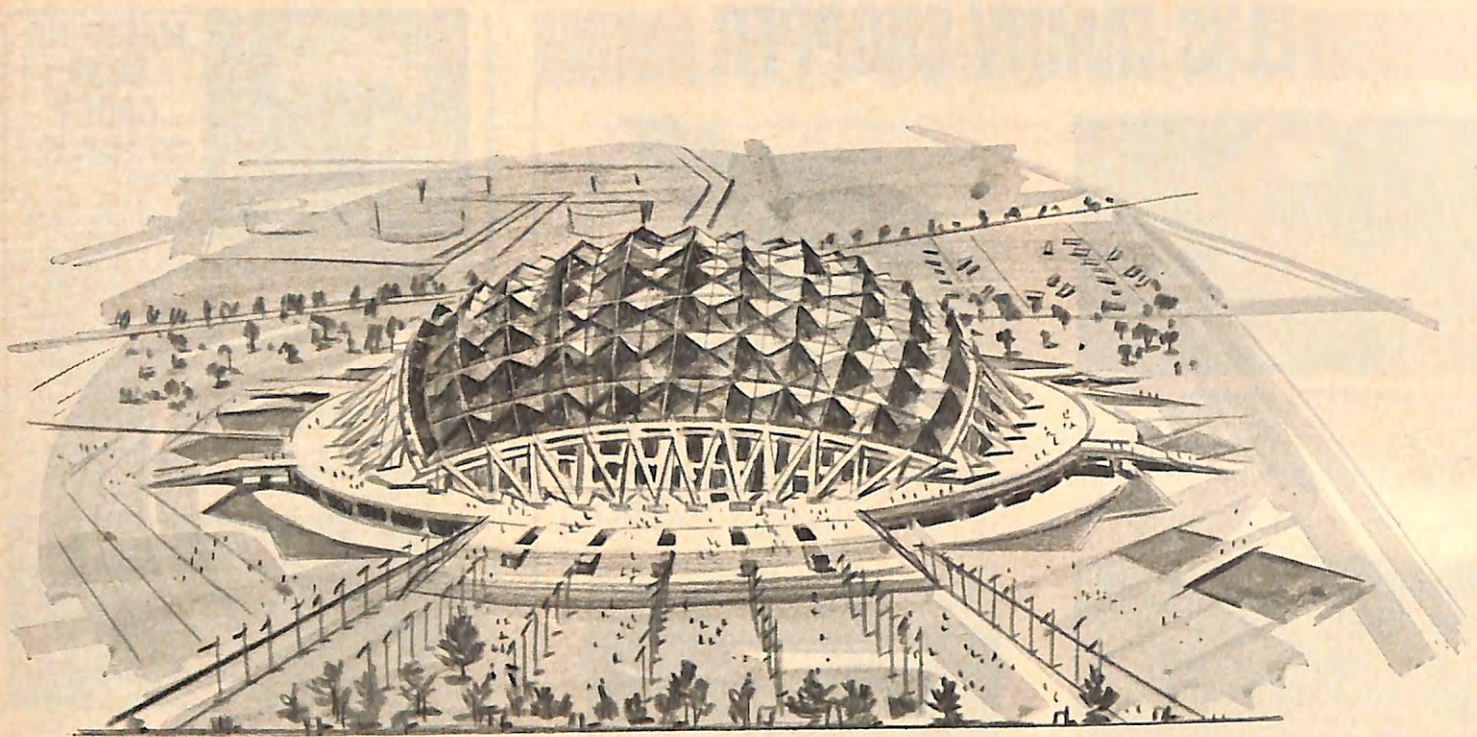
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# Why the U.S. will lose the '68 Olympics

by Thorn Bacon

When thousands of Olympic athletes arrive in Mexico City for the 1968 games, scientists from all over the world will be watching to see how sea-level natives perform in the heady, thin air of 7,800 feet.

Officials of the United States Olympic Committee, in particular, will be watching our contestants closely, hoping their strategy was correct in largely ig-

noring pre-game predictions that the U.S. will flunk out at the Olympics.

One of the more morbid predictions heard in the past two years: "There are those who will die in the games." Others, equally pessimistic, but lacking the grim note of finality, range from: "The U.S. will lose face internationally because the hardheads on the Committee refuse to believe you can't acclimate an athlete in four weeks," to, "Oh, it isn't altitude, it's attitude that really matters."

International Olympic Committee President Avery Brundage obviously wasn't concerned when he commented, "Well, I have just seen these fellows run five thousand meters and none of them dropped over dead."

Scores of athletes who have been training at that altitude are worried, however, and they reflect an international gloom that began to develop about the time everyone was leaving about the stadiums of Tokyo in 1964. What happens to lowlanders who run, jump, swim, pedal, and hurl things in places a mile-and-a-half high where the air contains 25% less oxygen than at sea level?

According to Leonard (Buddy) Edelen, who until 1965 was the fastest marathoner the U.S. had to offer, "It's rubbish to think that a distance runner can acclimate himself to that altitude in two or three weeks. Two or three months is more like it, and if my experience is any indication, that isn't long enough."

Edelen's experience has been at Adams State College, Alamosa, Colora-

do, where the altitude—7,540 feet—is almost the same as Mexico City's.

Edelen, no longer an Olympic candidate because of a back injury, went to Alamosa about three years ago to train for the event. He stayed on at the college and still runs every day. His torturous exercises in the world of thin air have given him some strong opinions about the judgement of people who minimize the effects of altitude on an athlete.

"Frankly, I was scared to death at the idea of training at high altitude. I thought I might die of a heart attack, or something." While his heart remained strong, other things went awry. Nose bleeds two or three times a day for the first few weeks, a pulse rate that fell, but climbed back to normal after about a month. Worse, he was unable to run more than eight miles without caving in completely. During his lowlander days, this puny distance would have been a mere warmup for a fellow who once sprinted through 20 quarter-miles at an average pace of 62.5 seconds per quarter.

It required almost a year for Edelen to condition himself in order to banish one of the most painful symptoms of high altitude. This was cramps that almost sent the gritty marathoner into convulsions of pain after he had completed a fast, high-pressure run. The agony, he said, must be like having your insides torn out.

Summarizing what may be the most important factor contributing to a poor showing, or loss by the U.S. at the Olympics, Edelen drew on lessons his own grim training sessions taught him to make this observation recently: "I feel adaptation is a continuing process . . . Four to six weeks would appear to be sufficient, but certainly the longer the better. I continue to believe that those distance runners who were born and raised in high altitudes will possess an advantage at Mexico City. Their physiological structures have developed and consequently adapted to the altitude."

Altitude is the problem, and internationally there's been so much gulping for air since Mexico City was picked as the site of the 1968 games that two years ago our country and sixteen others sent medical teams to Mexico City to find out exactly how thin air would affect athletic performance. Boiled down, the data our doctors brought back said the U.S. will perform just as well or poorly as it always has

in the Olympics. Altitude will have an effect, but not any real difference.

What we know about altitude you could put in a damp sweat-suit; more importantly, it is what we *don't* know that may cost us loss of international prestige.

We do know that an athlete's training exercises are directed toward increasing the amount of vital oxygen he can inhale. Exercise also makes the heart bigger, and speeds up the rate that food and oxygen can be circulated to the cells.

In any athletic event lasting more than a minute-and-a-half, performance is always limited by the supply of oxygen that gets to the muscles. The human body demands more oxygen at altitude. As a result, the breathing rate increases and lungs expand to take in more air. Each breath contains less oxygen at lower than normal atmospheric pressure. In other words, less oxygen can be picked up by the blood from the lungs. The key to acclimating depends upon a human's ability to start building more blood cells.

Blood cells contain hemoglobin. This is the vital protein which bonds with and transports oxygen to body tissues, lungs, muscles, the heart and brain.

Now, the question that puzzled international physiologists and haunts trainers is how long does it take for an athlete to build more blood cells—to acclimate. Four weeks is the magic figure U.S. Olympic officials have settled upon. The few medical studies, however, tell a different story.

One study performed for the Army by Doctors Robert Grover and John Reeves about three years ago had high school students shuttling back and forth between Lexington, Kentucky, and Leadville, Colorado. Despite an acclimation period of three weeks at Leadville's crisp 10,190 feet, the boys proved their lungs could only exchange about 75% as much oxygen at altitude as they did in the Blue Grass country's 955 feet.

Another experiment sponsored by the National Institute for Medical Research in London tested middledistance runners at sea level in England for four weeks, then duplicated the time trials for the same length of time in Mexico City. L. G. Pugh reported the Britishers performed below par in thin air—5.7 percent slower on the three-mile run and 3.6 percent slower on the one-mile than in England. Pugh's reaction: Full acclimatization is a matter of months, not weeks.

During the 1966 Little Olympic trial run in Mexico City two of America's distance runners, Grelle and Bob Young, neither of whom will be competing at the games if they feel disadvantaged by superiorly trained competitors, spelled out the full implications of such medical data. They said they thought the United States was already lagging and unless Americans were to be treated to a repetition of those Black Wednesdays, Fridays, and Tuesdays, about which the press complained in Rome in 1960, then American  
(Continued on page 51)



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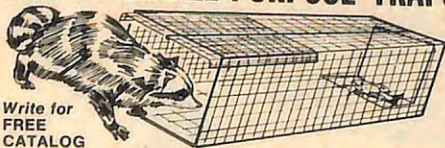
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(Continued from page 13)

America, many local theater owners frantically took the "popcorn-and-candy" route to keep their doors open. A few years ago a small new bookstore folded because of generally poor management—but it might have been able to keep going if it had added a line of office supplies for the many small businesses in its immediate vicinity, which had no convenient source for such supplies. But the bookstore owner didn't want to sell office supplies—and wasn't able to sell books. So before long there was a bankruptcy notice on his front door.

## What about "employee training"?

Even some of the big companies are surprisingly bad in this area of management practices. But others spend millions of dollars a year training their employees and keeping them informed about the business that pays their wages and salaries. Your business may be far too small to permit the use of formal employee training-and-information programs—but if your business has any employees, then it's big enough to need sustained employee training-and-information efforts on your part, however informal these may be. In the largest businesses it has come to be realized that one of the most important functions of management is communication and training. It is one of several meth-

ods of big business that are applicable to small businesses.

## Just starting out?—Then be careful!

If you're about to go into business for the first time, avoid the mistakes that have caused so many small businesses to fail. Are you buying—or buying into—an already established business? Then be sure to have competent legal and accounting guidance! It can be much less expensive than you might expect, and in any event it will be cheap compared to the cost of failing in your business venture! The newspaper ads are full of "business opportunities"—many of which are simply desperate efforts to unload a little business that's already just about dead and can't be resuscitated. Or there may be some serious liability that could be detected only by a lawyer or a professional accountant. Don't go by appearances in evaluating a business prospect—and don't trust yourself to evaluate its records of earnings, and so on, unless you're really qualified to do so. And if you are going into business with friends or relatives, be sure to have the right kind of formal agreement drawn up for you and your associates. Otherwise you may find your dreams of business success turning into the kind of nightmare that carelessness about the legal aspects of buying and operating a small business can easily generate. ■



A PLAQUE IS PRESENTED to Dr. Melville J. Junion, Green Bay, Wis., chairman of the GL Youth Activities Committee, by Mrs. Toby Wolfson, Relationships Division advisor in New York for the Girl Scouts of the U.S.A. The Order's participation in scouting activities was discussed at a meeting by representatives of both the Girl Scouts and the BPOE; Dr. Junion received particular commendation from the Girl Scouts for his personal role in the Elks' continuing program of service and assistance.



(Continued from page 34)

endeavoring to make our fellow-creatures happy."

"I do not believe in the creed professed by the Jewish church, by the Roman church, by the Greek church, by the Turkish church, by the Protestant church, nor by any church that I know of. My own mind is my own church."

Furthermore, Paine insisted, "... it is necessary to the happiness of man, that he be mentally faithful to himself. Infidelity does not consist in believing, or in disbelieving; it consists in professing to believe what he does not believe."

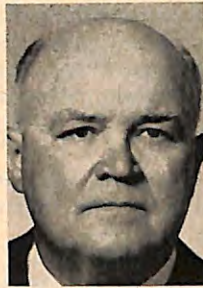
The religious values expressed by Paine coincide remarkably with those of such men as Jefferson, Emerson, Thoreau, William Ellery Channing, Ethan Allen, Abraham Lincoln, and Ben Franklin. But these men had the tact, presence of mind, or some other intangible quality that dictated reservation in such a delicate area. Paine, however, trampled on feelings, ridiculed childish dogmatism, and challenged blind acceptance with logic and reason. Therefore he was detested.

There remains but one bittersweet happiness to add to Paine's life and death at this point. After the Quakers refused to permit his burial in their graveyard and after the remains were dug up to be taken to England, the English, too, remembered Paine's work during the Revolution and refused to accept the grisly remains. The same problem was encountered with the French. Finally it was decided to sell Paine's bones as paperweights and pipe bowls; but before such a mercenary scheme could be carried out the bones disappeared and have never been located. Tom Paine, literally and figuratively, became a man without a country.

No stone marker indicates Paine's burial place, just as no epitaph attempts a capsule summary of the man's deeds and thoughts. But his works perhaps contain a better statement than a gravestone could convey: "Heaven knows how to put a proper price upon its goods; and it would be strange if so celestial articles as Freedom should not be so highly rated. . . . If there must be trouble, let it come in my day, that my child may have peace."

Paine's life was filled with tragedy, but perhaps the most tragic aspect is not that he lived unhappily and died dishonored, nor that he became the scapegoat for three countries. The real tragedy is that his good works have been relegated to oblivion and that his name is now only a label for a quality, unwholesome and radical, while the man has been forgotten by the country he provided with ideals, hope, success, and a name. ■

## Obituaries



Past District Deputy and Judge C. Wesley Killebrew, a 33-year member of Augusta, Ga., Lodge, died April 28, 1968.

Exalted Ruler for 1938-1939, he was instrumental in rejuvenating Augusta Lodge, now the largest in the state. PDD Killebrew also served a term as President of the Georgia Elks Association.

He was appointed District Deputy Grand Exalted Ruler of Georgia's East District for 1939-1940, and was also named to the Grand Lodge committees on Credentials and Judiciary.

Active in the legal profession, he served as Augusta City Attorney, Judge of Recorder's Court, and, until his death, Judge of Superior Court. He was also a past president of the Augusta Bar Association, and a former member of the Georgia Bar's board of governors.

Augusta Elks conferred an Honorary Life Membership on Brother Killebrew in 1939.



Past District Deputy Jules A. Morris died April 14, 1968.

PDD Morris, a member of Winter Park, Fla., Lodge, served as Vice-President for Florida's East Central District for 1962-1963.

He was appointed the District Deputy Grand Exalted Ruler of Florida's Central District for 1963-1964.

Brother Morris was elected director of the Florida State Elks Association for 1964-1965, and again for 1965-1966.



Special Deputy Harold S. Rubenstein, 75, who joined the Order March 28, 1918, in New Orleans, died recently in Brenham, Tex.

A transfer member and two-term Exalted Ruler of Brenham Lodge, Brother Rubenstein held that office for 1932-1933, and again for 1961-1962. A Past State President, he was the Texas Elks State Association's oldest living PSP. He also served the state association for 15 years as Secre-

(Continued on next page)

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tary, and was named Honorary Secretary upon his retirement.

At the Grand Lodge level, Brother Rubenstein was a member of the GL State Association and Auditing Committees. From 1963 to the time of his death he served as Texas Special Deputy Grand Exalted Ruler under PGER George I. Hall.

Brenham Lodge conferred an Honorary Life Membership on Brother Rubenstein in 1938.



Brother Charles H. Peckelis, 75, past chairman of the GL Committee on Lodge Activities, died Feb. 6, 1968.

Past District Deputy Peckelis joined the Order in 1921 as a member of Brooklyn Lodge,

and later affiliated with Fort Pierce, Fla., Lodge. He was appointed District Deputy Grand Exalted Ruler of Florida's South Central District for 1951-1952.

Brother Peckelis served for five years as a judge of the Georgia and Tennessee state ritualistic contests, and in 1961-1962 as a judge of the Grand Lodge ritualistic contest. He also served as President of the Florida State Elks Association in 1960-1961.

Appointed a member of the GL Committee on Lodge Activities for 1963-1964, he became chairman of the committee for 1964-1965. He also served for many years on the board of Harry Anna Crippled Children's Hospital, the Florida Elks' major project, and was at one time president of the board.

Members of his home lodge conferred an Honorary Life Membership on Brother Peckelis in 1949.

(Continued from page 31)  
in the Far East. Grand Exalted Ruler Howard Davis pledged the Order to find 1 million pints—one third the total. Only 600,000 pints, however, were procured in this drive. The fault was not the Order's; a million Elks stood ready, but neither the Order, the Red Cross, nor the government possessed the facilities to take and store blood as fast as volunteers were prepared to give it. Still, the program was a success by July 1952, and the director of the National Blood campaign gave full credit to the Elks. The blood was used for the desperately wounded in Korea.

Korea came to a bloody, indecisive end, in 1953. The Elks National Service Commission went on, now serving the pitiful human residue of yet another war.

But, in all these years from 1945 through 1967, while the Elks National Service Commission kept up what now seemed permanent programs, its greatest work went largely unheralded and unseen, except for the men and women whose lives it touched. By 1952, the Elks veterans service was in operation in hospitals in 48 states. The Elks nationally had paid the California brethren the sincerest flattery, that of imitation. It did not matter which Elk, or where, began a program. If it was good, the Order adopted it. Hides, leather, clocks, electrical equipment, and all types of useful or repairable articles were being collected by Elks and distributed to veterans hospitals. Elks local committees everywhere cooperated and worked with professional occupational therapists.

The hides, ping-pong sets, and radios all helped. But there was something just as important: the amateur entertainment staged by lodges, the bingo games, the countless tickets to baseball and football games bought by nameless and unknown Elks. Professional hospital workers called it "Companionship Therapy." Forgotten patients only knew it meant that someone cared.

Nor did care stop at the hospital door. Often, the most critical time came later, during the terrible readjustment to a competitive world. Elks followed through. In a thousand cases, they found the vital jobs, or the vital encouragement, when it was needed most.

Over the years, it is hard to describe a program so broad, so diffuse, and so little boasted by the men and women who take part in it. Elks have defended their country and their flag in many ways. But nothing they have done in the nation's service is more important than the pledge by which the Order lives:

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U.S. PATENT 2,879,107 CANADIAN PATENT 637,543

(Continued from page 47)

ca's best distance candidates ought to be given the kind of "Liberal" mountain training provided Olympic contenders from European countries.

During the same 1966 Little Olympic warm-ups, Harry Ainsworth, who headed the U.S. delegation, said some of his swimmers complained of headaches and nausea. The rush for air, observed Ainsworth, became critical in events that lasted longer than 90 seconds.

Trained to breathe every three or four strokes, swimmers in pre-Olympic altitude tests conducted by Dr. Cutting D. Favour of St. Mary's hospital, San Francisco, had to gulp air with every stroke to get enough oxygen to complete more than a few laps. They showed some improvement after six to eight weeks, but, said Favour, none of the athletes performed as well as at sea level.

The performance of six Pennsylvania State University cross-country runners who had the benefit of a four-week stay in the 13,000-foot Andes of Peru was also impeded by sparse air. Even after 50 days, one runner's best time in the half-mile was 2.17 as compared with 1.57 in the more congenial altitude at Penn State.

Other countries, notably Russia and Japan, have scheduled their contestants to mountainous training for realistically longer periods. The U.S. Olympic Committee, on the other hand, has the bulk of the U.S. track and field team slated for Lake Tahoe, Nevada, in living quarters far below the actual training areas. Our marathon runners, basketball and wrestling teams will prepare in more realistic surroundings at Adams State College in Alamosa, Colorado—where Buddy Edelen may still be seen jogging the high-country roads.

There is even a question as to whether long-term, high-altitude training—a year or more—actually leads to acclimatization. Generally, scientists agree that sea-level natives never fully adapt to thin air—that subtle physiological adjustments continue for long periods of time.

Complete adaptation may take hundreds of years, says Dr. Robert Grover of the University of Colorado. The Indians of the Andes represent, he points out, the most complete acclimatization to high altitudes man can achieve. Between the Andean and the newcomer is the individual with an intermediate degree of adaptation. He is the man of European ancestry—the man who lacks any racial or genetic acclimatization which the Andean Indian may inherit. Leadville is the only home in North America of these intermediate individuals.

According to Dr. Payne Harris, a consultant to the Surgeons General of the Air Force and Army, "The U.S.

may be in worse trouble at the games if a serious factor few have talked about—but one which we think the Russians at least have anticipated—is overlooked: This is detraining." On the basis of what he calls meager evidence indeed on de-training, Harris believes a human de-acclimates within as short a period as 10 days or two weeks.

He offers Jim Ryun's record-breaking 1,500 meter and mile performances last year as a good example of what can happen when an athlete jumps into strenuous events before the body de-acclimates. Ryun had been training in Alamosa. On the other hand, tests on the Penn State cross-country runners showed how lag time removes the benefits of altitude training. None of the

six improved their pre-altitude times when they came down from the Andes.

This appears to be the outlook for the United States at the Olympic Games: If our young men and women are not given the opportunity and time for rigorous altitude training, and are allowed—as the shortness of present training schedules seem to indicate—to de-acclimate before going to Mexico City, then this will add to poor performance. Does this mean the U.S. will flunk out at the Olympics? As Dr. Harris says: "If our boys and girls compete against teams whose members are on a par with them and who have been completely and adequately conditioned to altitude, the answer must be yes." ■

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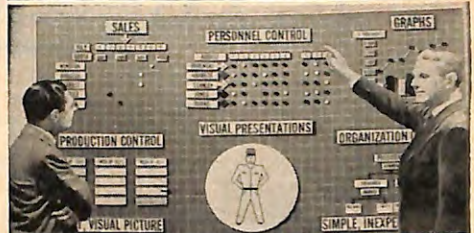


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Back Front

# CHALLENGE TO LEADERSHIP

The Order of Elks has made a triumphant entry into its second century, and Grand Exalted Ruler Robert E. Boney has given the Order the quality of leadership that was demanded by the time and the occasion.

Brother Boney's slogan for this Centennial year, "A Proud Past—A Challenging Future," certainly was appropriate and right to the point. It struck just the right note, and evoked a favorable response from the membership generally.

Grand Exalted Ruler Boney has nothing but good things to report with respect to the progress of the Order during his year in office.

The net membership gain for the year ended March 31 was 34,752, the largest annual increase since 1951. It was the 29th year in a row—since 1939—that the Order has shown a gain in membership. This year's increase carried the total membership to 1,452,187, which is, of course, an all-time record high.

The Order's expansion through the formation of new lodges made good progress with the institution of 20. While the gain here was not so spectacular as that in membership, it was a solid increase and represented a good deal of effort in an area that is becoming increasingly difficult.

Elkdom is proud—and justly so—of its past. But these are times that call for a forward look, for careful evaluation of the challenges that most certainly lie ahead, and for careful determination of the best course of action to meet them the most successfully.

In his June message in this magazine, Brother Boney addressed himself to some of the most compelling challenges that face us. These are challenges to the very existence of America and not just to Elkdom's future prosperity, although, to be sure, that prosperity is irrevocably linked with the destiny of this nation. Thoughtful Elks must agree with Grand Exalted Ruler Boney's declaration that strong leadership from this Order is required to meet the challenge of organized lawlessness whose aim seemingly is the destruction of orderly, democratic self-government.

This is a good time to ask whether we really are prepared to provide such leadership, or to contribute to it substantially. What should Elkdom's role be in responding to the forces of destruction and dissolution that have been let loose in this country? Without doubt, there are many citizens who are indifferent or not seriously concerned with the course of events of recent years. With equal certainty we believe that the overwhelming numbers of Elks and citizens generally are concerned, are aware, of the danger of allowing the forces behind these events to go unchecked.

These are timely questions as Elkdom moves into its second century and America nears its bicentennial in what may prove the most critical period in its history.



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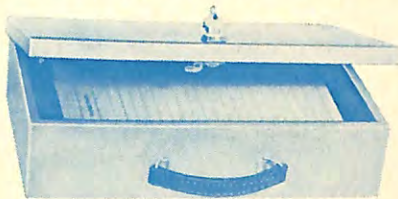
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In less than two minutes you can rip thru the hardest piece of metal (a FILE!) This amazing silicon carbide saw will make curves, notches, straight cuts in materials formerly considered to be unsawable! You can cut glass, glazed tile, bricks, tool steel, marble, and with very little effort. Famous cousin of diamond, the furnace-made silicon carbide now joins the saw blade (a DuPont development) and you have this miracle blade. Fits any hacksaw.



**\$2.79 for one, 3 for \$6.20,  
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SHIP AS FOLLOWS:

- Bugmasters as follows:  Model H  Xtra H Crystals  Liquid Plastic  Qt.  Gal.  
 Model G  Xtra G Crystals  Fish Necklaces  1  3  6  
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**PUT THIS ON RUST & SAVE—MILLION DOLLAR DISCOVERY  
REMOVES RUST QUICKLY BY POWERFUL CHEMICAL ACTION**



**NEW**

**NO MORE SCRAPING!  
NO MORE SANDBLASTING!  
NO MORE WIREBRUSHING!**

NAVAL JELLY Eliminates the time and drudgery of rust removal and does the job far more effectively than old, harsh mechanical methods.

**NAVAL JELLY**

**DISSOLVES  
RUST FROM  
IRON & STEEL**

NAVAL JELLY ADHERES EVEN TO CEILINGS!

NAVAL JELLY is a tacky gel . . . just right to keep it in position on vertical or overhead surfaces. It will not stiffen or evaporate in tropical heat or arctic cold. It will not flow away.

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After all of the Naval Jelly and rust is gone, the dry surface will contain a rust inhibitor, a thin, clean film. This will prevent further rusting and may be painted over.



MEREDITH SEPARATOR CO.

Dept. E-7, 310 West 9th St.  
Kansas City, Mo. 64105  
Phone 816 221 3562

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**\*\$50 REWARD FOR ANY  
TYPE SPIDER, BUG, INSECT  
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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. \$50 reward as per offer on package.



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# THIS GENUINE BLACK FOREST Weather House

**TELLS YOU THE WEATHER  
EVERY MORN & EVE!**

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EXTRA LARGE SIZE

only **2<sup>64</sup>**

DELUXE MODEL  
HAND MADE IN WESTERN GERMANY

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## FAMOUS SCHWARZWALD FAIRYLAND

Shown above is a section of the famous Black Forest. Nestled amongst the towering German Alps, it is a land of indescribable beauty. These genuine, original Wetterhauschen are made only in this Bavarian Shangri-la and nowhere else! Avoid spurious, oriental imitations! Make sure! Get the original model — guaranteed to please you for years to come. Mail the coupon today.

Ever since 1794, generations of gifted craftsmen from the SCHWARZWALD in the mountainous Bavarian area of West Germany have made these delightful Wetterhauschen. For nearly 2 centuries these weather houses have been imitated but never equaled. This ancient woodcrafters' art, jealously guarded, has passed on, down through the years, from father to sons and daughters. Each one is fashioned with quality materials featuring the rich sepia woods of the Black Forest. The parts are put together by hand — piece by piece — with



**WATCH  
THE GO-GO  
ACTION!**

**Limited  
Offer!**

methodical German precision. Now — for a SHORT TIME ONLY—readers of this publication may own this genuine Wetterhauschen at a sensational REDUCED PRICE — cut down way below our reg. price! To get yours at this reduced discount price, please follow special conditions shown in coupon below.

### FASCINATING GO-GO ACTION THRILLS YOUNG & OLD ALIKE

This original "WETTERHAUSCHEN" is an authentic miniature of the tidy little cottages that dot hill and dale in the Black Forest region. In it "live" grumpy Herr Hans and his flaxen haired daughter, Brunhild. When Papa Hans strides out with his diminutive umbrella, be on guard! Rain, snow or sleet may be ahead. But when Brunhild goes for a stroll, be full of cheer! Clear, dry weather and sunny skies lie ahead. These tiny little "people" look so real, they almost seem alive! Their go-go movements are controlled by an ingenious, yet simple mechanism based on the principle of HYGROMETRICS. People in scores of countries 'round the world use these quaint Weather Houses to help foretell weather conditions in their own localities. This genuine Wetterhauschen is sure to thrill you and your friends, year after year.

### GET THIS BIG DELUXE SIZE

Please don't confuse this large, deluxe Wetterhauschen with the cheap, brittle oriental imitations that sell for under two dollars. This is the genuine, original Wetterhauschen! Truly a product of German artistry and skill. Pictured here is the EXTRA LARGE size. Richly adorned with many little figurines. You'll love the stunning realism and true-to-life coloring. It will lend a

touch of exotic beauty to any room. Now readers can get one at an unbelievable low price. See coupon for details of this offer.

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You will be delighted at the miniature water pump . . . the proverbial toadstool . . . the nightingale poised to warble its glorious song . . . the Lilliputian flowers and bushes! Everything's so real looking . . . so perfectly shaped and meticulously put together by those nimble-fingered Bavarian craftsmen. The figurines, flowers, pump, fences, etc. are carefully hand painted. You'd expect to pay a tidy sum for this little art marvel — but now it's yours—direct from the importer—at big savings!

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FOSTER-TRENT INC., Dept. 512-G,  
308 Main St., New Rochelle, N. Y. 10801

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## Five Year Guarantee

Each Wetterhauschen undergoes careful checks in the Black Forest Factory as well as in the United States before shipment. Should it fail to operate to your satisfaction, we will replace it free with a new model, during five years. This guarantee is not valid after Dec. 31, 1973.